

WESTERN RESERVE ROWING ASSOCIATION

MERCHANDISING COMMITTEE

2019 Committee Cover Sheet

Board approved 2/11/19

	Name	Email
Director in Charge	Gretchen Shimola	merchandise@westernreserverowing.com
Member	Lisa Leemans	
Member	Jon Cox	
Member	Shari Plzak	
Member	Vaseem Ahmed	
Member	Bill Rickman	

Mission of WRRRA: WRRRA provides and promotes adult competitive and recreational rowing for the Northeast Ohio community through quality programming.

Primary Purpose of Committee:

Increase visibility through apparel and accessories by researching, designing and procuring merchandise to raise awareness, promote and/or commemorate WRRRA and WRRRA events.

Scope – Responsible for:

1. All promotional merchandise
2. Online merchandise and competitive team stores.
3. Signage and banners
4. Sale, promotion and distribution of merchandise and submittal of revenues to Board Treasurer
5. Inventory control and reporting to finance no less than twice a year.

Goals for 2019:

1. Create merchandise that will help shape unified identity and club pride
2. Cover expenses for merchandise sales – potential to generate revenue
3. Avoid overstock
4. Expand merchandise selection

Authority – Specifically Authorized to:

1. Select and retire products
2. Set pricing
3. Design and implement branding appropriate to the adult rowing community
4. Control marketing and merchandising strategies
5. Spend funds as budgeted directly to the Merchandise Committee with necessary approval by the board where required