

June 19, 2018 Shen Rowing Board Meeting Minutes (prepared by Stephanie Pidgeon)
Clifton Park - Halfmoon Public 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, Jon Slepski, Mark Smrstik, Lora Becker, Nancy Paulsen, Barb Moore, Stephanie Pidgeon
Dave Bender, Dave Clayman were in attendance

Open board seat vacated by Mary Hanratty. Vote needed to eliminate. Motion made, seconded, voted unanimously yes.

Board voted 5-4 to interpret By-laws Section 10.3 that a member is required to meet all listed criteria to be nominated for President, VP.

Elected Officers:

President: Rob Partlow

Vice President: Scott McDonald

Treasurer: Mark Smrstik

Secretary: Stephanie Pidgeon

Dave Bender:

Branding needs to be redone. How it goes out is equally important.

Would like things to be as easy as possible, where are we as a program?

Need to change Volunteer Hours - system - need to overhaul this.

- We need parents more involved.
- It needs to be more geared towards fundraising and outreach

Membership dues: Looking to the Fall 2018

- More money gives us more leverage to plan things out for the future
- contracts/agreements locking in rates
- One season athlete/rower or season only rower/athlete should pay more. They are paying for the option to "opt out"
- Goal should be all inclusive
- Including summer
- Opportunity for growth
- Discount for families with more than one rower
- Free Week should not just be in June

Barb M. - Bylaws need to be redone - Roger, Scott and Mark S. will work on this and get it back to Board for input. First draft will be done by July 15th. Looking for input, if you have any please send to Roger and Mark.

We need to talk about the website. We should talk about Facebook, we need two pages, an open one and a marketing one.

Rob P: We have a lot to accomplish between now and September. Propose we meet one to two times a week to set all of this up as a board. Meeting once a month will not get all of this done.

It was agreed upon that we will meet one a week every Tuesday. Need to find a space to do this in. If we need to meet more than once a week we will do that.

Volunteer restructuring is a big item, pricing, recruiting, social media, fundraising. We need to collaborate on all of this with ideas and then come to an agreement on all of it. What are the most important things to focus on:

1. Lock in fundraising structure
2. Volunteer restructure
3. SPAC signup and restructure
4. Membership (Contracts)
5. Recruiting

Fundraising

- Letter Campaign we should have a goal of at least \$10K.
- SPAC

We should get feedback from members as to why they have not signed up for summer. Send out a survey. Relay that information back to board.

Roger had a meeting with the Town of Clifton Park, they are allowing us to use one of their facilities on Blue Barns Road for storage. It is locked storage, we will have a key. This will be provided free of charge. Everything should fit.

A thank you will be done, signed by Dave B. (Stephanie will do this) and sent to Town of Clifton Park (to participants in the meeting with Roger P.)

Heavy Quad was purchased from New Haven for varsity boys. (\$3,750.00 was paid). The Masters Program put up some of the money towards this purchase. This is a good purchase for the organization.

meeting ended at 10:21pm

Next meeting is August 14th