

Explore North Coast Board Meeting Minutes

January 6, 2020

Present: Scott Hagerty, Kathleen Kinkela-Love, Jennifer Tavares, Marcella O'gata-Day, Larry Buwalda, John Schmidt, Steve Smith

Absent: Celine Pele

6:00 P.M. President Scott Hagerty called the meeting to order.

Reports

Treasurer/Secretary Report: Treasurer's (John Schmidt) End of the Year Report reflected a budget deficit of \$780.63 for 2019. Expected deficit was \$526.98. The discrepancy between the predicted and actual deficit was attributed to the unbudgeted purchase of ENC SWAG and brochures.

Secretary Annual Summary Report of Memberships: John Schmidt noted that membership for 2019 ended with 114 members in the database, 31 members of which are delinquent in their dues. Note that members delinquent for more than two years (12 members) have been purged from the database. There were 78 renewals in 2019 and 21 new members joined ENC. **Action:** Board members will reach out to those members whose dues are in arrears and encourage them to continue their membership

Paddle Host Coordinator Report: Steve Smith reported that there were 31 scheduled paddling events in 2019 (including the Social Thingy and the Mendocino camping events). Seven events were cancelled due to weather. A total of 237 individuals participated in 24 paddling events including 44 participants for the Social Thingy and 20 for the Mendocino outing for an average of 9.9 participants per event. Events scheduled for the ocean had the highest participation (131) followed by flat water (71).

Other Reports: There were no other reports.

New Business

Board Nominations: Board membership terms expired in 2019 for Steve Bullas, Scott Hagerty and Kathleen Kinkela-Love. Steve Bullas was not interested in another term; both Scott and Kathleen were willing to serve another two-year term. Larry Buwalda was the only non-Board ENC member who expressed an interest in joining the Board. Since the Board has capacity to have up to eleven members, a general election to the Board was not called. Serving Board members voted unanimously for Scott, Kathleen, and Larry to serve two-year terms.

In the last few years, there has been no formalized tracking of Board memberships. **Action:** Steve Smith has agreed to create a list of current Board members with the number of consecutive terms they have served and the dates of their current terms.

Meeting Frequency of the Board: In 2019, the Board met bi-monthly. The Board voted and agreed to try and conduct meetings with quarterly meetings in 2020.

2020 Budget

Grants-- \$300 has been budgeted for grant distribution in 2020. Marcella and Jen have developed guidelines for the distribution of grants. **Action:** Marcella will distribute the guidelines for final edits and adoption for dispersing grant funds. John Schmidt has agreed to check the ENC mailbox for grant applications.

Merchandise (SWAG)—Scott arranged to have small dry bags with the ENC logo made. Bags will be given as gifts to guest speakers and will be available for sale to the club membership. Bags cost \$7.00 and will be sold for \$10.00

Digital Projector—Scott suggested that ENC might benefit from purchasing a digital projector to be used at meetings and other events. **Action:** Scott will explore the cost of digital projectors that might meet our needs and distribute that information to the Board for consideration.

Brochures—New brochures were designed by Marcella have been printed and, as such, won't be in the 2020 budget

Out of Town Campground Reservations—The Mendocino paddle event campground fees will be budgeted for the same amount as 2019. There was discussion about other possible camping events including Tomales Bay, Lake Sonoma, and Lake Mendocino. **Action:** Scott has agreed to explore costs for those sites and bring them to the Board.

The 2020 budget was based on the 2019 actuals with the addition of projected SWAG sale income of \$425 and increasing the scholarship budget from \$200 (2019) to \$300. The budget was passed unanimously with the above modifications.

Membership Management Software: Marcella and John noted the clunky nature of using several software and internet solutions to manage the club membership and activities. These include internet for the ACA waivers, Mailchimp, Microsoft Excel, Google, and Email. In addition, there are a number of business transactions that involve the Treasurer's duties. Integrating these systems to maintain accurate and complete records has proven to be challenging and time consuming. Marcella has explored Membership Management software options that might serve as a single package to manage ENC business. All Board members agreed that this was needed and encouraged her to continue to search for a simplified software solution. Marcella has identified and tried two software solutions (Join It and Member Planet). **Actions:** John will work with Marcella to be certain that both business and membership needs can be managed efficiently with a single source software package. Board members will contact people in the local community that might be using other membership management packages and forward that information to Marcella by the end of January.

2020 Paddle Events : Steve Smith reported that there are currently 38 paddle events scheduled for 2020 with the expectation that there may be a few more added; to date, this is 7 more events than 2019.

Incentives for Volunteers: Scott suggested, and the Board agreed, that we should identify a way to recognize exceptional volunteers for ENC. **Action:** Board members will bring suggestions to the next meeting.

No Host Paddles: Scott is interested in finding a way to message club members about spontaneous no-host paddle events not sponsored by ENC. One suggestion was to use the Meet Up application. **Action:** Scott will look into the feasibility of using Meet Up or other applications.

Continuing Business

Guidebooks--Kathleen noted that she was waiting an update on distribution from Celine and input from Board members on other possible venues. **Action:** Kathleen will send out a current list of businesses that sell our guidebooks and ask board members for further suggestions of venues to offer them.

Gear Swap--A date and location has currently been identified for club members to swap gear. Larry pointed out that the current proposed location of Big Lagoon has never worked very well. **Action:** Scott, Larry, and Jen will propose an alternative location and date for this activity.

Paddlehost mentorship Update—There was no update.

New Member welcome program—There was no update.

Update on local environmental and access issues—There was no update

The meeting adjourned at 8:00 p.m.

The next meeting of the Board of Directors will be Wednesday, April 1, 2020 at Jack's Seafood.

Minutes taken and submitted by Steven A. Smith.

Minutes Adopted: _____ Date: _____

Board Officer

DATE