ACBL Educational Foundation Minutes
158th meeting of the Board of Trustees
March 18, 2025 6:30 pm CDT in Memphis, and on Zoom

In attendance:
Trustees: Robert Todd, Michael Berkowitz, Mitch Dunitz, Patricia Herrera, Daniele Favre-Panayotatos, Betty Starzec, Joel Kramer, Paul Cuneo, Reese Koppel, John McAllister

Guests; Stephanie Threlkeld, Craig Ascher, Amber Lin

1a. Pre-meeting presentation on new digital technology to support Bridge playing

1.Meeting called to order at 6:30.

2. Approval of the minutes of 157th meeting; moved by Mitch Dunitz and seconded by Betty Starzec. Approved.

3. Ladawna Parham discussed the need for a new secretary and asked for recommendations. Robert suggested that perhaps we need to recruit a new board member who wants to be secretary.

4, Committee reports:

Finance

- In the absence of chair Allison Freeman, Ladawna reported that two months into the year, nothing major to report, and we are in good shape, about in line with last year and where we expected to be. Re our investments, Paul said we have had two great years in ‘23 and ‘24, and this year we’re down about $30K in a volatile market. Mitch recommended that we should move our assets out of the stock market. After discussion, the issue was referred to the finance committee for consideration and for a recommendation to the board.

Development, Mitch Dunitz, chair.

- Mitch reported that it’s hard right now to get people to donate, and that he and Danielle should develop a plan for getting major gifts in the second half of the year. Ladawna discussed idea of putting people on a donor advisory board, and said she hopes to build that this year. Also, said she’s developing an online murder mystery fundraiser.

Program. Michael Berkowitz, chair.

- Michael reported that a few smaller grants were approved. One major proposal about bridge-adjacent games (around $30K) is being discussed by the committee. Craig updated on JumpStart Bridge's work, and process for measuring and communicating with the board about its activity and its success. Stephanie reported on the growing success of the college program.

Marketing, Joel Kramer, chair.

- Ladawna reported 450 media placements about EF. Social media engagement is growing very rapidly.

5. Spark! Auction update. Tracy handling the whole project, including marketing.

6. . Scholarship committee update. Ladawna said several trustees have volunteered for the committee, and she is still looking for more.

7. . Miscellaneous. Ladawna reported that we're anticipating changing companies for managing our charitable registration in each state that requires it. The board approved three policies, renaming one document retention. Betty moved; Brian seconded.

Meeting adjourned at 8:40 pm.