

Outrigger Santa Cruz – Board of Directors Meeting

MINUTES

April 14, 2019

5:00 pm – 7:00 pm

CALL TO ORDER:

In attendance: Tai Boutell, Phil Crowley, Kim Chamlin, Jean Bathke, Gayle Bensusan, Phil Lewis, Dena Levey, Matt Love, Theresa Mulder, Kay Miyamoto, Leslie Eurs

Motion to approve March minutes; motion is approved.

1. Kudos – Rita M is the club storekeeper and is putting in a ton of time; Theresa & Yoko for all the work on the taxes and the final reviver; Coach Dave for his continued effort coaching the team and individuals; Toni for handling communications & Teamsnap; Rita M bringing Coach Corrina to Santa Cruz; Toni for paddling psychology talk; Women's coaches are providing crews and workouts before practice; Tai for the juniors program; Guy for paddling with racers in preparation for Pig Run & all over 50s crowd for attending practices regularly; Doug E for contributing 2nd dues payment to the club; Yoko for fixing canoe covers & skirts; Tai for adding Cat's name to the new jerseys.
2. Treasure's Report – Theresa
 - a. Revivor Status – Letter re: "in good standing" from the Franchise Tax Board has been received.
 - b. Account balance shows about \$29,000 in checking and over 10,000 in savings.
 - c. To-date there are 39 rec paddlers, 70 racers, & 15 juniors paid for a total of about \$14,000 in membership dues. The club store has brought in about \$5,000; once expenses are entered there will likely not be much income. The women's race clinic netted zero; the Pig Run brought in \$1,424 so far.
 - d. All women racers are paid up; Treasurer has no access to men's Teamsnap thus is unable to reconcile. Number of Men's racers are overall fewer than last year.
 - e. Junior race program is on a separate line item to track membership dues against cost of race fees, Teamsnap, etc.
 - f. Expenses at this time of the year include insurance and harbor rent and not much else.
 - g. Treasurer keeps a lists of items to discuss with accountant to insure expenses are correctly categorized.
 - h. Kai Malama Keiki is not listed as an asset. Dave Waynar is working on obtaining a letter from Jacob's Heart. The ownership transfer may be difficult.
 - i. As it's still early in the year, the most activity is with the Pig Run, jersey sales, and membership dues.

Motion to approve Treasurer report; motion is approved.

Motion to gift Phil Hevner a one-year membership for helping OSC with reviver; motion is approved.

Tax extension has been filed yet completing them sooner than later is best. Guidestar.org list all non-profit tax returns and tax returns can be used as a marketing tool. BOD members are encouraged to browse the sight and come up with ideas on how we can use the tax return as a marketing tool.

3. Club Store – Tai & Phil C
 - a. Everything we do is a fundraiser including jerseys. If anyone has an idea for a certain product that we can pre-sell and print with the logo, that can be a fundraiser as well.
 - b. The new jersey has Cat's name embedded in it! The art is finished & jerseys are going to the printers.
 - c. Licensing agreements now in place for club art. OSC also has a Sellers Permit.
 - d. Sellers permit allows the club to buy it free of tax and charge tax on the other end. Not difficult to apply for a sellers permit and now we can sell outside the club and sell online. Handling shipping and fulfillment and not carrying inventory can be difficult. Jeannie volunteered to help with an online store. Jersey prices include tax.
 - e. Commercial sales might be possible now with a sellers permit. Might be able to make more money with re-selling art – maybe as cards. Possibly tie in Monterey Bay Sanctuary with MBX & maybe Sanctuary could support the race, as exposure. Or, maybe some high-priced items (paddles, backpacks, etc.) that we can make a little money off-the-top.

Short discussion about how to recruit new paddlers. Club needs more business cards; learn to paddle class; surf magazines or Santa Cruz Waves; Shared Adventures; host an open house; advertise in the Sentinel or at various gyms.

4. Equipment

- a. Help is needed to maintain equipment; a note will be sent to the club for volunteers. There's a list that could be prioritized. Tai will send a message out to the club.
- b. Trailer needs work scraping off old adhesive so new tape can be placed on the side. Need a day for a group to arrive and be trained to do some of the skilled labor needs.
- c. Club work day was successful; we may need another for equipment maintenance.
- d. Manahau now has lettering.

5. Cat Heron Steele Memorial Regatta

Motion to name regatta *Cat Heron Steele Memorial Regatta*. Motion is approved.

- a. Need ideas for race "medals" – framed picture, actual medal (kids like them), etc.
- b. Cat's memorial is on June 9th at 1:00 pm at the Seymour Center. The racers are having a paddle out this Saturday and the Mom's group has already had a paddler out for Cat. The club wide paddle out needs to be organized. After much discussion the final agreed upon date for the club-wide paddle out is the same day as the memorial, June 9th. Leslie will be organizing.

6. Volunteer Log

- a. Good to track and all members that help should log hours.
- b. Is being built as we move through the year. There are two tabs used to track activities – one for club events & community outreach; the second is for internal hours such as the BOD meeting, club work days, coaching.
- c. Jeannie asked that everyone respond to her emails when hours are requested; she will likely not chase you for the information. BOD meeting hours will be automatically counted.
- d. Pig Run planning is listed as internal to club hours; actual paddle is not counted.

7. CPR Log/List

- a. Phil is logging all member's certification expiration dates; please send to him.
- b. Stepping up safety plans, etc. Steers people are highly recommended to be certified.

8. Fundraisers

- a. Ideas discussed: Team Building, School tours/groups, Corporate groups, etc.
- b. Everyone is asked to reach out to their connections.

9. Coaches Report – no report provided

10. Calendar

- a. April 27 – Pig Run, Phil L update: insurance is taken care of, currently not making money until more people are signed up. Unsure how to get it out to the small boat (oc1 or surf skis) community. Need van & volunteer driver. Waiting for coast guard auxiliary crew.
- b. April 28 – Beach Clean-up Day
- c. May 4 – First Race - Viva Aloha
- d. May 18 – Rig Run
- e. June 8 – First Regatta
- f. June 29 – Host Regatta
- g. July 20 – Shared Adventures

11. Next BOD meeting June 2, 2019

Meeting adjourned.