

The Connecticut duckpin bowling proprietors and the Bowlers Association of Connecticut Board of Directors met on Sunday March 24, 2019 at Ducks on the Ave in Hartford. The meeting was productive, and both groups agreed that greater collaboration would be mutually beneficial. The following suggestions were made:

1. The Bowlers Association of Connecticut will be re-branded as “Connecticut Duckpins” to better differentiate our sport from the ten-pin variety. A new logo will be designed.
2. “Connecticut Duckpins” will grow its online presence by re-vamping its website and increasing the frequency of social media posts. To help in this endeavor, proprietors will receive an e-mail reminder on Tuesday each week to send the following to CTduckpins@gmail.com:
 - i. Photos of large groups who have held events at their centers
 - ii. Photos of league bowlers who have rolled notable scores
 - iii. A special offer for the upcoming weekend
3. “Connecticut Duckpins” will purchase a banner and posters for each participating center in an effort to encourage patrons to engage with the organization online.
4. When the “Connecticut Duckpins” online presence has increased, the organization will kindly ask proprietors to encourage the patrons on their mailing list to engage with the “Connecticut Duckpins” website and social media accounts.
5. “Connecticut Duckpins” will contact local media more frequently in an effort to promote our sport and our centers to a wider audience.
6. “Connecticut Duckpins” will focus on promotion to individuals who are not currently patronizing our centers. To this end, the board will identify fairs or other community events where it can do promotion at a table (and/or with a “portable lane”). A promotional postcard will be developed to distribute at these events. Other opportunities for promotion will also be considered.
7. Both groups agreed that the social division offered at tournaments on a trial basis should be continued in 2019-2020.
8. League formats were discussed, but no consensus was reached.
9. The role of the National Duckpin Bowling Congress in these endeavors was discussed. All present agreed that the NDBC must move into the 21st century. Some suggested our organization could utilize more funds currently retained by the NDBC to effectively promote the sport in our state. All agreed that this topic of conversation should be revisited.