

November 20, 2018 Shen Rowing Board Meeting Minutes (prepared by Stephanie Pidgeon)

Acadia Middle School Library

7:00pm - 7:30pm Open Session to Membership

7:30pm - 9:00pm Board Only Meeting

Attended: No members were in attendance during the open session

Board Members in attendance: Rob Partlow, Roger Pelham, Scott McDonald, Mark Smrstik, Lora Becker, Nancy Paulsen, Stephanie Pidgeon

Staff: Dave Bender, Dave Clayman

Absent: Barb Moore

Coaches Report:

Dave B: Winter training started. Going strong. 3 days Erg, 2 days off doing weight/strength
Attendance is good - need to work more on youth responsibility - need to take more responsibility of their numbers.

Scott M: Coaches meeting - covered a lot with regards to past fall and future of Spring program.
Coaches will get together to discuss Mod program soon.

Dave B: We would like to move away from a competitive mod program. More of a inclusive program, more races, want to make a few alliances - once we get it outlined and together we will put more information about it out.

The idea is everyone has 1000 meters of good water - we can share races/share water.
Scrimmages, we show up and go on different body of water use their equipment and put it away and go home. Will try to do an outreach on this (Dave B.) This cuts down on travel.

Registration: (Nancy)

Anything new? No

Lessons learned? Yes, now we have agreements need to be checked. Completed agreements needs to be a part of the registration process.

Swim test needs to be part of the registration process. Pick your dates before registration is done.

Anything that HAS to be done has to be put into the registration process.

A roster needs to be done: we need to know who is showing up at the boathouse. Do we need someone checking in on first day of practice?

Need some kind of checks and balances for.

Not all registrations are complete. Some specific issues. Mark S is keeping up with checking in.

Some are behind in payment due to paying by check - been in touch with all of them. Nearly all of them understand what is going and what is expected.

New registration for each season needs to go on the Coaches Roster.

Fundraising: (Roger P)

Letter writing annual appeal: wrapping up 1.5 weeks left and \$2,000.00 away from \$12,800.00 goal. These are rough numbers.

100 something pushed on FB

FB numbers we won't see for a few months.

Giving Tuesday push

Silent Auction - locked in date in March at Lighthouse

Bar, Food, Music haven't heard yet have to sit down with them after this.

List we have now needs to be tripled we need more people to do this. Shift from getting donations to getting sponsors and people.

Suggest partial proceeds to another charity -

Put feelers out, hopefully it will come through with logos on Banners

Jen Leonard - Disney package donated: organization has to do a community outreach program.

More information to come. This would fall in line with Dave B vision for community also.

Questions: Is the venue (Lighthouse) being donated? No, but lowest cost options compared to other places. We will get a bill at the end of the night (\$19pp vs fairway of \$29pp)

There will be a party tax which is a percentage.

Hoffman Car wash - need to get that going -

Apparel - Embroidery & More going to be the store for this. Dave B - this is set up already. Will get Stephanie the information so she can put it out there and push for Holiday shopping.

Treasurer:

Based on current enrollment numbers, we can't sustain covering all operational expenses from membership dues as originally planned at this time. What can we do to fix this?

Mod program? We need to be more aggressive with this.

It is all about recruiting, we are suffering most with very low numbers in the mod programs. All programs (Varsity, Frosh, Mod) need higher enrollments for financial sustainability

Recruiting - how do we bring them in? Need to formulate a plan Separate meeting to be held next week (Wed Nov 28) to focus on just recruiting. Not required, attend based on interest.

Kids know numbers are down we need solid answers going forward

We are carrying over last seasons bills to pay for this season. We are a season behind from where we should be.

Busing - are we paying for a mod bus? Yes, a full size school bus, 5 days/week for the 17 mods in the program (and mods only practice 2 days / week)but we need the bus.

We need a meeting to discuss recruiting. One week from today: 11/28 7pm. Stephanie will contact school liaison to get a room. More info TBD. We should invite rowers, parents, anyone with ideas.

Marketing:

Need someone to take this over. We will start filling FB business page with content

Boathouse Update: (Rob P)

Received positive feedback from everyone we encountered. BH meeting done, Nisky done, Union done, 11/26 SCC scheduled will update at a later date

Great interest among all groups.

Where do we go from here? Next meeting Monday.

Grant writer needs to get involved in next step. Sooner rather than later. Expect to hear back mid December. May 1st deadline for NYS grants.

How do we talk to membership about the money that we collected during annual fall appeal? Need to tell membership buckets that are allocated for all money that was donated.

Winter training trip - where are we at? Answer: we are heavier with more boys than girls interested at this time.

More emails/information to go out. So far 23 responses to the survey if people are interested in winter training trip

Deadline for trip is 12/14 deposit of \$445.00 needed

Over 18 kids we need another coach. Right now we are good with Dave B. and Nancy being chaperone.

\$55 a night for a chaperone at this time.

For kids not going on trip CA will be open for normal practice.

Equipment: (Dave C.)

Last of motors winterized. We sold one motor for \$75.00

Dave B:

Town called, we need to move a trailer from storage - Dave B already did it. They are working on roof and needed the space.

Meeting ended at 10:24pm