

## CW BOARD MINUTES April 8, 2015

Present: Laurie Maciag, Carrie Root, Nathan Fey, Ryan Lee, Scott Winkleman, David Holzman, Jodi Lee, Karen Moldenhauer, Scott Lowry, Leslie Tyson

Prior minutes approved.

### *Carrie –Spray*

Leads discussion of balance between print and online, how to most effectively make online version available.

Issues: Time required to create PDFs and to lay out document for printing. Cost to print (\$3/page for each copy) vs. benefits (ad revenue, possible outreach to non-members). Probable low readership for hard-copy version. Possible reduction of ad revenue if online only, especially if readers could easily miss ads. Hard copy provides a tangible history of the club, available in Denver library.

Suggestions: Email announcements could contain links to individual articles rather than to a single PDF, which would boost hit count and provide info such as which articles are most popular and how much time is spent on each. Email announcements could incorporate Happenings emails. Print April through August and go online only for remaining months when events are fewer. Produce and administer a poll for members, possibly required part of membership creation/renewal, possibly in time for training camp or even spring dinner (**Karen and Ryan will create survey**). Find out from retailers how many copies each distributes (**Jodi will ask retailers**).

### *Nathan – Access/Conservation*

South Platte cleanup is a go. Registration will be on-site rather than online.

### *Ryan – Discussion of Point-of-Sale System*

Recommends PayPal over Amazon or Square Up: Can tie into our current PayPal account. Allows scanning credit cards, loading photos of checks, entering cash payments. Works through a smart phone app. Can be used when no cell service or online access is available; synchs with PayPal when connected after the transactions. Two readers provided for free; more can be purchased for \$15 each (Ryan recommends four or five total). CW funds would be secure: each person authorized has a unique password, and access allows only depositing funds, not withdrawing. Suggestion that the account be in the club's name rather than the treasurer's so that there are no problems when a new treasurer takes over.

MOTION: CW shall adopt a point-of-sale system through PayPal. **Approved.** **Ryan will coordinate with Jeremiah.**

### *Jodi – Publicity*

Any additions to upcoming Happenings? None

Need list of tangible/quantifiable accomplishments for people manning CW booth at upcoming events. Suggestions from board members: Increase in membership. Growth in number of juvenile members. Introduction of kids' program, backed up by club purchase of boats for the program. Reasonably priced instruction for beginning boaters. Participation/representation on task forces determining management policies for the Arkansas and upper Colorado Rivers. Collaboration with American Whitewater, other river-focused groups, and even general outdoor-focused groups. Letters to governmental entities supporting groups advocating for policies sensitive to environmental issues (especially but not

exclusively rivers). Subsidized safety classes. Growing attendance at events such as training camp, spring/fall dinner, movie night.

*David – Rodeo*

Permits cost \$100, and the rodeo has raised \$750. **David is willing to knock on doors to get sponsors; Andee could be effective as well.**

**David this week will get info about rodeo to Scott W for the website and to Scott L for the membership handbook/roster.**

**Test sound equipment outdoors (e.g., Golden WW park) to make sure it is effective for events such as the rodeo and training camp.**

*Laurie – Arkansas Weekend*

**MOTION:** Delay it one week to July 17–19 so that she can set it up and run it (will be out of town on original weekend of July 10–12). **Approved.**

*Leslie – Ark Headwaters Citizens Task Force*

Any input for tomorrow's CTF meeting? A couple people reply let them know that they're doing a good job managing the river.

*Scott W – Website*

Matt needs to get info to Scott about the swiftwater rescue class so Scott can post it on the website and we can fill both classes. Scott will contact Matt to remind him.

Meeting adjourned.

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*Business from March meeting that was tabled but not addressed in April meeting*

Newsfeed, use page on website to follow? It's live, need content. Suggest rotating what's in spray. **Tabled to next meeting discuss with Scott Winkleman, and Carrie Root.**

**Create another Facebook page move away from forums?**

**MOTION:** Donors that contribute more than \$500 get a free membership and to events other than Training Camp. **Tabled to next meeting.**

David: Reduce membership for college students to participate in events would have to provide a membership No. **Table to next meeting.**

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**Next meeting May 13, 2015**