

Minutes from Explore North Coast
Board of Director's Meeting
June 17, 2016 at Greg's House

Present: Greg Bundros, John Day (Vice President), Sandy Haux (President), Charlotte Cerny (Treasurer), Ed Schreiber, Phil Perez, Barbara McLean (Secretary)
Absent: Scott Hagerty, Ira Fabin, Jennifer Tavares

1. Approval of March 28, 2016 minutes: the minutes were approved.
2. Treasurer's Report: Charlotte reviewed the Treasurer's Report, noting that although the report shows a balance of \$2,896 this does not reflect that the \$608 expense for the Mendocino campground will be fully reimbursed by payments from the participants. In addition Greg stated that the Paypal account is currently over \$900, reflecting both membership payments as well as book sales. He will transfer these funds at the end of June. The board approved payment of \$48 for the cost of printing 50 ENC bumperstickers. Bumperstickers will be given out to ENC members without charge.

New Business

1. Coastal Cleanup, September 17th: The board agreed that this activity is congruent with the ENC mission and that ENC will participate. Sandy agreed to handle selecting/signing up for an appropriate site.
2. Surfriders: Greg presented the suggestion that the Surfriders monthly meetings be added to the ENC calendar. Currently the Surfriders, whose mission includes education on ocean issues, publicize ENC events on their radio program, Ocean Currents. After discussion of the potential impact of multiple events on the calendar it was agreed that Greg will add these meetings to the calendar for a trial period. The postings will be evaluated and the plan will be revisited as necessary.

Continuing Business

1. Revision of ENC Grant policy -- tabled until August Board meeting.
2. Placement of ENC Grant policy on website: It was agreed that the policy will remain in the current location (in the Club Info section under Club Forms), however Greg will add a link to the policy in the Information for New Members section.
3. Retention of returning members: Charlotte reported that from 2015-2016 ENC has added 56 new members. Twenty-four members did not renew their membership; in reviewing the list this was primarily people who left the area. John pointed out that many of the new members joined after attending HBAC classes/activities and are often in the process of purchasing boats and equipment. The planned analysis of which members are attending paddles was discussed as a way to assess the need for outreach to new members, possibly through telephone or personal email contacts.

4. Pool update: Greg reviewed issues with the Arcata Pool Policy regarding friends helping friends on kayak nights. Greg and Mike Zeppegno participated in a conference call with the Director of Center Activities and the pool manager; pool administrators expressed concerns around potential liability issues for the pool and also the potential for damage from kayaks in the pool. They did explain the “floating instructor” policy which allows the pool’s roll instructor to work with anyone in the pool without charge if the student who reserved/paid the instructor finishes the class early (class sessions are 2 hours). Currently the pool only employs two roll instructors.

5. Survey Monkey Questionnaire Reponses: The Board reviewed the responses to the Survey Monday Questionnaire. No significant issues were found. It was agreed that Sandy will work with Jen to add language to the newsletter encouraging new paddlers to attend paddles in part to meet new paddlers and develop paddle buddies.

6. Member Night Programming: The Board reviewed the current mix of 3 lectures with 3 kayak-centric programs for the bimonthly member nights, noting that only 8 members attended the May kayak centric member night. It was decided that for the rest of 2016 the current mix will be continued, with Mike Zeppegno organizing the lecture series and Sandy organizing the kayak centric meetings. It was further agreed that the next kayak centric meeting (in September) will be a kayak gear swap.

7. Outreach (Brochures): Sandy will contact Marsha to assess the current supply of brochures. It was agreed that the content of the current brochure is appropriate, however if an additional printing is necessary more cost-effective printing options should be explored.

The meeting adjourned at 8:00 p.m. Next Board meeting will be at Phil’s house on August 15 at 6:00 p.m.

Respectfully submitted

Barbara McLean