

Present: Nicci Beninger, Lane Galloway, Neal Hayden, Donnie Van Rooy, Mary Ann White

Approval of Minutes from April 10, 2023

- Approved

Treasurer's Report

- 30,000 pesos in cash
- 300,000 in CDs
  - CD is month to month.
  - To remove money from CD requires an invoice (+\$5,000)

Old Business

- Ace of Clubs/Mini-McKenney: (Lane) Announce June 24
  - Local winners (Lee Wagner, Neal Hayden, John Gray, Carol Van Parys, Janet Mitchel, Lane Galloway, Mary Ann White, Tom Gillett, and Jimmy Reynolds). *Give out free Unit game certificates during our games*
- Non-local winners – *do nothing*
- PV Regional
  - Status of marketing campaigns
    - Facebook page (Lane/Nicci) *Up and running, will post every 2 weeks (Nicci)*
    - Email campaigns (Mary Ann) *Approve district 16 campaign, Mary Ann to research more districts*
    - BBO campaign (Mary Ann)
      - *Requires Google*
      - *BBO banner (\$200 limit)*
      - *General Google – hold for now*
    - Other (District 16, Mexican Bridge Federation, LCDBC) (Mary Ann/Nicci)
      - *Add to Website (Neal)*
      - *Facebook monthly postings thru Sep (Mary Ann)*
    - Website tracking (Lane) *Does not report source of tracking*
    - Hard copy/electronic flyers (Mary Ann) *Done*
  - Status of hotel discussions
    - Cancellation (Mary Ann) *Done*
    - Express lunch (Mary Ann) *Agreed*
  - Contract with Jorge Rosen (Mary Ann) *Same last year*
- Ajijic Sectional
  - Dates and location (Mary Ann) *Done*

New Business

- Unit Representative to District 16
  - Nicci to replace Lew, Zoom in (3 per year)
- PV Regional
  - Financial projections Review (see attachment)
    - Fri afternoon drinks & chips & salsa and drink (no guacamole)
    - Wed afternoon ice cream
    - Bring table cloths - need to make more – need for 55 tables (Mary Ann)
    - Convention card holder (Neal)
    - Bring past patches
  - Status of accepting credit cards - no can do, but can accept checks
  - Proof of vaccination requirement lifted, remove from flyer
  - Market Survey – develop questions for the registration desk
  - Seagam – advertise
- Ajijic Sectional
  - Sanction pending
  - Review preliminary flyer – fix hotel boxes
  - Stratification – ok
  - Hotel group rate

Next Meeting *not set*