

# OCTOBER 2015 BOARD MEETING

## WESTERN RESERVE ROWING ASSOCIATION

October 6, 2015 CRF Boathouse

In attendance: Victoria Anders, Frank Campbell, Sally Fahrenholz, Sarah Jackson, Laura Loesch, Jennifer Prugh

### ROWERS' CODE PRESENTATION

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#### JEFF ZABOR AND CHRISTINA LATTA-LANDEFELD

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- Jeff and Christina introduced the Rowers' Code, a team-building program they have been trained to implement for rowing clubs.
- They provide a program from the Rowers' Code, emphasizing the 7 principles of behavior in the Code and the collaborative culture it promotes.
- WRRRA can receive compensation much like Learn to Row, while the Rowers' Code presents the classroom portion and makes a connection between the principles introduced in the classroom and the on-the-water rowing experience.
- Advantages are financial, increased visibility, development opportunities, and the potential for increased membership.
- Program typically can last a day and a half and features multiples classroom and on-the water sessions. Program begins with 3-4 hours in classroom with Powerpoint-based sessions, then the participants are turned over to the club for erg an water sessions, with debrief and lunch.
- Jeff and Christina have not yet put on a program yet. They seek to create a collaborative partnership with clubs, starting with WRRRA. They can provide local advertising promoting both brands: Rowers' Code and WRRRA. They see this as a means to develop a corporate rowing program.
- Examples of rough numbers: pay WRRRA \$450 for each 8 and pay CRF separately for use of the conference room and the boathouse facilities. They are open to discussion on structure and financial aspect.
- They presented a sample contract, renewable yearly.
- Partnering with Rowers' Coe would not prohibit us from holding our own corporate rowing or team building events and programs.

### MINUTES AND PAST TREASURER'S REPORTS

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- The board deferred approval of September minutes until the next meeting.
- The August Treasurer's Report was approved.

### WRRRA VIDEO

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- The board voted to spend \$2500 on a promotional video and ratified the email vote to proceed with the video production.

### TREASURER'S REPORT

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- This will be a break-even year.
- Currently are at \$231K in cash - will probably end up \$175 or 180K.
- P and L shows that SRL, LTR, corporate, masters made money.
- Sculling and sweeps, Rec, LTS, fall rowing incurred d greater expense than income. The situation is partially due to the way we split the accounting into programs.
- Future spending for the year includes CRF assessments, club manager salary, and volunteer deposit refunds.

September financials as presented were approved. Laura Loesch moved with Jennifer Prugh seconding. Unanimously approved.

## CLUB MANAGER ROLE

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- Discussion ensued on the Club Manager role and input for evaluation.
- Also discussed were refinements to the job description.
- Discussion continued to include the identification of areas where WRRR policy and procedures are needed.

## WRRR BOARD NOMINATIONS AND ANNUAL MEETING

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- Kathy Whitford, Mark Silverstein, and Megan Patton were nominated as candidates and accepted as of October 2, 2015.
- Jennifer Prugh has declined to run again and Sarah Jackson is undecided.
- The 2015 Annual Meeting will be held at the Flat Iron on November 14.
- Frank Campbell will run the election.

## PROGRAM STANDARDS COMMITTEE

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- SRL/FRL Survey will be completed soon. Good progress has been made.
- Frank can send out the link.

## COACHING AND COXING

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- The coaching curriculum from Bella is still in progress. Jennifer promises to bring this project to closure.

## COMMUNITY OUTREACH

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- Sarah will send her thoughts to be considered in the off season for both adaptive and corporate rowing programming.

## EQUIPMENT AND MERCHANDISE

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- Two equipment maintenance days are scheduled for October 24 and 25.
- Committee will discuss different approaches for winterizing.
- Merchandise - over \$1500 sold at HOTC, double what was sold last year.
- Online store is doing well.
- Total merch sales to date are around \$9K. Net is slightly more than \$4K.

## VOLUNTEERS

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- Form for volunteer deposit refunds to go out within two weeks.
- Volunteers with more than 20 hours of service will be given a limited edition shirt.

## SWEEPS AND SCULLING

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- An abbreviated certification process was completed for an experienced sculler.
- We need a clear policy on guest rows that includes signing the CRF waiver.

## MEMBERSHIP

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- CRF assessment figures: 568 rowers for summer assessments and 218 rowing in the fall