

# 2Pittsburgh Curling Club | Board of Directors

## Meeting Minutes

**Meeting Type:** Regular Board Meeting

**Date:** February 15, 2026

**Time:** 6:00 PM (Called to Order: 6:00 PM)

**Location:** Pittsburgh Curling Club, 491 McCoy Road, McKees Rocks, PA 15136

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### Attendance and Quorum Verification

#### Board Members Present

Member	Attendance
D. Devine (President)	In Person
S. Buffington	In Person
W. Leung	In Person
D. McCormish	In Person
T. Machovina	Via Zoom
Q. Lovicks	In Person
D. Cober	In Person
T. Mathey	In Person
Z. Romitz (Secretary)	In Person

#### Board Members Absent

- R. Palagallo (Vice President)

#### Board Vacancy

- J. Temple (resigned via email since January meeting)
- S. Fissella (resigned in Jan 2026)

## Officers Present

- A. Devine, Treasurer

## Others Present

- Sean Mizerski (member)
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## Call to Order

D. Devine, presiding, called the meeting to order at 6:00 PM.

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## Approval of Previous Meeting Minutes

The board reviewed the minutes from the January 2026 Board of Directors meeting.

**Motion:** To approve the minutes of the January 2026 Board of Directors meeting

**Moved by:** T. Mathey

**Seconded by:** S. Buffington

**Vote:** Motion carries unanimously

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## Member Comments

Z. Romitz reported receiving member feedback regarding the No Tick Rule expansion discussed at the January meeting. Several members expressed concern that applying the No Tick Rule to additional leagues could be discouraging for newer players, particularly when shots are close to guards. Members requested that the decision revert to allowing Draw Masters to determine whether the rule is enforced, rather than a blanket policy. No other member comments were received.

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## Financial Report

**Presented by:** A. Devine, Treasurer

## **Discussion:**

- At the end of January, the club had just over \$97,000 in all accounts.
- January income totaled approximately \$48,000, including nearly \$21,000 from Tropicurl bonspiel registrations and \$12,000 from group/private Learn to Curl events.
- January paid expenses totaled approximately \$24,000, including nearly \$3,000 for Duquesne Light, \$1,000 for Carson Digital (first marketing payment), the regular Dollar Bank loan payment, and \$5,200 in school taxes.
- February expenses are being finalized and include the alcohol tax from the bonspiel, reimbursement to Erin for the bar, Learn to Curl stickers, and multiple Logoshop invoices.
- Budget spreadsheets are fully updated with expenses and income through January.
- QuickBooks has been updated for all accounts except the secondary (credit card) account through January.
- All in-kind donations from July through present have been added to the monthly tracker and budget spreadsheets. Donated amounts are now reflected in both revenue and matching expenses, resulting in a net-zero impact.

## **Conclusions:**

- Report accepted as presented.
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# Committee Reports

## Finance Committee

**Presented by:** D. McCormish

## **Discussion:**

- Year-to-date through January, the club is approximately \$46,000 below the revenue budget (excluding the \$5,000 accounting donation which has a matching expense).
- D. McCormish prepared a preliminary revenue analysis with three categories: (1) revenue already booked through January, (2) known revenue that has been paid but not yet booked in the financial statements, and (3) estimated additional revenue for the remainder of the fiscal year. Board members were asked to review the estimates for their respective areas and provide feedback.
- Best estimate for full-year revenue is \$40,000–\$45,000 short of the revenue target. Expenses appear close to budget through January, but the club is likely \$40,000–\$50,000 unfavorable on the bottom line versus budget.

- The largest contributor to the revenue shortfall was the bonspiels.
- Extensive discussion took place regarding the balance between scheduling private Learn to Curls (higher short-term revenue) versus public Learn to Curls (longer-term membership pipeline). The consensus was to pursue both, approximately balanced.
- New public Learn to Curl slots were added: 56 new slots (February 28 and March 21) by converting some pizza night time slots, with consideration for additional slots in April.
- The board discussed volunteer capacity as a limiting factor for scheduling events.

### **Conclusions:**

- Private Learn to Curl pricing returns to \$80 per person, with a minimum of \$600 per sheet, effective immediately for new bookings.
- No new private Learn to Curls to be booked in February. The last two weeks of March remain available, with remaining demand pushed to April and May.
- Anyone previously quoted \$60 per person may keep that rate if their requested date is still available.
- Board members with committee budget responsibilities (Z. Romitz, Q. Lovicks, R. Palagallo, and others) to review D. McCormish's revenue estimates and provide input within the coming week.
- The So You Want to Be an Olympic Curler program (February 22) will proceed as planned despite lower-than-hoped enrollment, as the club is listed with USA Curling as a participant in the national program.
- Discussion of a potential junior curling program in May, contingent on interest level. A wait-list form to be posted on the website after the February 22 event to gauge demand. Burt and D. McCormish are tracking incoming inquiries from parents.
- Discussion of a prorated late-season base membership: the per-member cost to the club is approximately \$22.50 (GNCC dues plus insurance), or \$29.50 if the member is also registered with USWCA. The board discussed offering a reduced base membership rate to reduce barriers for new members joining mid-season, building on the \$25-off in-building signup incentive approved at the January meeting. Two new members signed up using that incentive. No conclusions were finalized; the topic will be revisited.

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## Education Committee

**Presented by:** D. Devine (on behalf of R. Palagallo, absent)

### **Discussion:**

- R. Palagallo's written report indicated 196 people participated in curling experiences in January. As of his report, 365 people were scheduled for February across public, private, and Olympic Experience events.

- 56 new Learn to Curl slots were added for February 28 and March 21.
- Learn to Curl 2 sessions are being added where space permits to maintain the pipeline.
- Skills clinics organized by T. Mathey have been very well received, with 30 participants so far and additional Futures League and Olympic League members signed up for future sessions. Board noted this as an opportunity for more structured coaching programs in the future.
- Discussion of the College of Curling (Canada-based program) as a potential future partnership. Pricing has been obtained. Planning for a possible fall program.
- Gerry and Jim were praised for their work with league instruction at Futures League and Olympic League. Suggestion to focus their pre-game talks on etiquette, time management, and other foundational topics, with more hands-on instruction being addressed through skills clinics.

### **Conclusions:**

- Skills clinics to continue; longer-term coaching program development to be considered for next season.

## Membership Committee

**Presented by:** Z. Romitz

### **Discussion:**

- Total membership stands at 156, up from 139 last season (+17) and up from 124 at this same point last year (+32, or 25.8% year-over-year growth).
- 55 new members (35.3% of total) and 101 returning members (64.7%) this season. Retention rate of 69.8%.
- 138 members (88.5%) are enrolled in leagues; 18 (11.5%) are not yet enrolled.
- League capacity is tight: Monday, Tuesday, and Wednesday leagues are full. Stones and Scones is effectively full at 29 registered (capped at 24 per session with standby system). Olympic League has 24 members. Thursday Night Owls has 21. 5 and Under / Sunday Funday has 10.
- The Rookie League (Friday night) has been posted on the website at \$100 for the winter session (five nights: Learn to Curl 1, 2, 3 plus two additional nights). Two members have signed up so far (both for the late draw). Q. Lovicks is serving as Draw Master.
- PSL (Pittsburgh Sports League) partnership: approximately 11 of 16 signed up for the 6:30 draw and approximately 7 for the 8:30 draw as of last report. PSL participants are completing Learn to Curl 1, 2, 3 and then encouraged to convert to membership.
- CCAC class is running with 16 students. Demographics differ from typical CCAC groups; conversion rate may be lower, but instructor feedback is positive.

- Spring league registration to be posted on the website in March.
- March 8 PSL curling experience: board agreed to open the first 32 slots (12:00–1:00 PM) to the public and reserve the second 32 slots (1:00–1:45 PM) for PSL participants.
- Discussion emphasized the importance of welcoming new members, learning names, wearing name tags, and encouraging new league members to expand into additional leagues.

### **Conclusions:**

- Z. Romitz to continue monitoring league capacity and member pipeline.
  - Spring league registration to go up in March.
  - March 8 PSL curling experience format finalized as described above.
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## Marketing/Communications Committee

**Presented by:** W. Leung

### **Discussion:**

- Facebook and Instagram engagement has been strong, with organic spikes around the Olympics and steady growth driven by consistent posting and influencer days. Facebook performance (January 17–February 13): 159,100 views (+370.7%), 106,367 viewers (+865.4%), 1,600 content interactions (+127.6%), 2,600 Facebook visits (+117.6%), 144 net new followers (+700%).
- Eight influencer-created videos were tracked on Instagram, with additional videos on TikTok. The best-performing video received 130,000+ views, a page best for both the club and the creator.
- Notable social media coverage from BeLocalPittsburgh, Pittsburgh Sports League, NEXTPittsburgh, and VisitPA. The Post-Gazette also reached out, and PA Tourism requested to add a feature.
- Carson Digital (SEO/marketing company) update: cleaning up website metadata, listing the club in approximately 40 online directories, improving search descriptions for each webpage, and working with a Google Ads sales manager to optimize ad targeting. The club's Google search ranking is currently 81 out of 100.
- Website traffic increased significantly: 3,500 visitors in January versus 1,600 in the previous comparable period, up 122%. Majority of traffic originates from Google search. Organic social media is the second-largest source.
- Carson Digital is also creating blog posts designed to appear in AI overviews when users search curling-related terms.

- No significant negative sentiment detected on social media. Some influencer content noted curling is "harder than expected," which the board viewed as authentic and not harmful.

**Conclusions:**

- W. Leung to follow up with Carson Digital regarding any negative sentiment monitoring.
  - Marketing efforts, especially influencer days, are driving significant traffic and engagement.
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## Ice Committee

**Presented by:** T. Mathey

**Discussion:**

- Ice is in decent shape mid-season, with some minor issues from dehumidifier operation being addressed.
- An incident occurred where the pebbling schedule was not followed, resulting in incorrect pebble sizes being applied over multiple days. T. Mathey had to make multiple additional passes to correct the issue. All Draw Masters and pebbling volunteers have previously received explicit instructions regarding the pebbling schedule.
- The high volume of Learn to Curl and private events is increasing wear on the ice. Membership should expect some degradation in ice quality during the heavy event season.
- The backpack sprayer is now being used to fill knee prints, which has been a significant improvement.
- T. Mathey plans to schedule a mini-flood (approximately 200 gallons) in March or April before spring season begins, requiring one day with no ice activity. A Sunday evening/Monday morning window was discussed.

**Conclusions:**

- Draw Masters to remind pebbling volunteers to check both the schedule and the last pebble applied.
  - T. Mathey to identify a date for a mini-flood before spring season (April 4 target start).
  - W. Leung to post a reminder in the all-members Slack channel about gripper maintenance to reduce debris on ice.
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## Facilities Committee

**Presented by:** S. Buffington

### **Discussion:**

- Thanks to members for keeping the driveway and sidewalks clean; salt intrusion into the building has been minimal.
- The slipper/shoe-change solution at the entrance has become very popular. The current setup is working well; cubbyholes may be considered for next year.
- The backflow preventer inspection is overdue. S. Buffington is having difficulty reaching the usual provider (\$75) and may need to find an alternative (typical cost is \$180).
- The AED is currently on the floor and should be mounted on the wall. The current AED may be a replacement unit with different documentation than the original donated unit.

### **Conclusions:**

- S. Buffington to complete backflow preventer inspection.
  - AED to be remounted on the wall.
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## Technology Committee

**Presented by:** D. Cober

### **Discussion:**

- Hardware is set up for per-sheet timers. Software setup is pending.
- The system will include a button to capture notable shots (for social media/highlights).
- Some league members have been confused about how to turn on the sheet TVs/timers.

### **Conclusions:**

- D. Cober to send a communication to the membership explaining how the timer system and sheet controls work once per-sheet buttons are installed.
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## Events Committee

**Presented by:** S. Buffington

**Discussion:**

- The events committee needs to schedule a meeting to begin planning the event calendar for next season.
- Discussion of hosting a club-friendly bonspiel, potentially with the Rail City club.
- Tropicurl wait list currently has 17 teams. S. Buffington has begun reaching out to wait-listed teams. Last year, eight teams were pulled from the wait list. The committee plans to improve communication with registered teams going forward to better manage headcount and allow wait-listed teams to fill openings.

**Annual Meeting:**

**Motion:** To schedule the annual meeting for May 16, 2026

**Moved by:** Z. Romitz

**Seconded by:** W. Leung

**Vote:** Motion carries unanimously

- T. Mathey noted that per the bylaws, board members cannot vote by proxy. A Zoom option must be available for the board meeting that follows the annual meeting (officer elections) so all board members can participate.
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## Volunteerism Committee

**Presented by:** Q. Lovicks

**Discussion:**

- Volunteer levels are currently sustainable. New volunteers are stepping up, particularly from Futures League and Olympic League.
- Current volunteer incentive structure: 8 hours earns a \$5 Starbucks gift card; 16 hours earns \$75 off next year's membership fees (for full-price membership categories only). Board members are excluded.
- Approximately 19 people are actively logging volunteer hours.
- Q. Lovicks proposed adding a third tier: a one-time 10% discount at the Logoshop for volunteers reaching 32 hours, as well as an ad hoc 10% discount for non-member volunteers helping with special events (e.g., Olympic Experience), since beginner-tier members do not qualify for the \$75 membership discount.

**Motion:** To offer a one-time 10% discount on a Logoshop purchase for volunteers who reach 32 or more hours of service, and an ad hoc 10% Logoshop discount for volunteers supporting special events such as the Olympic Experience

**Moved by:** Q. Lovicks

**Seconded by:** T. Mathey

**Vote:** Motion carries unanimously

**Conclusions:**

- New volunteer incentive tier approved. Q. Lovicks to implement the discount through the Logoshop website (non-stackable with other promotions).
  - Board continues to encourage members to log volunteer hours.
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## Grants & Sponsorships Committee

**Presented by:** T. Machovina (via Zoom)

**Discussion:**

- T. Machovina posted strategic plans and a sponsorship tracker to the board chat.
- Upcoming meetings scheduled with representatives from The North Face and Dick's Sporting Goods to discuss sponsorship opportunities.
- Vesuvius, a local Pittsburgh manufacturing company, visited the club recently and is interested in sponsoring at a level that includes an annual Learn to Curl event.
- T. Machovina needs to align with T. Mathey regarding a UPMC sponsorship contact, particularly regarding potential ice sponsorship, as ice orders need to be placed by July/August.
- D. McCormish identified an apparent error in the 2023–2024 sponsorship dashboard showing \$12,700. T. Machovina confirmed this figure is correct, reflecting three large multi-year deals booked simultaneously in that fiscal year, though a calculation rollup error was identified and will be corrected.

**Conclusions:**

- T. Machovina and T. Mathey to connect regarding UPMC sponsorship.
  - Sponsorship outreach to continue; major push may wait until April/May given current Learn to Curl email volume.
  - Dashboard calculation error to be corrected.
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## New Business

### Bonspiel and Tournament Guidelines & Expectations

S. Buffington distributed a draft document outlining proposed bonspiel and tournament guidelines for the club. Key elements include procedures for ranking teams when multiple club teams seek entry to events with one-team-per-club rules (e.g., GNCC events such as the Dykes and Childs/Kayser), and a placeholder for junior tournament policies including chaperone requirements. The board agreed to review the document and discuss further at the March meeting. This policy is intended for next season, not the current year.

### Next Board Meeting Date

The March board meeting was moved from March 8 to March 15, 2026 at 6:00 PM due to board members attending the GNCC event in Connecticut that weekend. The April meeting will remain on April 12, 2026. The board discussed potentially moving future meetings to the third Sunday of the month to allow more time for financial reporting; this will be decided after the annual meeting.

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## Action Items

Action Item	Person Responsible	Deadline	Status
Review preliminary revenue estimates and provide input to D. McCormish	Z. Romitz, Q. Lovicks, R. Palagallo	Week of February 16	Pending
Return private Learn to Curl pricing to \$80/person (\$600/sheet minimum); push new bookings to late March, April, and May	T. Machovina, T. Mathey	Immediately	In Progress
Add additional public Learn to Curl slots in April	Z. Romitz	TBD	Pending

<b>Action Item</b>	<b>Person Responsible</b>	<b>Deadline</b>	<b>Status</b>
Work with Q. Lovicks and R. Palagallo to schedule Learn to Curl 2 sessions	Z. Romitz	TBD	Pending
Post junior curling interest/wait-list form on website after February 22 event	Z. Romitz, B. Cubbison	After February 22	Pending
Post spring league registration on website	Z. Romitz	March	Pending
Open first 32 slots of March 8 PSL curling experience to public	Q. Lovicks	ASAP	Pending
Get PSL enrollment count for March 8 event	Q. Lovicks	February 17	Pending
Follow up with Carson Digital on negative sentiment monitoring	W. Leung	TBD	Pending
Send pebbling schedule reminder to Draw Masters and volunteers	T. Mathey	ASAP	Pending
Post gripper maintenance reminder in all-members Slack channel	W. Leung	TBD	Pending
Schedule mini-flood before spring season	T. Mathey	March/April	Pending

Action Item	Person Responsible	Deadline	Status
Complete backflow preventer inspection	S. Buffington	ASAP	Pending
Mount AED on wall	S. Buffington	ASAP	Pending
Send communication about sheet timer/TV controls	D. Cober	After per-sheet buttons installed	Pending
Connect with T. Mathey regarding UPMC sponsorship	T. Machovina	ASAP	Pending
Correct dashboard calculation error	T. Machovina	March 15 meeting	Pending
Review Bonspiel and Tournament Guidelines draft	All Board Members	March 15 meeting	Pending
Implement 10% Logoshop volunteer discount	Q. Lovicks	ASAP	Pending
Schedule events committee meeting for next-season planning	S. Buffington	TBD	Pending
Identify friendly bonspiel dates	S. Buffington	ASAP	Pending

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## Next Meeting

**Date:** Sunday, March 15, 2026

**Time:** 6:00 PM

**Location:** Pittsburgh Curling Club, 491 McCoy Road, McKees Rocks, PA 15136

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## Adjournment

**Motion:** To adjourn the regular meeting

**Moved by:** D. McCormish

**Seconded by:** Q. Lovicks

**Vote:** Motion carries unanimously

The regular meeting was adjourned.