

**UNITED STATES LAWN BOWLS ASSOCIATION
ANNUAL COUNCIL MEETING
QUALITY INN, SURPRISE, AZ
OCTOBER 8, 2009**

President Forbes gaveled the meeting to order at 8:28 AM, October 8, 2009.

Flowers of the Forest was observed for all of our members who passed since the last Council meeting.

National Secretary Tom Kees called the roll. The following Councilors were present:

- Steve Nelson Central
- Sandy Souza & Frank Ransome - PIMD
- Dora Stewart & Marty Schans - South Central
- Eileen Luba & Patrick Duffy - Northeast
- Linda McDougall Southeast
- Sam DeLisle & Heather Stewart- Southwest
- Donna West & Richard Broad Northwest

Others:

- Pat Mueller - Central excused (Proxy given to Councilor Nelson)
- George Tucker - Southeast – temporary appointee re: John Garbett, Pres SE Div.
- George Poor, President Northwest holding proxy for Richard Broad (AM session)

Other visitors:

- Athol Foden, Myra Wood, Mary DeLisle & Howard Harris

National Secretary Kees declared that a quorum was present.

President Forbes led the Council in the Pledge of Allegiance.

President Forbes welcomed the new members of the Council and visitors.

The Council approved several additions to the docket and the docket was approved.

The reading of the Minutes of the National Council meeting, Doubletree Inn, Berkley, CA, September 11, 2008 was dispensed with and the Minutes were approved as submitted 16 – 0.

President Forbes' annual report was approved as submitted on a motion by Councilor Schans and the motion was approved 16 – 0.

National Secretary Kees' annual report was approved as submitted on a motion by Councilor Dora Stewart and the motion was approved 16 – 0.

National Treasurer Brian Studwell submitted the 2008 annual financial statements. These reports will be placed on file and were approved as submitted on a motion by Councilor Ransome, the motion passed 16 – 0.

Treasurer Studwell submitted the preliminary 2010 Budget with rationale. Further action to approve the budget was deferred until later in the meeting.

USLBA United States Championships report was given by Councilor Heather Stewart that included the preliminary financial report that indicated a small profit. The final financial report will be submitted when ready. All of the winners are posted on USLBA.ORG. **Councilor DeLisle made a motion to accept this report and the motion passed 16 – 0.**

President George Poor, Northwest Division submitted a request on behalf of the Northwest Division to host the USLBA United States Championships for 2011. **On a motion by Councilor Luba the Council accepted the Northwest Division's bid 16-0.**

Golden Bias Club report (through the 3rd quarter) was given by Chairperson Annette Schans. It was noted that \$8,100 in funds were disbursed in player support. **Councilor West made a motion to accept the report as submitted and the motion passed 16 – 0.**

National Team Selection: The Council accepted the report by Jack Lucey as submitted. The candidates for election to a five (5) year term are Ed Quo (men's) and Dana Lum (women's) as National Selectors, they were voted in by 8-0 by gender specific voting rules.

Membership & Marketing report was given by Chairperson Athol Foden. There were many topics discussed during this portion of the meeting. He requested that the results of the USLBA United States Championships and the UISLBA United States Open results be reported promptly so that the result can be posted on the Website. He indicated that he receives emails wondering why the results are not posted. He also pointed out that once results are posted, they remain as part of our permanent record.

He also asked that each Councilor remind our members to sign up for the Website since this will be the basis for future communications with the membership. The Websites for the Southwest, South Central and the Southeast Divisions are up and running. He also reminded the Council that this is a powerful recruiting tool.

Athol also asked that we all assist him in obtaining a complete list of Clubs that must also include a street address.

The written reports for the Website and Marketing were approved as received on a motion by Councilor Schans and the motion passed 16 – 0.

Councilor Schans introduced a Policy and Procedure for USLBA.ORG website. After review the Council asked for the following amendments:

1. Under the heading Oversight: That the sentence that reads, “This committee consists of the members of the Executive Board.” Be deleted.
2. Under the heading Linkage to other Sites: That USLBA Divisions/Clubs be amended to read “USLBA Divisions” only. That an additional line be added to read, “Lawn Bowls Clubs.”

The question was called and the Council adopted this Policy and Procedure by a vote of 16 – 0.

There was no report for Bowls USA but a healthy discussion ensued regarding print media i.e. magazines in particular and the Council expressed the following observations:

1. Magazines are a dying media,
2. They lack timeliness,
3. Not relevant in this digital age,
4. Have little relevance for most bowlers,
5. Should be replaced by our Website or an electronic magazine.

It was also noted that we had but a single advertiser and only 4 paid subscriptions.

National Secretary Kees provided the Council with the requested information on publishing an annual Club Directory. The cost estimates range from \$985 to \$5,300 for a 52 page directory and a quantity of 4,000. The quotes by company will be turned over for follow up by a committee as yet unnamed.

Councilor McDougall made a motion that the Council forms a committee to study all alternative proposals to Bowls USA. Their findings must include the cost of the proposed alternative along with as much details as possible, the motion was seconded and the motion passed 16 – 0.

Councilor Luba made a motion that we will no longer fund the printing of Bowls USA magazine after the 2010 January issue, the motion was seconded by Councilor Schans and the motion passed by a vote 14 – 2.

President Forbes appointed Councilor Nelson as the chairperson of the Media committee and Councilor Luba as vice chair and she also asked Athol Foden to be part of the committee. Their report is due for consideration by the Council on December 31, 2009. President Forbes will contact Trevor Colby, Editor of Bowls USA and provided him with the Council’s decision.

Marketing Campaign, Agency selection and type of Campaign

Brian Studwell reviewed the overall decline in our membership over the last 6 years. He also reviewed possible goals that will revive our organization. We must introduce our sport to the American public and it must be done in a very professional manner and be done with professionals. This cannot be a one year effort but must be viewed as an ongoing effort for several years. After a review of many agencies, the decision

was made to use the Mortar Agency because it seems to fit both organization and our budget.

Brian outlined the general theme of the upcoming campaign while Athol Foden reviewed the process by which the agency was selected. He also reviewed various avenues of marketing strategies that have been used successfully. The campaign will begin with a PR campaign and the thrust will be to place PR information strategically whenever and wherever possible. Athol Foden also indicated the great need to emphasize the social aspect of our sport since this is the area that will appeal to more people.

Brian Studwell also emphasized that the funding for this campaign will come from our reserves and not the Operating budget.

Councilor Heather Stewart made motion that the Council approved the funding in the amount of \$24,000 plus \$4,000 in operating expense and to accept the marketing proposal for a 1 year contract for the purpose of promoting the sport of Lawn Bowls. Further, that the funding for this program come from our reserve funds. Councilor Linda McDougall seconded the motion and the motion passed 16-0.

Councilor Dora Stewart offered 4 candidates for election to the Hall of Fame. She noted that the application for Heather Stewart was not received in sufficient time and therefore, the application should be deferred until the next Council meeting in 2010. Dora asked that the Council only consider the following three (3) candidates for election. The candidates are Douglas McArthur, Donna West and Dora Stewart. Councilor Schans made a motion to go into closed session for the purpose of discussing the qualifications of the proposed candidates and the motion passed 16-0.

Councilor Schans made a motion to go out of closed session and to reconvene the Annual Council meeting, the motion passed 16-0.

National Secretary Kees reported that Dora Stewart and Donna West were voted in to the Hall of Fame.

Rules Committee, Chairperson Richard Broad: Councilor reported on the proposed changes of the Rules that will come before World Bowls. He reviewed all of the changes and the position of USLBA on each of them. The major change proposed in Rule 18.4 which is commonly known as the “Hammer Rule.” He indicated the most of the members of World Bowls has indicated that they wish to change this rule and revert to the original rule thereby eliminating this.

Councilor Broad also indicated that the subject of Foot Faulting and the Mat have wording that he believes need clarification. He further indicated that we request that the rule about the measuring of the Jack reflect that the measurement be that the Jack be measured as laid.

Councilor Broad indicated that USLBA is requesting a more definitive rule out lining “Unsportsmanlike behavior” when it is clearly blatantly obvious i.e. foul language, spiking the bowl, etc.

Councilor Schans made a motion that the Rules committee be permitted to act on behalf of the National Council but that the Rules committee inform all Councilors of the proposed changes being sent to World Bowls at least 7 days prior to these changes being sent to World Bowls, Councilor Luba seconded the motion and the motion passed 16-0.

The South Central Division made a motion to amend the Rules of the United States Championships to states that the Pairs competition be played as 18 Ends rather than 21 Ends, Councilor Nelson seconded the motion and the motion passed 12-4.

Councilor Schans made a motion regarding the appeals process, “When an appeal is made to the National Council regarding decisions made at the division level concerning various competitions, the matter should be referred to the Rules Committee. The Rules Chairperson shall first determine whether the National Council has jurisdiction and if it does, shall make a ruling. If the National Council does not have jurisdiction then the Rules committee shall notify the Division that the National Council does not have jurisdiction but also issue a ruling in the form of a non-binding recommendation.” and “On all other appeals from decisions made within a division are to be directed to the USLBA President. The USLBA President will appoint a committee consisting of three (3) persons (including at least two (2) Councilors) to investigate the appeal and provide their recommendation to the USLBA President. The USLBA President will review their decision and provide the results of the adjudication to the relevant parties. If the National Council does not have jurisdiction, it will issue a finding in the form of of a non-binding resolution to the division in question. Councilor Dora Stewart seconded the motion and the motion passed 16-0.

The Northwest Division made motion that the USLBA dues be raised from \$10.00 per person per year to \$20.00 per person per year and that the effective date for this action be January 1, 2010. The motion passed by a vote of 10 for the increase and 6 opposed to the increase. It was noted that USLBA had not had a dues increase since the early 1980’s.

The Northwest Division offered a motion that the USLBA initially fund the Michael Ashton Phillips internationally sanction tournament in the amount of \$3,000 for the year 2010, the motion was seconded by Councilor DeLisle and the motion passed 12 votes for and 4 opposed.

National Treasurer Studwell gave a brief update on the possible hiring of a National Executive. No action was requested and no action was proposed.

Councilor Broad made a motion to change the Policy and Procedures manual to allow flexibility in the scheduling of events for the USLBA United States Open based on the number of participants. This would allow flexibility for the number of games

per day or an extra day if that is warranted, the motion was seconded by Councilor Ransome and the motion passed 16-0.

The preliminary budget was brought to the floor. The Central Division made a motion to amend the budget and add an item that allows for the funding of the of the North American Challenge to be held in Milwaukee, WI in the amount of \$3,000, Councilor DeLisle seconded the motion and the motion passed 15 for and 1 opposed.

2010 Budget, National Treasurer Brian Studwell: Reviewed the amended budget in rough form with all of the proposed changes along with the supposition that our membership will decline by 33%. The Council approved the following budget items:

1. To stop publishing Bowls USA with a savings of \$21,000
2. To accept and implement the Institute PR/Marketing plan – cost \$24,000 plus \$4,00 in contingency funds,
3. Support the MAP tournament - \$3,000,
4. Support the NAC - \$3,000.

The preliminary budget estimates indicate that we will operate at an estimated \$2,400 deficit for 2010. The budget will be finalized when we have a better handle on our estimated income. Councilor Nelson made a motion that the preliminary budget for year 2010 be approved, Councilor Broad seconded the motion and the motion passed 16-0.

Brian Studwell made a presentation concerning the uniforms for our international teams. He requested that the Council approve the current design in order to avoid the unnecessary expense to the players by having to purchase a different uniform each year. The costs of the current design are very favorable. **Councilor Luba made a motion that the current uniform be designated as the official Team USA uniform, Councilor Ransome seconded the motion and the motion passed 16-0.**

The National Council recognized all of the dedicated years of service performed by Councilor Frank Ransome in the arena of membership and instruction. The Council offered their thanks and presented Frank with a small gift on their behalf.

The Council also authorized the presentation of a token of their appreciation to retired Chief Umpire and Rules Chairperson, John Stewart. This presentation will be made at the opening ceremonies of the 2009 USLBA United States Open in Surprise, AZ on October 9, 2009 by President Isabella Forbes.

Nominating Committee, Chairperson Heather Stewart: The Nominating committee offers the following slate of officials for election for 2010:

- National Secretary, Tom Kees
- National Treasurer, Brian Studwell
- International delegates, Isabella Forbes & Jack Lucey
- National Team Selectors – Ed Quo (Men’s) – 5 year term; Dana Lum (women’s) – 5 year term (both were elected earlier in the meeting).

No further nominations were offered and those nominated were elected by a vote of 16-0.

The date of the next Council meeting will be determined at later date.

Councilor Souza made motion to adjourn the meeting, the motion was seconded by Councilor Dora Stewart and the motion passed.

The 2009 National council meeting adjourned at 7:12 PM, October 8, 2009

**Tom Kees, National Secretary
USLBA
November 16, 2009**