

Minutes to Explore North Coast Board Meeting
January 30, 2016 at Sandy's House

Present: Greg Bundros, Charlotte Cerny, Ira Faben, Scott Hagerty, Sandy Haux, Barbara McLean, Jen Tavares, Ed Schreiber, and Helen Wilson

Welcome New Board Members: Ira Faben, Barbara McLean, and Jen Tavares, and; returning members and re-elect members Scott Hagerty and Phil Perez

Election of Officers

President- Sandy Haux
V. President – John Day
Treasurer – Charlotte
Secretary- Barbara

Annual Report:

New vs. Renewal membership numbers for tracking retention. Charlotte will have at next meeting the retention of returning members due to the database has the beginning date of membership.

Greg tracks how many members attend club paddles to help decide what type of paddles get most attendance to help plan future trips.

Looking toward greater member retention, Sandy and Scott will work on providing a questionnaire to be distributed to the members in order to clarify what the club can do to more fully meet its members' needs.

Helen reported that most Mail chimp suspension of subscription reasons are mostly for moving or redundant emails.

We have about 95 members of which more than half are FAMILY club memberships (i.e., multiple people per membership). \$10 of membership goes to the club, the rest to ACA for insurance.

Income for the club is membership and book sales. Guests pay \$5 to ACA for insurance.

In 2016, 98 books were sold through book stores, and ENC's and Greenland or Bust's website. Greenland or Bust would like more books to sell on their website.

1,300 books left to sell and Marcia has the extra books; Sandy to call Marcia.

Discussed possible Kindle digital book sales. Greg will look into logistics.

Discussed options of increasing book sales such as offering book with memberships for \$60.

\$5,000 was placed in a Certificate of Deposit in August 2015 for future book editions.

\$1,900 from membership dues went to ACA for insurance in 2015.

The club paid \$150.00 for the club's ACA membership dues.

HBAC room rental, sponsorship to Storm Gathering, pool rental, hall rental for Christmas Holiday party, gift certificates were other expenditures.

About \$1000 was spent over the income gained in 2015.

In 2016, the club will only pay \$40 dollars for the pool and the rest will be made up by the participants.

Treasurer report every board meeting (every 2 months)

Old Business

Big Lagoon Rancheria/Casino update: Sandy reported that a Big Lagoon working group had forwarded a memo outlining possible ways to challenge the construction of a casino/hotel by the Big Lagoon Rancheria. The most promising means will be to challenge environmental concerns; the State of California and the Coastal Commission challenged the previous effort to construct the project.

Facebook Social Media lesson by Helen: ENC members need to tag ENC as “@ENC” to make ENC Facebook more prominent in the news feeds. ENC members need to join and participate in Facebook to promote club paddles, and meetings. Helen will send out a step by step how to instructions indicating how to establish a Facebook account and tag ENC in Facebook.

Bylaws: the purpose of ENC in the bylaws is going to stay as is.

Skills Instruction: have a skill pyramid and instruction referrals to local businesses more prominent on the website. Founders of the ENC wanted to keep training with certified coaches and board still agrees. Ira will write a description of training/skills pyramid he would like to see on website for next meeting.

Dry and Wet Suit Rentals: options for rental of immersion gear from local businesses more prominent on website.

ENC Grant Policy: Charlotte will edit to add ENC awards grants for kayak classes - need to be a member for at least 3 months.

New Business for next meeting

Need to set a budget for how much we are going to donate to grants for 2016.

Sandy, Scott & Charlotte will work on a proposed budget for 2016.

Scott & Charlotte will work on fine tuning the 2015 Annual Treasurer's Report.

Scott will investigate the cost of producing ENC bumper stickers for our members to display on their vehicles.

Next meeting Monday, March 28th, 6:00 p.m. at Jen's and Scott's house.