

# August 14, 2018

## Friends of Shen Crew aka Shen Rowing Board Meeting

7:05 pm Meeting called to order. Present: Dave Bender, Rob Partlow, Scott McDonald, Nancy Paulsen, Roger Pelham, Mark Smrstik, Stephanie Pidgeon Also present: 18 membership parents.

Dave Bender Program Director Welcomed everyone to the meeting and began with a presentation entitled, *Overview of Vision for Shen Rowing 2.0*.

- Dave discussed what is to come and the changes in progress. Key points included:
  - Rebranding FOSC to Shen Rowing.
  - Pride in the brand - value in the brand.
  - Being more transparent: emails trying to move to a more transparent organization. Making sure the information gets out.
  - MailChimp - the new email system being used to communicate to the membership
  - The Band App - an app that is free for parents to get pertinent information at a moments notice. The teams have their own thread which is monitored by the Head Coach.
  - Want to be more community oriented. A positive public presence is important.
  - Rowing is a great platform to teach life skills
- Breakdown of Grades/Schedule Changes:
  - 6th grade: 2 days a week
    - Key focus is on having fun while learning to row. Avoids rower “burnout” and allows students the opportunity to try other activities and studies.
  - 7th & 8th grade: 3 days a week
    - A strategic step up from the 6th grade effort with scrimmaging and racing introduced, with fun a key aspect.
  - 9th grade: 4 days a week
    - Further skill development and conditioning for the transition to the varsity level. Get a taste of what is to come at this higher level, to include some serious racing. One day off for school or other commitments.
  - 10th - 12th grade: 5+ days a week
    - Serious commitment time and racing.
- We are listening to you: Email surveys were sent out to those who did not sign up for the summer. Got great feedback. Using that input to drive our path forward.
- Summer will be fun for all levels. Chance to work on your skills.
- Fall is for rowing well.

- Winter is for training hard. Getting fast.
- Spring is for winning races with fast boats.
  
- Recruitment:
  - We can be the premier sport at Shen
  - Recruitment will be worked into the Rebranding to Shen Rowing.
  - Fall membership baseline to be 100 rowers. Fall recruitment target 30 net new rowers.
- Fundraising and Volunteering Goals:
  - Moving to a new Point System. Each family will be required to attain 48 points in a given agreement year to fulfill their volunteer requirements. Each volunteer job will have a point value. Some will be higher than others based on their time commitments or potential financial gains. You choose the job/position you want and gain points if that position is satisfactorily completed.
  - If you do not meet the 48-point minimum you will be billed an additional amount.
  - The point system and jobs will be more clearly defined prior to the Parent Meeting currently scheduled for September 8th.
  - Fundraising will be incorporated into the new Volunteer Point System.
- Membership and Dues:
  - Membership will now move to a yearly agreement running this season from September 1, 2018 to August 31, 2019.
  - We will no longer be billing by seasons.
  - Membership will be paid monthly through an EFT (electronic funds transfer) or credit card
    - Mods \$95.00 month
    - Freshman \$195.00 month
    - Varsity \$205.00 month
  - We will encourage members to commit to an entire year, however, an option for season selection will be offered but at a marked price increase.
  - More information on the agreement and payment information will be forthcoming.
  - By moving to a monthly payment structure we will have revenue surety which will allow the team to purchase new equipment and prosper and grow.
  - The monthly members is all inclusive: Uniforms, travel - no more extra expenses for small trips here and there.
  - Each price level will remain the same as the year enrolled as long as there's no break in enrolment. The varsity price set for the fall of 2018 will be what a 6<sup>th</sup> grade modified rower will pay with they are a senior in 2024.
- Please be patient as the Shen Board works through building a new volunteer system, the rebranding, and staff changes. We appreciate the membership's patience and assistance as we lay the foundation for a great organization.
- Parents are invited to attend a Breakfast Mingle at the boathouse on Saturday August 18th from 8 - 10:30 am. A full breakfast will be provided with grill masters coming out of

retirement. Boats will be available for parents to try rowing and this event is a great opportunity to socialize and get to know other parents, coaches, etc.

- After the presentation the Board met to further discuss needs for Shen Rowing 2.0
- Safesport - Stephanie taking the lead on this as Committee member. She will reach out to see if other members can help and will provide an update. Last meeting was in November 2017 and will tentatively meet again prior to November 2018.
- Session times/dates need to be hammered out by Dave and coaches so we can let membership know.
- Need to get registration information finalized so we can send out registration link to membership.
- Fall season starts on August 27th 3:30 - 5:30 for Varsity. Mods start Monday after school starts. 4pm to 6:30pm.
- Busing needs to be confirmed to boathouse.
- Need to reiterate that boathouse parking/pickup procedures to the membership.
- Parent meeting to be held at HS on September 8th.
  - Need to get agenda finalized
  - Volunteer information needs to be finalized and distributed to the membership prior to the Parent Meeting.
- Decided what was needed for the Breakfast Mingle. Rob asks the board to be there for 7:30 am. He will tow the food trailer to boathouse.

Meeting adjourned 10:15 pm