

**Minutes from Board of Directors Meeting
Jack's Seafood Restaurant, Eureka
April 3, 2017**

Present: Greg Bundros, Sandy Haux (President), Charlotte Cerny (Treasurer), Barbara McLean (Secretary), Scott Hagerty, Ed Schreiber, Jennifer Tavares

Reports

1. Approval of January 10, 2017 Minutes: Sandy pointed out that the minutes stated that both marine radios owned by ENC were broken, in fact one is still working. She requested that the minutes be corrected. The minutes were approved with this correction.

2. Treasurer's Report: Charlotte reviewed the Treasurer's Report: the current bank balance is \$2,586.65. She also reported that she had filed tax forms with the Franchise Tax Board and the IRS. The State of CA, non-profit corporation SI-100 requires a biannual \$20 fee, which was last paid in 2016. Marcia Tauber handles sales tax reporting for ENC book sales. All tax records are filed in the ENC Dropbox account.

There was discussion of setting up a file in Dropbox to maintain records to track where items such as the marine radios, tow belts and promotional materials are being kept. It was suggested that as Paddle Host Coordinator Scott should have the radios and tow belts. Sandy will check on the location of the ENC Banner and Poster. Greg will email instructions to her for using the Dropbox files.

New Business

1. Resignation of Ira Faben: Sandy read the email she had received from Ira resigning from the Board for medical reasons. The resignation was accepted and a card will be sent with the best wishes of the Board for a quick recovery.

2. Recruitment of new Board Members/Nominating Committee: Sandy pointed out that the Board now has only seven members and that three of the current Board (Scott, Jen and Barbara) members' terms will be up this year. The group discussed several potential candidates for the 2018 Board. Charlotte suggested that it would be helpful to remind ENC members of the Board's work both at member nights and in the bimonthly member emails. She suggested the Board request suggestions or questions at the meetings and encourage ENC members participation in recruitment for new Board members. It was suggested to change the Board schedule to quarterly meetings in place of the bimonthly meetings, the group agreed unanimously, acknowledging that if necessary additional meetings could be scheduled to deal with unusual events or issues.

3. Humboldt and Del Norte Counties MPA Collaborative: Sandy asked if any Board members would be interested in participating in these meetings. Scott agreed to follow up with Delia Bense-Kang of Humboldt Surfriders to determine what participation would entail. He will report back to the Board.

Continuing Business

1. ENC Facebook Page: Jen, Scott and Greg have been made site administrators (along with Georgianna Wood and Helen Wilson). As administrators they will be able to follow how many people are looking at the ENC facebook page as well as posting multiple photos and trip reports. Scott would like paddle hosts to send any photos of paddles along with a brief write-up of the event to post on the website to publicize paddles. Hosts who have facebook accounts can post photos and writeups as well.

2. Bi-monthly email -- newsletter or reminder: Scott brought up concerns regarding the purpose and content of the bimonthly emails sent to the ENC mailing list. There are currently 335 people who receive the email (many are not ENC members). He stated that if the Board wants the emails to be more of a newsletter then there would have to be more follow up to get information and post updates. He mentioned concerns that recently some paddlers had not seen notifications of cancellations of paddles. Greg and Sandy confirmed that the paddle calendar states that participants should check for any changes/cancellations the day of the paddle and that cancellations are noted in bold on the calendar as well as on the sidebar of the website. Scott also commented that changes or new information on non-ENC events such as Storm Gathering were not necessarily reported to Jen in a timely manner and wondered how much outreach should be done. The Board agreed that non-ENC events are on the calendar and bimonthly email as a courtesy and it is the responsibility of the event coordinator to communicate with Greg or Jen if they want changes reported. Scott asked about the process for posting non-ENC events, Charlotte stated that these are generally notices that are sent to all board members. (For example, Adventures Edges Sales.) Since Jen is on the board, she would receive the notice and can then this add to newsletter. Sandy states that the Paddle Host Coordinator does not have any responsibility for these notices.

It was agreed that paddle hosts should be communicating with Scott as concerns about weather or other issues arise so that any cancellations can be posted promptly, preferably at least two days prior to the scheduled event. He will add this to the informational email he sends to the paddle hosts. He will email paddle hosts if he has concerns about conditions to help maintain prompt notification of cancellations. Greg pointed out that the importance of hosts assessing conditions is also covered in the Paddle Host workshops. It was also agreed that the bimonthly emails should include the reminder to check for changes/cancellations at least on the day of the paddle. Greg mentioned that due to the extreme weather this winter ENC has had more than the normal number of cancellations. Ed clarified that at times he has cancelled the ENC paddle the day of the paddle when he is at the launch site and feels conditions are unsafe, however he is present to explain this to paddlers as they arrive. Sandy questioned how many people actually read the emails -- Greg reported that at least 68% of the recipients opened the emails.

Discussion continued around the benefit of making the emails more of a newsletter, rather than just cut and pasting from the calendar. Charlotte stated that having reminders is helpful. Barbara pointed out the the bimonthly mailings were started just as a reminder of the paddles to try to increase participation. Charlotte and Ed suggested that the reminders could actually be shorter than cutting and pasting the paddle description, just giving the date and title with a link to the calendar.

3. Update -- Storm Gathering: Sandy reported that there were over 100 participants at Storm Gathering. Many ENC members had volunteered to be safety boaters on the water and to assist with food preparation and clean up. ENC's informational table was staffed for all three nights. Three ENC members took classes.

4. Update -- Paddle Host Coordination: Scott stated this was going fairly smoothly. He had some concerns about the timeframe for updating the member list so that paddle hosts have an accurate list of members (who do not need to pay the \$5 ACA insurance fee). He currently is sending documentation to hosts four days prior to the event. Greg and Charlotte explained that they keep the list up to date on Google Drive. Greg's goal is to update the database within 24 hours of receiving changes.

5. Promotion of Upcoming Events:

Social Thingy: Greg has been working with Mike Dedman on this. The potluck will be held at the Trinidad Town Hall (\$125 rental charge). 2017 budget includes \$120 for room rental and insurance and an additional \$140 for food and miscellaneous items. The Emerald Forest is under new management and the charge for the lodge could be as high as \$190, they would use a sliding scale based on the number of Social Thingy participants who make reservations. The Trinidad Town Hall management has requested ENC procure additional insurance for this event. Greg agreed to forward the requested information to Charlotte so she can contact ACA. Mike Dedman has agreed to make an announcement requesting donations to help cover the costs of the potluck. Phil Perez will be helping Greg with the barbecue. Scott suggested that a request for volunteers to set up tables and chairs and assist with some food preparation be made. A reservation for a no-host dinner at the Seascapes Saturday night has been confirmed. Greg asked if any Board members would be willing to help with setup and cleanup. Charlotte, Ed and Sandy offered to help. Greg will update the calendar with the details of the event, including the potluck (Friday April 28 from 4 to 7pm) and the dinner at the Seascapes on Saturday April 29 at 5 p.m. Tom Humphries will be teaching a sea kayak surf class on Thursday April 27. There will be a \$20 charge to participants which will be donated to the Marine Mammal Center of Sausalito. This is not an ENC-sponsored event.

Eel River Overnighter: This event is scheduled for Saturday-Sunday April 22-23. Larry has reserved the campground, Sandy will ask Larry for more details about the logistics of the trip.

Mendocino Trip: There was discussion of how to advertise the trip. Ed suggested waiting until May because there are so many events scheduled for April. Scott suggested that a brief "save the date" announcement in the bimonthly email might be helpful, requesting interested members to contact Ed via email so that he can begin to develop plans based on how many people are expected to participate.

6. New Brochure: Sandy reported that 1000 copies of the new brochure had been completed. Some have been distributed to the local sporting goods stores as well as to HBAC and Center activities. Mike Z has some as well. Scott has the majority of the rest.

7. Saturday Big Lagoon paddles: Charlotte reported that she is currently planning to start informal paddles/practice sessions at Big Lagoon sometime in May. These will not be hosted ENC events and will be scheduled to avoid conflicting with ENC paddles.

The meeting adjourned at 7:50 p.m.

Next Meeting Time & Place: Jack's Seafood Restaurant, Wednesday July 19, 2017 at 6 p.m.

Respectfully submitted

Barbara McLean