

**2015 WRRRA Annual Meeting
November 14, 2015 10:00 am**

Meeting called to order by WRRRA President, Kathy Whitford

Election of WRRRA Board of Directors

- Frank Campbell, WRRRA Secretary, introduced each of the four candidates for the three open Director positions
 - Jamye Jamison (Masters team rower)
 - Megan Patton (SRL Rower)
 - Mark Silverstein (experienced rower and coach)
 - Kathy Whitford (2015 WRRRA Director and President of the Board)
- Each candidate stood and introduced themselves for a few minutes
- Ballots were passed out, marked and collected. Some ballots had been previously cast by email.
- Frank Campbell, Jasmine Carlsen and Erik Murdell counted ballots as the meeting continued.

Cleveland Rowing Foundation report; Kirk Lang, Ex. Dir; Pat Poole, President

- Noted major achievements for year:
 - Largest HOTC event in history: profit of \$35-40,000 (final numbers not in yet).
 - Built new sculling building with 90 shell capacity; currently room for 30 more shells.
 - Bow Ball was the most successful in CRF history. Venue will be different in 2016.
 - CRF in process of renovating boathouse. Larsen Architects is working on plans which will include new restroom/shower facilities. 25% of the money has been raised; fundraising is underway.
 - Will purchase new racks for sculling building next year with additional oar storage
 - September Regatta will be a two-day event: HOTC on Saturday & Masters National Head Race Championship on Sunday.
 - CRF has been approached by a Kayak organization to lease space; discussions underway to work out safety and logistics.
 - Parking improvements are being discussed.
 - Board is working on programs to utilize the boathouse during down time.
 - Discussions with the Norfolk Southern Railroad regarding adjacent property have started.
 - CRF sold a parcel of property to the Cleveland Metroparks and used the funds to pay off the mortgage. CRF also purchased property adjacent to Merwin's for green space.
 - Talks are underway with Cleveland municipal & suburban schools to start scholastic programs.
 - CRF supports the new Foundry project housing St. Ed's, CYRA & St Joes.
 - CRF supports growing Adult the adult programs, including Corporate Leagues, Adaptive & LTR programs.

WRRRA President's report: Kathy Whitford

General info: Thanked members for coming, reviewed annual meeting agenda; talked about the Flat Iron gift cards being given away, and encouraged members to stay at the Flat Iron for lunch.

Board of Directors: all volunteers

Kathy acknowledged Jeff Zabor for WRRRA developing the current BOD committee structure and decentralizing responsibilities. She asked committee members and directors to stand up to illustrate all who are involved. She reviewed 2015 WRRRA BOD refinements. At the end of 2014 WRRRA had 9 directors with 1 position (SRL) open. Discussion initial BOD meeting; with club manager decision that we did not need a director specifically assigned to SRL. The Sweeps/sculling director assumed rowing programs (SRL, FRL). The BOD decided to dedicate the open director position to Community Outreach (adaptive, corporate, development). This was a great move; however, there was an element of over-reach with the development component. We anticipate further refinement of this director area of responsibility. The Club Manager, Jaz Carlsen, has been a welcome addition; BOD is grateful for her hard work and dedication.

WRRRA Growth – due to hard work of WRRRA directors and committees

Kathy noted growth in established programs, especially SR, and the addition of a new program: adaptive rowing (visually impaired). The WRRRA newsletter is more polished and visually appealing. There have been equipment upgrades with a long anticipated shell replacement strategy. The scope and sales of our merchandise has increased. A procedure was developed for compliance with US Rowing Safe Sport regulations, and WRRRA began implementation

Continuing WRRRA Support for CRF

As the largest member organization WRRRA remains the backbone of the CRF volunteer structure, especially with the HOTC and CRF maintenance days. Most of the CRF committees have WRRRA members involved and WRRRA board members attend CRF meetings on an ongoing basis.

Treasurer's Report: Laura Loesch

- Finances are in good condition with 2 months left in the year.
- WRRRA currently is \$14,000 in the black.
- WRRRA spent over \$90,000 on new equipment- boats and oars
- The capital expenditures increased our assets by \$75K to approx. \$427
- Income from programs was up \$25K for 2015 from 2014.
- Once depreciation and remaining expenses are accounted for WRRRA will be good shape for 2016.

Coaching Report: Jen Prugh-(not in attendance)

- New Safe Sport screening was instituted for coaches with Treasurer Laura Loesch taking the lead.
- Jennifer recruited new coaching staff, and due to the efforts of the club manager we had the coaches to start FRL right after SRL & REC ended this year.
- Hope to offer coxing clinics next year.

Sweeps and Sculling Programs Report: Michelle Fox**Sweeps Program**

- Thanks to Jayme Jamieson & Emily Feldenkris for co-chairing Sweeps committee.
- Thanks for members of committee
- LTR sessions filled up quickly; all were full.
- SRL program grew from 34 teams last year to 40 teams this year.
- SRL June regatta was canceled due to weather (first time).
- Time trials were used as a contingency to the cancelled regatta; will review additional contingencies for future regattas.
- Committee of coaches and dock masters met to debrief after August SRL regatta to discuss process improvements for the 2016 regattas.
- FRL & Fall Recreational rowing were combined into one program in the fall with an option to register for either one practice or two per week.
- FRL & SRL crews were able to row in HOTC.
- Thank you to Eric Murdell for his involvement with all LTR sessions.

Sculling Program

- Thanks to Chair, Heather Harris, and committee members.
- We had 44 General Scullers and 28 Private Scullers this year.
- We completed 8 LTS lessons
- Transition to new sculling boathouse- thanks to CRF.
- Developed new procedure for independent certification for master scullers relocating to the Cleveland area.

Masters Program Report, Kirk Lang

- Thanks to captains: Bill Rickman, Paul Kopp, Victoria Anders and Jayme Jamison for a great 30 week season
- 49 member team took 4th place club division at the Hooch

Outreach Programs & Development Report: Sarah Jackson

- New director role for 2015 to build two new programs, adaptive and corporate rowing, for growth opportunities.

Adaptive Rowing

- Planning started in the fall of 2014 for low vision & blind rowing program.
- Worked in conjunction with the Cleveland Sight Center (CSC); six participants in first year.
- Practices started mid-April with Erging, dock and boat orientation.
- By mid-May teams were on the water in two shells, 3 rowers/shell were CSC participants, the remaining crew and coach were volunteers.
- CSC members created team name, Vipers: Visually Impaired Rowers Enjoying Rowing. The two boats raced each other in the SRL Regatta, times 2:36, 2:39.
- CSC members plan to return next year.
- Discussion to expand program to include persons with physical disabilities.

Corporate Rowing

- The structure is in place to provide several different tiers of involvement.
- Several companies reached out for more information. One event was scheduled for August. Sherwin Williams and Progressive have expressed interest.
- Great potential for growth. More time needs to be allotted to planning.

Equipment report: Victoria Anders

- Thanks to the equipment committee and all the volunteers involved in maintenance days.
- It took 452 volunteer hours to maintain our equipment.
- Online equipment reporting is a success allowing us to prioritize repairs and track the number of repairs per program. The process ensures repairs are done in a timely manner.
- 2015 is most ambitious year for upgrading and maintaining equipment.
- First year for equipment reservation app.
 - 42 safety certified members registered to use the app.
 - 451 reservations were made throughout rowing season
- Sold 5 boats
- Bought 2 eights and 2 fours, an investment of \$60,380 back into our program.
- Bought 3 sets of sweep oars to replace damaged ones.
- Started our first Equipment Care & Maintenance Educational Series.
Two programs include: Orientations and Workshops. These were well attended, averaging 15 members per session. We plan to continue the series in 2016.
- Starting new program in 2016: Mini Maintenance Days, to begin in December and recurring every Saturday (weather permitting) through the winter months.
- In 2016 we are planning the continuation of equipment upgrades and looking for ways to improve our program.

Merchandise report: Victoria Anders

- Thanks to all member who have purchased WRRR merchandise.
- All proceeds go back into maintaining our programs.
- The main goal is to increase club visibility in the community.
- Started an online store which enabled us to accept credit cards online.
- We reached out to local artists and vendors to expand offerings.
- New for 2015: sand etched glasses by PSawards, jewelry by Karen Bush, shirts by T. Woodman.
- Gross sales for 2015: \$9,844, an increase of 40% over 2014. \$6,117,25 was online.
- 93 volunteer hours were contributed to this program.
- In 2016 we plan to expand our offerings.

Communications report: Maurice Ruelens

- Thanks to committee members.
- Designed and printed 2500 promo cards which were distributed to local establishments.
- Developed new newsletter format and used new software service to distribute.
- Developed multi- faceted approach to communication utilizing social media.
- Hired a professional company to create a promotional video to be used in marketing efforts to grow programs.
- Set up study dates for SQL-1 & 2 testing.

Volunteer report: Sally Fahrenholz

- Review of volunteer policy: \$60 deposit from previous year members to be refunded upon completion of 8 hours of documented service.
- WRRR Volunteer Credit Initiatives: LTR, RiverSweep, equipment maintenance,

- regattas, merchandise sales, CRF boathouse maintenance, adaptive rowing.
- 1/3 of members serve the required volunteer hours.
 - Total number of volunteer hours served is 2380, up from 2014, which was 2013 hours.

Membership report, Frank Campbell

- 569 Memberships in 2015- up 9% from 2014.
- Total 2015 participants, including Learn to Row, was 705.
- Retention of members from 2014 in 2015 was 66%. Over the past 4 years this number has been very consistent, varying between 65% and 67%.
- 60% of 2015 members were members in 2014.
- The 9% increase in 2015 membership is largely attributable to growth of the SRL program, where participation was up 12% over 2014 (from 399 to 446 total participants)
- SRL had ~ 430 rowers on the water each week throughout the summer.
- Learn to Row had 267 participants in 2015, up 28% over 2014.
- Of the LTR participants through June, 55% enrolled in SRL. However opportunities to enroll are limited due to early registration in March and few open slots in June/July in SRL.
- Masters program participation was up 14% to 49 members throughout the season.
- WRRRA had 95-100 people participating in the “payment plan” for payment of registration fees, as administered by the activenet service.
- WRRRA paid CRF a total of 779 seasonal “per head” assessments, based on Summer and Fall membership rosters.
- We expanded the use of paper-signed waivers this year as a complement to the online digital signatures. We will tweak the process and continue next year. Thanks for patience with this.
- After years of trying to get the Magazine ads and Active Advantage offer removed from the end of our Activenet Registration process, we succeeded a couple months ago. Neither should be present in future registrations. Frank is very excited about this.
- Additional statistics regarding registration will be provided as an addendum to the minutes.

Election Results for the Board of Directors:

- Frank Campbell thanked the candidates for their willingness to volunteer their time to serve as WRRRA Directors and thanked the members present for participating in the election.
- Frank indicated that all ballots were independently counted by Frank, Jaz and Erik and that each arrived at the same result.
- The results of the election were announced. The new Directors for 2016 will be:
 - Jamye Jamison
 - Megan Patton
 - Kathy Whitford

Volunteers of the Year Award

- Sally Fahrenholz unveiled a new trophy for Volunteer of the Year that was created and provided by an anonymous donor.
- Sally Recognized “Super-Volunteers” who volunteered in excess of 16 hours with a specially designed shirt.
- Sally announced that Bob Gannon and Mark Silverstein were the 2015 WRRRA Volunteers of the Year.

Officers Terms Expired- many thanks for service

- Jen Prugh

- Sarah Jackson

Meeting Adjourned 12:00 pm Report respectively submitted by Heather Harris

Western Reserve Rowing Association

2015 Volunteer Status and Summary

November 14, 2015

Current Volunteer Deposit and Refund Policy

WRRRA collects a volunteer deposit in the amount of \$60 during registration from all who were WRRRA member the previous year. This deposit will be fully refunded upon completion of 8 documented volunteer service hours for WRRRA during the current calendar year. Those who choose not to volunteer will forfeit the deposit, and, in so doing, establish parity with those who choose to volunteer.

WRRRA Volunteer Credit Initiatives

- **Learn to Row** – April, May, June, August
- **RiverSweep** – June
- **Equipment Maintenance and Repair** – all year
- **Regattas** – SRL regattas in June and August; Head of the Cuyahoga in September
- **Merchandise Sales** at boathouse
- **CRF Boathouse Maintenance** – as scheduled during rowing season
- **Adaptive Rowing** – TBD

Notices of volunteer events are posted in the boathouse and on the WRRRA website, along with email and Facebook notification 2 to 4 weeks prior to an event.

Member Volunteer History – 3 years

Year	WRRRA members	Members paying volunteer deposit	Members who volunteered	Members serving 8 or more hours	Total number of volunteer hours
2013	524	294	211	98	1692
2014	523	322	193	117	2013
2015	569	331	201	118	2380

2014 and 2015 Volunteer Hour Breakdown and Comparison

Event Type and #	Hours	Avg vol per event	% of total vol hours
2014 Equipment (5)	231.25	20	11.4%
2015 Equipment (7)	320.5		13.4%
2014 Learn to Row (9)	490	16	24.3%
2015 Learn to Row (12)	658		27.6%
2014 SRL Regattas (2)	288	35 – 40	14.3%
2015 SRL Regattas (1)	194.5		8.1%
2014 RiverSweep	42	43	2%
2015 RiverSweep	44		1.8%
2014 Corp Rowing (3)	89.75	6 – 10	4.4%
2015 Corp Rowing (1)	42.25		1.7%
2014 HOTC	435.5	80	21.6%
2015 HOTC	409.75		17.2%
2014 GG9 Regatta	338.25	45	16.8
2014 Learn to Cox	52.25	12	2.5%
2015 Adaptive Rowing	294	12-18	12.3%
2015 Merch Sales	23	NA	1%
2015 Misc Equip Repair - EC	131.75	4- 6	5.5%

WRRRA Activity, Membership and Assessment Summary 2015

compiled by Frank Campbell, Director of Membership; 110815

WRRRA activity participants (- LTR) **569**
 WRRRA activity participants (+ LTR) **705**

Of 522 2014 members, 343 enrolled for 2015 = **65.7%**

Summer Rowing League	446
Total participants May -June	430
Total Participants July-August	431
Total unique SRL participants	446
Total for full 15 weeks (15 wk + both half sessions)	415
15 week SRL	405
Both Half Sessions	10
May Half Session	25
July Half Session (new)	16
May half session that did not continue	15
Total in July Half session	26
Unique Half session members	41

Fall Rowing League - 1 night	95
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Fall Rowing League - 2nd night	11
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Adaptive Rowing	8
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Masters Competitive Rowing	49
Full	45
Summer Sprints	2
Fall - Sept 1	1
Partial, through June	1

General Sweeps (activity)	47
Full	36
Half Season, July 22	2
Fall, September 1	9

General Sweeps Membership (Rec, Masters, Gen Sweeps)	113
Full	103
partial - 2 months	1
Summer	2
Half	2
Fall	5

Private Sweeps	3
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WRRRA General Membership Fee	569
WRRRA General Membership (full)	503
Fall	3
Basic Membership (no equipment)	17
Half Season	1
Partial (2 months)	1
SRL Half sessions	41
Student	3
Voting Eligible	566

Volunteer Deposits paid	331
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Learn to Row	267
April 11	24
April 12	24
April 18	23
April 19	27
April 25	22
April 26	22
May 2	24
May 3	22
June 13	25
June 14	24
August 8	18
August 9	12
Of 188 April/May LTR participants 120 enrolled in SRL =	63.8%
Of 237 pre-August LTR participants, 131 enrolled in SRL =	55.3%
of 49 June LTR participants, 11 joined SRL =	22.4%

Summer Recreational Rowing	30
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General Sculling	45
Full	38
Half Season, July 22	2
Fall, September 1	4
Collegiate Summer General Sculling	1

Private Sculling	30
Full	28
Collegiate Summer Private Sculling	2

Learn to Scull	8
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Coached Sculling (enrollees, not necessarily unique)	25
Tier 1	7
Tier 2	18

WRRRA Coach Full Members	1
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WRRRA 2015 Facilities & Property Assessment	779
WRRRA Summer Facilities Assessment	566
WRRRA Fall Facilities Assessment	213
Both Summer and Fall	210
Summer only	356
Fall only	3
Total seasonal assessments	779
Total unique member assessments	569

WRRRA Annual Total Summary (2010-2015)

	Yearly Totals						% growth over previous year					% growth vs 2010
	2010	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	2015
Learn to Row												
participants	162	240	256	216	209	267	48%	7%	-16%	-3%	28%	65%
# that joined WRRRA	99	141	121	109	84	131	42%	-14%	-10%	-23%	56%	
% retained	61%	59%	57%	63%	45%	55%						
LTR 2012-2015 excluding august LTR which was not allowed in FRL			211	174	185	237						
Summer Rowing League												
Full 15/16 week	250	277	315	348	362	405	11%	14%	10%	4%	12%	62%
first half session (novice)		32	36	31	22	25		13%	-14%	-29%	14%	
Second half session (return)		17	19	12	3	10		12%	-37%	-75%	233%	
Second half session (new novice)		27	31	34	15	16		15%	10%	-56%	7%	
total second half session	18	44	50	46	18	26	144%	14%	-8%	-61%	44%	
effective total in 15/16 week	250	294	334	360	365	415	18%	14%	8%	1%	14%	66%
Total novice in half sessions		59	67	65	37	41		14%	-3%	-43%	11%	
total unique participants	268	336	382	413	399	446	25%	14%	8%	-3%	12%	66%
Fall Rowing League												
participants	126	76	106	81	82	95	-40%	39%	-24%	1%	16%	-25%
Recreational Rowing												
Summer REC	17	26	32	42	41	30	53%	23%	31%	-2%	-27%	76%
Fall REC	16	30	31	42	14	11*	88%	3%	35%	-67%	-21%	-31%
Masters Competitive												
participants	45	33	33	38	43	49	-27%	0%	15%	13%	14%	9%
General Sweeps												
Full	21	31	39	36	39	36	48%	26%	-8%	8%	-8%	71%
Half /Fall	1	2	2	8	0 / 13	2 / 9	100%	0%	300%	63%	-15%	
total	22	33	41	44	52	47	50%	24%	7%	18%	-10%	114%
Unique General Sweeps Members (includes Rec, masters Gen sweeps)	85	103	114	128	123	113	21%	11%	12%	-4%	-8%	33%
estimate												
General Sculling												
Full	33	37	30	33	46	38	12%	-19%	10%	39%	-17%	15%
half/ fall / collegiate summer	9	4	4	6	1	2/4/1	-56%	0%	50%	-83%		
total	42	41	34	39	47	45	-2%	-17%	15%	21%	-4%	7%
Private Sculling												
full	20	22	25	26	32	28	10%	14%	4%	23%	-13%	40%
half/ fall / collegiate summer		2	2	3	1+1temp	0/0/2		0%	50%	-33%	0%	
total	20	24	27	29	34	30	20%	13%	7%	17%	-12%	50%
Learn to Scull					3	8						167%
Coached Sculling (not unique)					32	25						-22%
Membership												
Unique WRRRA Members	383	435	484	524	523	569	14%	11%	8%	0%	9%	49%
# from previous year that enrolled		232	281	313	351	343					-2%	
% of current year from prior		53%	58%	60%	67%	60%	(60% of our current members are from 2014)					
% of prior year that are in current		61%	65%	65%	67%	66%	(66% of 2014 members enrolled in 2015)					

* in 2015, Fall Rowing League and Fall REC were the same program; some rowed 2 nights a week; that is reflected in this number.