

December 1, 2025

MINUTES OF EXECUTIVE BOARD OF SOUTHWEST DIVISION OF BOWLS USA

The meeting on Google Meet was called to order by president John Billon at 5:30 P.M.

MEMBERS PRESENT: John Billon, Linda Roberts, Kelly Warren, Chuck Moffitt, Jackie Hogan, Howard Harris, Sheila Conti

OTHERS PRESENT: Shelley Cohen, Gary Barnes, Heather Stewart

SECRETARY'S REPORT: The board accepted the minutes of the meeting of November 10, 2025, subject to several corrections by Jackie Hogan and Howard Harris that were subsequently made.

COMMITTEE REPORTS

Ladies Day: Shelley Cohen reported that Ladies Day is concluding the year with a luncheon scheduled for December 17th, with current registrations at thirty, expected to increase. To date, 14 clubs and 128 ladies have been involved in 2025. Shelley is also working with Moe Cadavid on fine-tuning the online registration process. The committee is discussing the structure and budgeting of Ladies Day events with other divisions, noting that one club did not charge attendees and incurred a \$400 cost for lunch.

Kelly Warren provided an update on the Citrus Division Women's Day event. Kelly proposed a subsidy of \$75 per event for their next four events.

Coaching: Linda reported that the intermediate coaching classes are being scheduled and expected to be very popular. Linda described the intermediate classes as beneficial for club bowlers with a few years of experience. Heather advised that it is too soon to advertise specific classes for new coaches. She noted that coaches could benefit from information shared by Adam Martin, which is available in Google sheets.

Tournaments: Anne Nunes plans to propose several updates to the tournament manual at the AGM, including a potential change to the format of some men's tournament formats.

Chuck addressed a message criticizing the leadership of the Santa Ana club for proposing to schedule a tournament there later in 2026, given that their greens are in poor shape.

He pointed out that Frank Stevens of Santa Ana is working with the parks department to insure the greens are in good shape long before the tournament.

Webmaster: Giulia reported that she will prepare a comprehensive report on website changes to the board prior to the upcoming AGM. She confirmed that the Ladies Day signup will soon take place online and that Facebook and Instagram are connected, with some automated posts, but also noted the absence of a formal social media person.

Digital Media Committee: Gary provided an overview of the live streaming efforts, reporting there were 51 broadcasts in 2024, doubling the number of views to 20,000. Gary emphasized the quality of Scott's announcing, which contributes to viewers spending longer on their videos compared to others. Plans for 2026 include expanding the "How" program and creating new umpiring videos with Melanie Vizenor.

Gary set a goal to reach 1,000 subscribers in 2026, noting that over 75% of current viewers are not subscribed, and suggested adding subscription information to all division emails.

Southwest Division Shirts: Jackie reported there has been limited progress on the division shirts matter due to holidays and unresponsive contacts. Initial design ideas have been shared with a designer. Jackie is waiting to hear from a U.S. company that produced shirts for other divisions.

EXECUTIVE BOARD

Kelly Warren reported progress on organizing the various Waterbury leagues. A West LA league was formed, a northern league may be organized in 2026. The East LA County area is still a problem area. Various details need to be resolved, including the format of the final tournament. If a sixth league is formed.

Kelly presented the Treasurer's report, stating the division is currently at a negative \$5,150 in net income with expected checks to be written potentially increasing the negative balance to around minus \$10,000 by yearend. Kelly plans to finalize the budget soon after resolving computer issues caused by malware.

John Billon introduced discussion of the division's style manual. He praised Gary Barnes' work on the subject, adding that style manuals are flexible and need occasional updates, which he suggested we need to do. John introduced several specific color and typeface possible changes, then proposed that a committee review and update the style

manual and present their views to the board for approval. John announced his intention to appoint such a committee for board approval by the next meeting.

John also introduced a proposal for the division to assist member clubs with their annual open houses. The proposal includes a package of guidance for clubs with templates containing lists of community resources, draft press releases, and considerable additional information helpful to conducting open houses.

Annual General Meeting: John, Linda and Sheila discussed preparation of the delegate packet for the AGM. All committee chairs will be asked to submit their inputs for the packet. It was also agreed that the process of recognizing members who have passed away would be more efficient if their names were collected prior to the meeting for a reading at the meeting.

Linda suggested an end-of-year president's forum to address a number of matters.

Jackie reported that Bowls USA has asked if the Southwest Division will consider being a backup host for the US Open in 2026 in the event that Arizona clubs face issues due to green reseeding and a lack of volunteers. Discussion ensued with no conclusion reached.

Chuck reported on the *History of Lawn Bowling in Southern California* book project. Despite identifying what he saw to be significant issues with inconsistent typefaces, layout, and lack of captions in the initial version, Chuck believes the writing itself is acceptable. The authors have not shown him the finished book, or even finished chapters, after his proofreading input. John confirmed that the maximum division commitment is \$1,380 for thirty books, to which there were no objections.

The meeting was adjourned at 7:16 P.M.

The next meeting of the board will be December 1st at 5:30 P.M. on Google Meet.

Respectfully submitted,

Chuck Moffitt

