

## Explore North Coast Board Meeting Minutes

**Date** April 1, 2020

**Present:** Larry Buwalda, Scott Hagerty, Kathleen Kinkela-Love, John Schmidt, Steve Smith, Jen Tavares, Marcella Ogata-Day

**Absent:** Celine Pele

This meeting was held via Zoom videoconference in accordance with County and State guidelines for the Shelter in Place order.

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

### Reports

**Treasurer/Secretary Report:** Budget activity has been slow to date. John has reconciled the budget with the bank account and filed State and Federal income tax forms on behalf of ENC this week.

Club membership has held steady at 116 members. John included a list of people whose memberships have lapsed. The Board revisited the process for reminding members whose memberships have lapsed.

Steve surveyed the Board prior to the meeting to create a list of members, the number of consecutive terms served and the year elected to their current term. This table will be posted on the ENC Google Drive.

**Paddle Host Coordinator Report:** Steve shared the paddle participation report. To date we have had 68 participants for seven paddling events for a mean attendance of 9.7 paddlers per event. As of March 31, three events have been cancelled; two were cancelled due to weather and the third because of the COVID-19 pandemic. The Board cancelled all events in April, including the 11<sup>th</sup> Annual Social Thingy. The Board agreed to decide by mid-April whether to cancel May paddling events.

### New Business

*COVID-19 Pandemic.*—The Board will monitor the pandemic and base future decisions on all ENC activities based upon direction from the federal, state and local governments. . The Board will then provide direction ENC members to follow county, state, and federal guidelines to minimize community spread of the virus. The Board will decide at least two weeks in advance of scheduled paddle events whether they should be held. **Decisions for May paddles will be made by April 22.**

*Board Meetings.*—The Board will meet quarterly. Meetings will be by video conference if Shelter in Place order remains in effect.

*2020 Social Thingy.*—The Board discussed rescheduling the Social Thingy kayaking event until September or October, pending the status of the pandemic. The decision on the date will be made at the July Board Meeting.

*Boat Demo/Gear Swap.*—The proposed dates of either June 13 or June 20th for this event is unlikely because of the pandemic. Larry proposed we hold it in the fall; the possibility of holding the event in conjunction with the Social Thingy was discussed. The Board will decide moving forward on this event also mid-late May.

*Mendocino Trip.*—The Mendocino kayaking weekend campout at MacKerricher State Park in Fort Bragg, scheduled for July 18-21<sup>st</sup>, will also be reviewed by the Board and decision to move ahead with this event in June.

*Other ENC planned paddles - .*—The Board discussed the merits and concerns of providing opportunities for members to reach out to other members through possibly sharing ENC email list to those that are seeking other paddlers to join them on local paddle outings. This would initially be shared through the newsletter or perhaps the website. These would be non-ACA insured activities, and not affiliated with ENC, and no paddle hosts would be present. . There were too many concerns regarding conflicts with the shelter in place, the number of boaters showing up, and ENC liability. The Board will encourage members to contact potential paddle partners on their own until restrictions are lifted.

*JoinIt Membership Management.*—Marcella has been working with the JoinIt Membership Management software as a means to consolidate several software programs currently used to manage ENC business. Cost to ENC is \$23.20 per month. On January 1, 2021 ENC will pay an annual user fee that reduces the monthly rate to \$18.56. Membership payments may currently be through Paypal or Stripe. Marcella recommended that we ultimately limit payments to Stripe because it is integrated with the JoinIt software. Because of the increased cost to ENC for the software, the Board recommended eliminating family memberships and increasing individual dues to \$15. The Board agreed with Marcella to maintain a paper-based application process for members that don't have computer access.

*Zoom Video Conference Fees.*—Scott requested, and the Board agreed, to providing him a partial reimbursement offset for his personal license fees to use Zoom for future ENC board video conferencing.

## **Continuing Business**

*Kayaking the Redwood Coast guide books.*—Kathleen reported the guide book sales have stagnated. The Board discussed strategies to garner interest in the remaining stock. Scott asked Board members to bring ideas and recommendations to increase sales to the next meeting July 1st.

*Paddle Host Mentorship Update.*—No updates at this time.

*New Member Welcome Program.*—No updates at this time.

**Adjournment:** The meeting was adjourned at 7:35 p.m.

The next meeting of the Board of Directors will be July 1, 2020

Minutes taken and submitted by Steven A. Smith

Minutes Adopted: \_\_\_\_\_ Date: \_\_\_\_\_

Board Officer

DATE