

SEPTEMBER 2015 BOARD MEETING

WESTERN RESERVE ROWING ASSOCIATION

September 3, 2015, Cleveland Rowing Foundation Boathouse, 6:30 pm

In attendance: Kathy Whitford, Laura Loesch, Michelle Lundon-Fox, Maurice Ruelens, Jennifer Prugh, Sally Fahrenholz, Jim Ridge

Next meeting - WRRR Board Meeting - October 5, 2015, CRF Boathouse - 6:30 pm

CLOSED SESSION

SECRETARY'S REPORT

FRANK CAMPBELL / AMY HARMON

1. Minutes of previous Board meetings

- June Board meeting minutes
- July Board meeting minutes
- August Board meeting minutes

Kathy Whitford moved to approve the June minutes. Sally Fahrenholz seconded. Approved.

July minutes were taken by Sally Fahrenholz and will be approved via email.

Laura Loesch moved to approve the August minutes. Jennifer Prugh seconded. Approved.

2. Notice and Ratification of action taken in between meetings.

- July financials approved via email

Kathy Whitford moved to approve the July financials. Sally Fahrenholz seconded. Approved.

- Ratify email vote for 2 sets of hatchets for \$760.

Kathy Whitford moved to approve the purchase of 2 sets of hatchets for \$760. Laura Loesch seconded. Approved.

- Email vote to increase Merchandise budget by \$4000

Kathy Whitford moved to approve the increase of the Merchandise budget by \$4000. Sally Fahrenholz seconded. Approved.

- Agree to donation to Cosgwell Hall. LTR (value: \$47) with assorted merchandise items. Will determine the monetary value.

Kathy Whitford moved to approve the donation of a Learn to Row and assorted merchandise items for Cosgwell Hall. Sally Fahrenholz seconded. Approved.

TREASURER'S REPORT

LAURA LOESCH

- August Financials discussion
- \$35,000 in YTD income compared to August 2014
- Sitting on \$3800 in cash. Total assets increased by \$41,000
- This past year there has been \$21,000 greater in expenses. This has been primarily for Equipment. At the SRL Regatta, there were many people that noted that the Equipment Replacement Plan has been moving forward and have been very grateful for the new equipment.
- We have spent \$830 on Safe Sport screenings (One director has not completed that.)
- We have \$2000 in income beyond what we budgeted for the year.
- Employee vs. Independent Contractors - Based on information that is provided in IRS Publication 15A and what the Board has gathered, it has been determined that we will continue treating coaches and coxswains as Independent Contractors.

Laura Loesch moved to continue treating our coaches and coxswains as Independent Contractors. Kathy Whitford seconded. Approved.

WRRRA CLUB MANAGER'S REPORT

JAZ CARLSEN

- SRL Regatta went well.
 - We were short some coaches this year. We were desperate for someone man the finish line. The finish line for races is a designated WRRRA position. We also need to certify additional launch drivers. Tim McKenna stepped up and was there the entire day. Asking that we pay much like we do the coaches. It was a very long day for him. Noted that he helps Victoria often with Equipment.

Sally Fahrenheit moved to pay Tim McKenna \$100 as similar to what coaches were paid for SRL Regatta. Kathy Whitford seconded. Approved.

- Regatta cleanup participation has been dismal for the last 3 years. It is hard to get people to stick around after the Regatta. We may consider possibly paying for final cleanup. Jaz can create a list of things that needs to be done. It is mostly cleaning the garbage. This can possibly be avoided by utilizing a caterer. This would also ensure that the Masters rowers are not burnt out by the end of the day with setting up the lunch and cooking for most of the entire day.
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CRF UPDATE - MICHELLE LUNDON-FOX

- Focus of the meeting was on HOTC, future financial strategies and assessment of impact in light of the Foundry.
 - There will be fewer clubs. There will be more burden to support the HOTC. Shaker will man the start and finish lines St. Ignatius will staff the parking. College crews will clean up. HOTC has secured \$22,000 in sponsorship.
- Rachel Stanley presented best/worst case scenarios with financial analysis. Worst case scenario is that everyone leaves except WRRRA. This puts CRF in a position to find out what to do with the mortgage.
- CRF voted to pay off mortgage with the land sale money. They deemed it better to no longer pay interest on the loan. Pending sale to CRF of the railroad, etc.
- CMSD Rows has been established with St. Ignatius doing a lot of support with coaches and equipment.
- Discussion of other possibilities of expansion of programs (Example: competitive kayaking for membership.)
- Recruitment strategic plan possibly with Janet Small.
- Pat Connor put forth for consideration: Facility improvement campaign. It would be a partnership coordinated by WRRRA, using St. Ignatius shells, He stated that they would appreciate the opportunity to work together. Growth of the adult programs can be a possible benefit.
- Boat rental, WRRRA running it? - watch out for assumptions of what shells can be used. (SRL, Sweeps, etc.) The difference would be utilizing shells for a corporate rowing event, boat naming, corporate fundraising.
- CRF is approaching other schools for member organizations. Hathaway Brown is looking for expansion of their junior program.
- CYRA resigned.
- St. Joseph Academy will be paying through August. Discussion of prorated assessments, potentially If an organization wants to come back.

PRESIDENT'S REPORT

KATHY WHITFORD

- No report.

OLD/NEW BUSINESS

FUTURE PLANNING - BOARD SUCCESSION

- Discussion of possible candidates for Board positions.
- Notice about the Annual Meeting date and time. If it will be scheduled for November 14, notice needs to be sent by November 1.
- Last year recommendations were submitted to the Board by October 15.

REPORT PROGRAM STANDARDS COMMITTEE AND DISCUSSION PROGRAMS TO DATE

- Discussion of survey- seeking input from members of the Committees. They will revisit some of the questions. They will ensure that there is a space for people to put their team # and coaches' name. This can be utilized for coach evaluation. Want to get it out to the SRL as soon as possible as opposed to the end of Fall Rowing season, etc.

PRIORITIES AND GOALS FOR 2015; COACHING DEVELOPMENT, ADAPTIVE ROWING, CORPORATE ROWING

- Placeholder

SAFETY QUALIFICATION TESTING - HOW SUPPORT ROWERS STUDYING/EDUCATION AND PROCESS

- We will work with CRF to organize testing sessions and WRRRA can organize some study sessions.
- You cannot administer the test within your own organization. We would have to go through Betsy.

OTHER ITEMS FROM DIRECTORS

- None at this time.

REPORTS OF DIRECTORS, COMMITTEES, ADVISORY GROUPS

COACHING AND COXING

JENNIFER PRUGH

- Jaz assisted significantly finding Fall coaches and setting the schedule. We worked together to get Fall Rowing up and running.
- Whoever will be assuming the Coaching/Coxing Directorship: Committee Members matter. Directors need to reach out to committee members in order to avoid burn out and succeed in their positions. She would be happy to assist future Director as a possible committee member.
- Season evaluation with Kirk - Gets feedback often from Masters rowers. In the discussion, they will define clearer roles of WRRRA hat and CRF hat.

EQUIPMENT, MERCHANDISE

VICTORIA ANDERS - REPORT SENT BY EMAIL

- Equipment:
 - Business as usual. A meeting will be scheduled when I return to cover such topics as the final Maintenance day and 2016 equipment turnover.
- Merchandise:
 - Sales were through the roof with so many happy rowers. They loved the new long sleeves and customized a bunch of drinkware for their captains.
 - 2015 SRL regatta #2
 - Gross sales = \$5,624
 - Cash - \$1,997
 - Checks - \$126
 - Credit Cards - \$3,501
 - In comparison: an **increase of 34%** over 2014 SRL regatta #2 - gross sales = \$1,923.*
 - We sold out of several items.
 - Talked with Kirk and WRRRA will be allowed to have a merchandise tent at Head of the Cuyahoga with apparel.
 - Committee will discuss if we should replenish inventory or push out more. We'll meet after HOTC to discuss a Holiday push strategy and next year's plan.
 - Very satisfied with our new vendor for shirts.

SCULLING, SWEEPS AND ROWING PROGRAMS

MICHELLE LUNDON-FOX

- CRF Safety Committee: We got permission to get a copy of all of the Incident Reports so that we can look at process improvement.
- Safety Manual - Revision - Discussion
- Sculling Committee - Will be meeting soon.
- Sweeps - Survey will be sent out soon.
- Will schedule a meeting at the Flat Iron to review the SRL Regatta, what went well, what could be improved and brainstorm. Will be inviting the Board, coaches, and committee members.
- T-shirts - Dan did not get all of the t-shirts for SRL. Need to get back to Jaz to find out what he owes us. Pat Poole may write a letter on behalf of WRRRA. Some teams were sent shirts with the wrong sponsor, color, etc.
- FRL - We did not have to turn anyone away. For each boat, there is one coach. This will ensure safety and better coaching.

WRRR COMMUNICATIONS, ROWER EDUCATION

MAURICE RUELENS

- Video for the “passion project” will be focusing on Sheila Nowacki and her son.
 - This will be something that these guys can add to their portfolio.
 - Length: potentially 3-5 minutes
- Discussion of the proposal for \$2500
 - We will have free usage of the video. It would probably be posted to our website, etc. How would we utilize the video? Would this help in recruitment, retention, engage fundraising?
 - Is there someone familiar with rowing that could be part of the project that can ensure that the video rowing effectively? - Jim would be point person on this.
 - The price is for the storyboarding, script, edit and finished product. Common thread of teamwork, etc. (Show people carrying the boat, focused narration/storyboard, etc.)
 - The video would be 100% WRRR property.
 - Can we get a teaser sample of what has been shot so that we can see if we would want to go forward with this? Jim will check with the video team. Mo and whoever is on the Board can view the progress of the project.
- Discussion of reasons to decide to go ahead? While we had a full SRL season, General Sculling, Rec, Masters has the ability to grow. There is room for us to grow. We also want to grow the Corporate Rowing and Adaptive Rowing programs. Investment in future growth.
- Is it a solution with no problem? What is the return on investment?
- Could we use this to find SRL sponsors? As CRF continues facility improvements such as a bathroom with showers, there will be more people utilizing the boathouse.

Kathy Whitford moved to accept the proposal to make the short pending that we will have the ability to have input in the final product. No second to motion. Discussion and vote will be deferred to email.

- Sally will set up a conference call to discuss/determine what we would use this for?

FINANCE, EMPLOYMENT & COMPENSATION

LAURA LOESCH

- SQL 2 rowers were not updated. Locker combinations were changed and it was not shared with everyone that needs it. The procedure of changing the combinations and updating the list of SQL 2 members needs to be reviewed.

VOLUNTEERISM, LEADERSHIP CREW

SALLY FAHRENHOLZ

- Volunteer recruitment currently ongoing for HOTC. WRRR support is needed more than ever because of size of event and clubs leaving CRF boathouse. Many people never respond and there are too few that do too much. One challenge includes scheduling volunteer shifts around racing. Kirk is managing volunteers.
 - Volunteer hour tallying is ongoing. We can begin with the refund communications after the HOTC hours are in.
 - Volunteer Reimbursement Form: Last year, there was an equipment line item. Designating funds for restricted funds are typically larger for large donations, not \$60, etc. Accountant also noted that we are calling it a volunteer deposit and require service in order to get it back. Discussion of issue of restricted funds. The wording on the form can be confusing for a lot of people if there is a donation line. Funds are put into the general fund which may be used for operations, equipment, etc. Sally and Laura will discuss further on this.
 - We will have had 27 volunteer events this year, separate from adaptive rowing.
Breakdown of events is as follows:

- Equipment Maintenance Days: 8	- Corporate Rowing Event: 1
- Learn to Row: 12	- CRF maintenance day: 1
- Regattas: 2	- Miscellaneous: 3
- Equipment Maintenance and Regattas are strategic needs that aren't being met. Considering assigning teams for Equip Maintenance. Members need to understand that we are a volunteer organization, not a gym like Crossfit. Perhaps we should call it service rather than volunteering?
- Volunteer of the year - (Last year was Nancy Pirrone) Bob Gannon/Mark Silverstein - Mark worked every LTR, and was flexible with scheduling SRL crews - Bob also went above and beyond to help with Adaptive Rowing, etc. Discussion of recognition gift.
 - Working on "uber volunteer" recognition. Will seek a budget for that and will gather numbers for the next meeting.
 - Ideas to discuss now and in the off season:
 1. increasing volunteer deposit
 2. assigning equipment maintenance to crews
 3. orienting members toward 'service' to club rather than "volunteering"
 4. Working on getting more volunteer managers and committee members.
 5. Other suggestions welcome.

MEMBERSHIP, ADMINISTRATION

FRANK CAMPBELL

- The past month has mostly been concerned with Fall Rowing League registration, emails, refunds, etc. There were probably a dozen who very much wanted in whom we were unable to accommodate. There were 3-4 who registered for the wrong thing: this year, Fall General Sweeps, and a few who could not be scheduled for a practice night that worked for them. All were refunded.
- As you know, Fall Rowing League and Fall REC are combined this year. Anyone who participated in SRL or Summer REC could register and anyone could opt for 2 practice nights.
- We have a total of 95 FRL participants. 84 of them are practicing once a week and 11 are practicing twice a week for a total of 106 seats.
- In 2014, we had 82 in FRL and 13 in Fall REC for total number of participants of 95, exactly the same as this year.
- As we all know, we need to devise a way to have a broader group of coaches available in the Fall. It's not an intractable problem viewed over the long haul. I wonder if anyone knows the status of Rachel's / CRF's coaching development program? We should be thinking now about developing coaches who will coach for us in 2016, 2017, and 2018. As an aside, I would be reluctant to consider adding any additional rowing programs to the boathouse that would further drain the coaching pool for WRRRA.
- On October 1, I will send CRF the list of those folks who are WRRRA members for Fall programs, as well as any who registered for Summer programs since we sent the roster on July 15th. At that time, CRF will invoice WRRRA for the assessment based on that head account.
- My enthusiasm for this final thing will certainly surpass that of anyone else, but as of a couple days ago, the removal of magazine offers and active advantage offers from our Activenet registration process has been finalized. I tested it last night and there was none of that crap. This seems like a trivial matter, but Activenet has forbidden any change in this for years. My new account rep comes from working for a group similar to ours (small non-profit, sport-focused program) and she has advocated strongly on our behalf to get it removed. I have forwarded some of the hate mail I get about this, as well as copies of complaints our members have filed with the Attorney General. In any case, they are gone.
- One Question: Sally, what is the plan regarding beginning Volunteer Deposit Refunds. I will need to get you a list of people who qualify for a refund (i.e. those who paid a deposit). - Answered above.

COMMUNITY OUTREACH (ADAPTIVE AND CORPORATE ROWING)

SARAH JACKSON - REPORT SENT VIA EMAIL

- Adaptive Rowing
 - Logistically, It felt more like a full time job/ it was difficult to delegate to the committee. Each week, she had to scramble to volunteers.
 - Safety committee requirements were also a challenge. Hopefully when the Safety Qualifications get eased, more people can get involved.
 - Discussion if there is a way to re-structure the program so that delegation would be easier.
 - The program needs more enthusiastic members that follow through. Hard to find people that are consistently available for each practice, etc.
 - Discussion of scenario: WRRRA pays the coach, the coach goes through the Sight Center training, coach does the lineup and then the committee member serves as liaison for coach, Could this possibly work?
 - Could season be for every other Sunday?
 - Look at ways that the work can be divided. - Need to utilize committee members. Difficulty lies in those committees that have little to no members.
 - This may be an instance that when we revisit the Strategic Plan that we think about a WRRRA Executive Director. We are growing.
 - We are a business. We need to have an idea of expanding programs, etc.
- Corporate Rowing event in August went very well.

QUESTIONS, COMMENTS FROM BOARD MEMBERS, WRRRA MEMBERS, GUESTS

Laura Loesch moved to adjourn. Sally Fahrenholz seconded. All in favor.

Meeting adjourned at 8:59pm