

Meeting Minutes
January 10, 2018
6:30pm 455 Sherman St. Denver, CO

6:30pm Sign in

6:35pm Old Business

- Vote on October 2017 minutes – passed
- Vote on December 2017 minutes – passed

6:45pm The New Business

Attending

Terra Hoover
Ethan Lake
April Hillman
Gail Tubbs
Brooke Smith
Heidi Haas
John Sasser
Nicole Harty
Ruth Eipper
Jessie Gunter
Dick Alweis
Judy Thomas

Minutes

Heidi –

- When allow people to register for classes? Revisit
- Jessie said repost Jan classes social media to promote.
- Add rest of pools to website? Yes, but keep subject to change and remind to check if open. Make sure Idaho springs on there.

Dick –

- First week of instruction. Tommy showed up. Really great.
- Budget – Tabling until budget conversation.
- Just lost another instructor. Diane R. Decent retention, but not staying ahead of it.
- Might be coming up on an issue in kids class if all instructors leave.
- Meyers pool time seems to be in pretty good shape for year thanks to Nicole. Classes heavily weighted to the spring. It's encouraging that our classes are as full as they are.

Ruth -

- How early recruit cruise leaders. Promote it with survey was successful. Personal recruiting was helpful. Happens kinda last minute. Promote at movie night and push prizes.
- Did we decide big prize or little prizes? Decided to leave it to Ruth based on the budget of \$1200 last year that we spent on boat. Decided it would be best to draw names and assign prizes

Nicole –

- Last year – Excluding kids club - average enrollment of 40%. Total revenue \$7670 for pool.

Brooke –

- Poudre - Concerned about Poudre with snow conditions as the early trip. How do we feel about risking water level. Low water not that bad on Poudre. Fibark is Father's Day. Later is closer to Ark Weekend. Decided June 23/24 weekend. Consider moving to Mountain View Campground.
- Ark Weekend - Brooke wants to push Ark Weekend back a week. Is Taylor a factor for Ark Weekend? Later is actually better so we don't lose leaders to the Taylor. Need more leaders this year. Looks like July 16th is good plan.
- Colorado River Weekend – keep same weekend Sept 8/9 – will work on getting Pumphouse Reserved.

Judy –

- Winter Social –
 - Sunday of three-day weekend a problem? No
 - Do it by Meyer's Pool on a Sunday or a weekday at Nighthawk?
 - Ruth said check out New Image in Old Town Arvada. Ruth will work on discounts on food and drink.
 - Expect 25-50 ppl.
 - What is food budget? \$150
 - Decided 18th of February.
 - Final location by end of week.
 - Last class is 3-5pm. Do it 5:30-7:30pm.
- Movie night –
 - March 21st soft hold
 - Oriental Theater - Changing box office policies – all ticket sales have to go through their office. They handle it which is nice. Disadvantage is \$2-3 surcharge per ticket for credit card processing. Member vs non-member harder to do – would need a coupon code. Probably cheapest theater. They can market to general public. Common practice to have a service charge. Decided no member/non-member price. Just \$15 pre purchase. \$20 at the door.
 - Going with Real Paddling – great customer service. \$75 to get posters printed. Everything available online. 27 videos to choose from. They never know what they are going to get. They want 2 mos. notice. Need

Gail to get online and register. Decided Reel Paddling sounds good.
Judy will send link for Reel Paddling and Oriental to Gail.

- Raffle – need lots of help with donations.
- Judy might move to England.
- Spring Dinner target 25th of April. Need to put money down. Nothing lined up for speaker yet.

Gail – Budget

- Think of budget as a road map. Did a very ground up approach on numbers.
- Reserves, so no cushion or contingency. Monitoring what happens if it's a low water year come May/April.
- Laid out budget different this year by program and person running it.
- Training camp
 - hard to pin down.
 - Potential for upside.
 - Weather can dictate a lot.
 - Hard to say what it will look like with registration
 - Instruction
 - Hard to tell past years because broken down different each year
 - Revenue is a big uncertainty
 - Change to 21 kids
 - Concerns about volunteer numbers going down if we take pro class out, but should break even if they don't come.
- Dick –
 - Pre camp training camp was an issue/distraction. Participants migrating to play boating classes and not leading/assisting. Prioritize instructor perks instead of instruction on weekends. Pre-training camp is an easy perk to eliminate over the other instructor weekend.
 - Training camp needs intro to play boating but not taught by a pro.
 - Add a third weekend for instructor perks
 - Offer roll clinics as a member perk - Set up a series of roll clinics outside for additional revenue? Soda Lakes or Chatfield? Could we do that at the weekends as well?
 - Any weekend clinic perks with Pros should be in evening after cruises.
 - How do we feel about 3 instructor perk weekends? Decided to leave 3rd weekend as a decision to be made later.
 - Kids team 15% of instruction costs was an arbitrary number. Dick – seems more like 20%+
 - Can we assign ACA bare minimum of instructors officially designated to kids team and then volunteers recruited for the rest of bodies needed? Tabled for later.
- Pete – Safety – good to go
- Judy – Events

- Tickets sales again hard to predict
- Oriental actually only \$500
- Might not need raffle amount
- Spring and fall dinner – We lose money. We do over estimate food. \$25 is not a big number for catering. Do we increase prices? It's a member perk though. Should we look at a cheaper venue? Beer & wine is a big pro of this venue. We could cut costs by not allowing door purchase. Decided it's ok the way it is.
- Tom Martin was cheap. We might need more next time, so budgeted \$500.
- Are we accounting for raffle income anywhere?
- Add fall dinner raffle? Revisit. Not add to spring dinner.
- Brooke – On river
 - Shooting a little high. Might have a little left. If we have a great year we can adjust accordingly.
- Ruth – Cruises – good to go
- Baileyfest – Pete
 - Made a fair amount of money on it a few years ago
 - Want it to break even this year, especially since it might not happen
 - More likely to happen this year with weather
- Calenders – Jodi
 - Hoping Jodi does it this year
 - Good to go
- Karen – Conservation and access is a big unknown. We pay dues to a couple of dues. Steve Dougherty Colorado Rivers Wild and Scenic Stakeholder Committee \$800. Important because part of our mission.
- Publicity – from \$1000 to \$750. Do something to help Lori on the Western Slope.
- Sponsors – we need to track down more sponsor numbers. Look at making the shared spreadsheet a group document and track better.
- There is a template that everyone can use to solicit donations
- Add a budget item – stationary for thank yous and official letterhead stationary. Judy will take the lead on it. If it's over \$200 she will check in.
- Any costs associated with Spray? No
- Spend a lot on Paypal. Movie night will save a little on paypal this year.
- Do we have organizational insurance? Leslie maybe pays as a donation. If the organization were to get sued, are we covered. ACA covers us on river. Might need to ask Patrick Toole. Does the pool cover us? Do waivers cover us? Jessie will check on insurance with Patrick and Leslie.
- Use Exemption certificate to avoid paying State taxes. Give them the number and tell them to leave off the sales tax.

Wrap up Q & A

- Jessie - Lindsey needs more articles for the Spray. Ask friends about writing articles. Needs to be a team effort. Doesn't have to be super fancy.

Look into an advice column. Meet the instructors each month. Board member interviews.

- Gail – river clean up. Lauren said she is a good resource. Daniel is also a good resource. Tim is the official mentor and can contact Lauren. Jessie will get more info soon as an overview of what needs to happen.
- Move next meeting since it's Valentine's? Jessie will check with Patrick if we can move and let us know.