

Minutes from Explore North Coast  
Board of Director's Meeting  
March 28, 2016  
Jen and Scott's House

Present: Greg Bundros, John Day (Vice President), Sandy Haux (President), Charlotte Cerny (Treasurer), Ed Schreiber, Helen Wilson, Ira Fabin, Jennifer Tavares, Barbara McLean (Secretary)

Absent: Scott Hagerty, Phil Perez

1. Approval of January 30, 2016 minutes: the minutes were approved with the addition of the plans for the meeting March 28, 2016.
2. New items added to the agenda: Good-bye to Helen Wilson who has submitted her resignation to the Board and discussion of club membership retention.
3. 2015 Annual Report: Scott was not present, Sandy reported that she and Scott had revised the 2015 Annual Report to reflect that \$500 originally included in 2015 expenses had been incurred in 2014, reducing 2015 expenses by \$500.

**New Business:**

1. The board approved the cost overrun for the Book Sales Poster reprinting and framing (\$75 budget, \$150 actual cost).
2. Sandy led discussion of the 2016 budget proposal which was accepted as amended. Charlotte explained new spreadsheet for the budget which will update actual income/expenses against budgeted figures automatically. She will forward the Treasurer's report to the Board two weeks ahead of scheduled bimonthly meetings. Charlotte will input the budget as amended onto an Excel spreadsheet. (The amended budget will be attached to these minutes.)
3. Greg and Charlotte reviewed issues with the Arcata Pool Policy re friends helping friends on kayak nights and during the recent ENC Pool Practice session. The Board agreed that ENC will not intercede with the Arcata Pool management policies in this matter
4. Helen Wilson's resignation: A subcommittee (Scott, Jen, Charlotte, Greg and Sandy) will meet with Helen on Wednesday 3-30-16 at 6pm at Jen and Scott's house to learn the process to send emails using Mailchimp for membership renewal letters, the planned member survey and the process of sending out the ENC Newsletter.

**Continuing Business**

1. Thoughts on training & instruction; proposed tracking, skills pyramid. Ira volunteered to take trip reports from 2015 and 2016 to develop a spreadsheet to allow an overview of members' participation over time. This information could be used in membership retention and development of future ENC activities. There was discussion of skills information on the ENC website, the decision was made to set up a subcommittee chaired by Greg to review

how this information is presented on the website. Jen, Ira and Charlotte agreed to work on the subcommittee. The Board agreed that the next membership meeting in May should focus on a presentation around appropriate gear for paddles and boat set up. Sandy will discuss with Mike Zeppegno.

2. ENC Stickers: Charlotte presented a mock up of a potential ENC decal or bumpersticker to increase awareness of ENC. Cost for 25 stickers would be \$1.35 each, the Board agreed that stickers could be sold for \$1.00. Charlotte agreed to check on the price for a printing of 50 stickers.

3. Survey Monkey Questionnaire: Draft of proposed questions for a membership survey was discussed. The Mailchimp subcommittee meeting on Wednesday 3-30-16 will refine the survey questions.

4. Digital Download of paddle guide: Greg discussed pros and cons of a Kindle version of the Paddle Guide. Proposed price would be \$9.90, net income to ENC \$6 per download. It will cost \$150 to convert the book for upload to Amazon. The Board agreed to postpone further consideration of digital download until we see how many books actually get sold on Amazon (If nobody is buying, cost of conversion to digital download would not be justified).

5. Book sales through Amazon: The paddle guide is now available for sale through Amazon. Local retail price and ENC website sale price will be adjusted to match the Amazon price of \$14.95 plus shipping.

Because of time constraints the Agenda Items Revision of ENC Grant Policy and Placement of ENC Grant information on the website were deferred.

The meeting adjourned at 8:20 p.m. Next Board meeting will be at Greg's house on June 20th at 6:00 p.m.

Respectfully submitted

Barbara McLean