

February 2, 2026

MINUTES OF EXECUTIVE BOARD OF SOUTHWEST DIVISION OF BOWLS USA

The meeting on Google Meet was called to order by president John Billon at 5:32 P.M.

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

OTHERS PRESENT: Anne Nunes, Shelley Cohen, Gary Barnes, Heather Stewart, Phil Dunn, Vaughn Feather, Giulia Gallo

SECRETARY'S REPORT: The board accepted the minutes of the meeting of January 5, 2026 without amendment.

HISTORY OF LAWN BOWLING BOOK: Phil Dunn was invited to report on the book he and Tom Seres had recently published. John reported that the division had paid for and distributed thirty books at a cost of \$46 per book. Phil reported that 120 books had been printed and appear at this juncture to have been sold. In addition, Vaughn Feather had purchased 100 copies at \$30 each. Phil proposed that the solution to the financial shortfall would be to seek subsidies from the SWD or benefactors of clubs, but the longer term solution would be to digitize the books.

Discussion ensued on how to digitize the book. Linda Roberts suggested and the group agreed to forming a committee consisting of Phil Dunn, Howard Harris and Gary Barnes to look at the options for digital publication.

John moved to fulfill the existing letter of understanding with the publishers whereby the division exercises its option by paying \$27 per book for books already sold, but without taking delivery. The motion carried unanimously.

ALL COMER'S INITIATIVE: Vaughn Feather explained that his recent All Comer's tournament at Hermosa has evolved into a commitment to help grow the sport's popularity. To that end, he is seeking a 501(c)3 designation for All Comers and establishing a \$50,000 grant to Bowls USA to be used primarily for initiatives that will grow the sport at the club level, though some money can support existing national tournaments. Vaughn is open to initiatives being run by the division or Bowls USA through the grant.

Vaughn discussed creating a 10-15 minute pitch video aimed at better penetration into the seniors market, noting that this visual tool could be used by individual clubs when approaching city hall or retirement centers. Vaughn proposed having lunch with Chuck to further flush out some ideas, and Linda suggested forming a marketing-focused

committee to deal with this matter and others, as there are various board members with some experience in club marketing. John suggested getting together to formulate a marketing plan for the division. There was also discussion on the Santa Anita Club, which everyone agreed should be a high priority for future growth.

COMMITTEE REPORTS

Ladies Day: Shelley reported that her calendar will be sent out after February 4th. Kelly reported that the Inland Empire Ladies day organizers are currently working on the rest of their schedule. Giulia Gallo offered to integrate the dates of the various Ladies Days onto the main electronic calendar via Google Calendar once the dates are finalized.

Coaching: There was a successful coaching day at the Groves for Groves and Santa Ana members, with plans for a similar session at Newport later in February. Linda suggested that Scott Roberts and Gary Barnes create a video for training trainers for the open houses, which John endorsed.

Tournaments: The tournament season will begin with the Mumma Pairs in Riverside at the end of February, an event that coincides with the 100th anniversary of the club, which the mayor has been invited to attend. After that, the America's Qualifying Tournament is scheduled for the first week of March in Long Beach. Discussion ensued on the details of organizing the America's Tournament, which will feature teams from a number of countries in North and South America.

Anne discussed the North-South tournament planned for the end of the year in Cambria, for which neither a date nor format has yet been set. Teams will be selected based on accrued SWD points.

The Southwest Open was discussed. It was agreed that it needs a chairperson. Giulia agreed to handle such items as stickers and gift bags. Kelly Warren accepted the role of coordinating the hospitality and ensuring that the videoing does not interfere with the tournament. Heather Stewart agreed to help organize a social event like a barbecue at Laguna following the two plus two, an event it was agreed should be continued.

Webmaster: Giulia provided an update on tournament registration, reporting that the website now features real-time tracking of available spots for open tournaments, which she described in detail.

Digital Media: Gary Barnes reporting having completed eight "How" programs with Scott Roberts, taking clips from previous Southwest Open footage to show scenarios versus actual results. They plan to post one program per week to maximize viewership.

Discussion ensued regarding a project Gary is working on with Cyrus Tang for a slide deck presentation to the Long Beach city council.

Southwest Shirt Designs: Jackie Hogan showed various suggested designs prepared by a designer she had arranged. There was considerable discussion on the subject. Chuck emphasized that since the objective is to sell as many shirts as possible to social bowlers, citing 1000 as a goal, he recommended producing three designs and market testing them with a representative number of division bowlers.

It was agreed that since the designs presented were all quite similar, other design sources should be sought. Chuck volunteered to have his wife and daughter, who had designed the Beverly Hill shirt, to get involved. Estimated cost of the finished product will be in the \$30-40 range.

Executive Session: The Board went into executive session to discuss a personnel matter.

John Billon: John provided a recap of the Bowls USA Development Fund, noting that Candy de Fazio has resigned as a voting member of that board and that the SWD therefore has no representative other than secretary Kim Davis. It was agreed that Kim remain as secretary and she and John discuss other potential SWD representatives.

Kelly Warren: Kelly Warren reported that the financial information is similar to the report provided at the AGM. He confirmed receiving a \$500 donation from Aero Bowls, though the check was made out to Bowls USA. Kelly will endeavor to arrange the participation of a qualified person to conduct an audit of division financial transactions for 2025.

Howard Harris: There had been no meeting of the BUSA Council since the last EB meeting, so nothing to report.

Chuck Moffitt: A new division newsletter is slated for publication in mid-March. Linda Roberts will be the featured bowler-member.

The meeting was adjourned at 8:31 P.M.

The next meeting of the board will be March 9th at 5:30 P.M. on Google Meet.

Respectfully submitted,

Chuck Moffitt

