

Minutes from ENC Board of Directors Meeting
October 3, 2016
Jack's Seafood Restaurant, Eureka

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

Reports

Approval of August 15, 2016 Minutes: the minutes were approved.

Treasurer's Report: Charlotte reviewed the Treasurer's Report, noting that the current balance in the bank account is \$3868, however many membership renewals are due in October and November.

New Business

1. Budget for 2017: Sandy presented additional financial statements summarizing 2016 income and expenses through September 30 and with anticipated expenses for the remainder of the year, including the \$500 payment for sponsorship of Storm Gathering (which had not cleared the ENC bank account) and room rental for 2017 which will be paid in 2016. There was discussion of a potential saving in room rental costs, comparing HBAC to the Humboldt Area Foundation or the Eureka Main Library. Her comparison of anticipated expense with the current profit showed a projected net loss of \$283.70 for the year. Charlotte commented that ENC currently has 71 memberships (individual and family) for an annual income of \$710. Gred added that although income from sales of the kayaking guide book is lower than in the past, sales continue to generate some income. The formal planning process for the 2017 budget will be done at the first meeting in 2017.

2. Process - Election of Officers – 2017-2018 There has been no response to requests for applicants for new Board Members. John Day plans to leave the Board at the end of 2016, Helen Wilson's position has not been filled. Sandy has spoken to two club members who are considering joining the Board. The deadline for recruitment would be October 31 to allow for an election in November. Scott brought up the question of setting goals for 2017 and evaluating any need for recruiting Board members with different skills -- i.e., expertise in using social media.

3. Monthly meetings for 2017 – location / contract with HBAC: Sandy reviewed proposed increases in charges for use of the HBAC meeting room. Greg explained that HBAC charges ENC half the usual nonprofit rate (\$65 per lecture) for use of the room for lectures because HBAC is listed as cosponsor and the lectures serve both ENC and HBACs' missions with the emphasis on education, water safety, and resource issues. The kayak-centric meetings this year do not meet HBAC's criteria and so they propose in 2017 to charge the standard nonprofit

rate of \$130 for kayak-centric meetings. The group agreed that the kayak-centric meetings have not been well-attended. After discussion it was agreed that there will be 6 lectures in 2017, preceded (from 6pm to 6:30pm) by a member meeting at the HBAC facility. Charlotte suggested including discussion of recent paddles during this 30 minute period, Scott and John suggested using Power Point slides to show pictures from recent paddles in an effort to encourage more club members to attend paddles. It was also agreed to give Mike Zeppego the authority to negotiate the 2017 contract with HBAC.

4. 2016 Paddle Participation: Ira has collated and analyzed data from the last fourteen 2016 paddles. He noted that 38% of the club members participated in at least one of these paddles, 28% participated in more than 2 paddles, 12% participated in more than 5 paddles and 6% participated in more than 7 paddles, giving an overall participation rate of 9%. He suggested that continuing this data gathering and analysis will help the Board in planning paddles in the future. There was discussion of how to increase member participation, including with additional personalized emails to members to encourage participation. The group agreed that this should not be pursued at present. The preference was to develop paddles that attracted more members. It was noted that the the Big Lagoon and Stone Lagoon paddles that included training (i.e., crazy strokes and rescues) were well attended as well as the Paddle Host training at Trinidad. The group discussed that flat water locations for training would be less intimidating.

There was general discussion of potential barriers to paddle participants, including lack of equipment, opportunities to paddle with HBAC, that kayaking can be more time-consuming than other activities. Scott suggested setting up a subcommittee to review the Survey Monkey responses in depth and to design a follow up survey to help in developing future paddle schedules that meet participants' needs. He also suggested that possibly adding 30 minutes of teaching paddle skills at the beginning of the flat water paddles might be helpful. John talked about the importance of increasing time on the water, encouraging people to join training paddles as observers if they are not comfortable participating. The group agreed to take this up next year.

Charlotte offered to facilitate an informal monthly Saturday group at Big Lagoon from 9am to 11am where members can practice skills and rescues. This would be included on the ENC calendar but would not be considered a club-sponsored paddle.

5. 2017 Paddle Schedule & Host Solicitation: Scott has taken over setting up the 2017 schedule and wanted to let people know he would be contacting previous hosts to schedule paddles for 2017. Greg summarized 2015 paddle statistics, which showed that in 2015 there were 31 events scheduled, 7 were cancelled, a total of 333 participants overall with an average of 10 participants per paddle. The group discussed whether ENC should offer more or different paddles -- i.e., including more training and flatwater paddles.

Scott stated he would like to see new paddle hosts, suggested that perhaps mentoring would help to attract more club members to offer to become paddle hosts. Charlotte suggested making paddle host training less intimidating by offering one training each year at Big Lagoon and one at Trinidad. Greg and Scott will look into the feasibility of adding a Big Lagoon paddle host training on October 15, in addition to the scheduled Trinidad training on October

16. Ed suggested that the content of the Big Lagoon training could be focused on less-experienced paddlers and exclude topics such as how to use VHF radios. Scott, Greg and Ed agreed they could host the Big Lagoon Training. The training will be announced using a dedicated email to the club, requesting people RSVP if they are interested in attending. Sandy suggested that a female be included as a trainer because women may be less intimidated and would be more likely to attend.

Scott would like to solicit information from members on where they would like to paddle in 2017. He and Jen will draft a statement requesting member input to be added to the next ENC newsletter.

6. Reimbursement for Mendocino campground reservation. The group voted unanimously to guarantee 100% reimbursement to Ed for the Mendocino campground reservation (which will be made on January 2, 2017).

Continuing Business

1. New Brochure Order: Scott stated he has distributed most of the remaining brochures; he has about 30 left. The group agreed that the brochures are helpful in giving potential new members information about ENC. There was a brief discussion of the data Marcella submitted re online printing options. The least expensive option was \$130 for 500 brochures. Scott suggested that since the initial charges from Bug Press included formatting the electronic document, an additional print run may be less expensive. Greg agreed to follow up on this.

2. Revision of ENC Grant Policy & placement on website: There was discussion of the application process -- Greg agreed to review and draft a simplified application.

3. Holiday Party – 2016: The Christmas party is to be held December 10 at the Humboldt Area Foundation. Because of the room size it was decided that live music would not be appropriate. Food will be a potluck. Jen and Scott are coordinating the party.

4. Additional informal paddles – Sunday 9:00 a.m. Trinidad: Charlotte clarified that the monthly informal practices at Big Lagoon would be in lieu of an additional Trinidad paddle.

The meeting adjourned at 7:50 p.m. The group agreed that having meetings at the restaurant was convenient. The next Board meeting will be at Jack's Seafood Restaurant on Tuesday January 10, 2016 at 6pm. Sandy agreed to check with Jack's to make the reservation.

Respectfully submitted

Barbara McLean