

AUGUST 2011 BOARD MEETING

WESTERN RESERVE ROWING ASSOCIATION

August 2, 2011, Rivergate

6:14 pm

In attendance: Joanne Hull, Jeff Zabor, Erik Murdell, Gary Clark, Sally Fahrenholz, Craig Gates, D.D. Meakin, Mark Silverstein

Guests: Janet Clark, Frank Campbell, Tim Marcovy, Sharon Romilly, Cara Sieberth, Wendy Zabor, Kirk Lang, Bob Valerian, Jim Ridge, Eileen Gordon, Anna Chanakas, Pat Poole, Paul Kopp,

JULY 2011 MINUTES

Gary Clark moves approval of the minutes, with Mark Silverstein seconding. Unanimously approved.

TREASURER'S REPORT

CLUB IS ON TARGET WITH BUDGET

- We do not have the July bank statement as yet, but we are in a good position financially, with a good cash position also. Treasurer needs the timesheets to be submitted so payments can be made. Kirk reports that timesheets are current as of the meeting.
- Jeff Zabor suggests that financial reports be updated to 20ish of the previous month, rather than using an end of month close off report – because bills are usually paid up until the 15th.
- We will have a full financial statement for next meeting, with a mid month cut off.

PRESIDENT'S REPORT

COMMITTEE STRUCTURE SUCCESSFUL; NEED TO FOCUS ON STRATEGIC CONCERNS

- The survey results include glowing reports from SRL. These folks report getting a lot out of the program.
- The board needs to become more strategic and less operational, at least in the board meetings.
- We should not be operating as a committee of the whole – let the committees handle the operational aspect of the club.

CRF UPDATE

GARY CLARK REPORTING

- The Rivergate Bash was successful, raising around \$30K. 370 full events patrons and 30 late night patrons, with PD coverage on August 1.
- Small building now has a permit but no certificate of occupancy. Needed items are in process.
- One more volunteer work day for WRRRA has been scheduled for August 20, in preparation for the SRL regatta on Aug 27. CRF will acquire yard maintenance equipment and needs volunteers to operate it. Volunteers maintaining the grounds could be a nonsustainable strategy.
- CRF Charity Poker in August will provide funds to offset the purchase of another Stillwater and skiff launches.
- CRF is recruiting volunteers for Charity Poker between Dec 27 and Dec 30. Estimated funds raised would be about \$28K. All the proceeds would be used to purchase additional 22 ergs. Tenability of this commitment is questionable. Some response to CRF needs to be made by Friday, August 6 from a request sent from Theresa Gang August 2. Jeff suggests that this request be referred to Volunteer Committee.
- Communications issue memo – discussion from Bob Valerian – see below for details.
- Operations committee meeting scheduled this week – need second dock for HOTC for separate launch and recovery docks.
- Volunteerism – masters will be tapped for SRL regatta. Email has already been sent out and volunteers are being organized, and unity and social committees are involved.
- The last maintenance day is 20 people for 3 hours each. Not much response from the last maintenance day. Tried to energize the SRL crews. Some of the teams volunteered, so a similar strategy may be employed for the next Maintenance Day. Suggest – volunteering on Maintenance Day may move one up on the list to get a boat for the HOTC.

HEAD OF THE CUYAHOGA COMMITTEE REPORT

- The club wants to allow practices for SRL and allow to race at HOTC. Crews would pay for practice, coach, coxswain. Each crew would have to request equipment for HOTC.

- The HOTC committee wants to facilitate SRL members rowing in this race.

COMMITTEE REPORTS

MEMBERSHIP AND ADMINISTRATION FRANK CAMPBELL

- Fall Rowing League registration is almost ready to go. Online reservation system for general sculling fleet is almost ready.
- WRRRA has 536 total membership so far this year, which includes Learn To Row and coxes. There are 420 rowing members. SRL program has had 354 participants, almost 75 more than last year. The split season was used by many.

COMMUNICATIONS ERIK MURDELL

Communications policy discussion

- Policy of July 11 regarding communications policy was approved at last board meeting and sent to CRF. There has been no response from CRF. WRRRA intends to send a twice a month email digest and was waiting for response from CRF before implementing.
- Bob Valerian from CRF will talk to Erik about the policy. Bob doesn't believe that CRF was sending inappropriate or offensive emails and so was wondering why policy was promulgated. There are emails that need to go out, and CRF would have appreciated being in discussions with WRRRA about the policy.
- Jeff has been in discussions with Theresa about WRRRA's concerns about CRF's sending emails to WRRRA members. WRRRA board members get a lot of complaints from members – new members don't understand the difference between WRRRA and CRF, and they don't understand the necessity for all the email. SRL members are not as invested in rowing and in CRF and they have been irritated by the frequent emails from CRF.
- A fundamental issue behind the policy is that WRRRA wants to play a purposeful part in CRF projects and can do so when the WRRRA board can align CRF projects with WRRRA objectives. The board is responsible for the volunteer engagement of our members, and the courtesy should be given to the WRRRA board to communicate and manage such volunteer activities. The WRRRA board wants to follow the fundamental concept of CRF communicating to its 9 members, and the member organizations should communicate with their members.
- Bob Valerian asserts that the CRF board has an obligation to communicate with individual members of individual groups, and it's in CRF's bylaws. He can't think of any issue where we aren't working toward the same objective. CRF wants to advance the objectives of every member organization. If that isn't happening, it should be brought to the attention to the board. WRRRA doesn't have the right to adopt a policy that tells CRF how to communicate. Both organizations need to agree on such a policy for it to be successful.
- Bob Valerian and Erik Murdell will discuss this policy with a view to facilitating the advancement of the common goals of WRRRA and CRF.

WRRRA Website

- Internet Explorer 9 is not compatible with the WRRRA website and this issue is undergoing research. Visitors to the WRRRA website should use Chrome or Firefox to see and use the entire site.

Banner and Flag

- Recommendation from the Communications Committee is purple handles on the oars to correctly reflect the colors on the blades. Existing merch will not change.
- Flag – the blades will be changed to reflect the purple handles if the logo is changed.
- Banner – will be used in places where people don't know who we are and to brand us as rowers.

Gary Clark moves to approve logo and flag. Mark Silverstein seconded. Unanimously adopted.

- The banner needs to go back to the committee. Photo should reflect rowing more definitively.

OUTREACH AND INNOVATION ERIK MURDELL

- Row 4 Cure, Adaptive, etc. are still in research mode. No updates

UNITY AND SOCIAL ERIK MURDELL

- This committee was approached by HOTC to do the unity tent and had to decline because committee members are already volunteering for HOTC.
- Fun row scheduled for later in August and the committee is considering a year end gathering for WRRRA.

MERCHANDISING ERIK MURDELL

- The committee is planning on selling t-shirts, water bottles, logo magnets, carabiners, sticker and static decals. Cost is \$1800.

- Still getting estimates for additional merchandise. Asking for \$5K total for inventory. We would recoup cost and make more money.
- Erik Murdell will manage the inventory.
- This is for visibility and marketing. We would recover a large part of the \$5K outlay. We want for SRL regatta sales.
- Markup has not been figured as yet.
- The Masters committee has been advised to work with Merch committee on gear.

Mark Silverstein moved to approve \$5K for merch inventory. Gary Clark seconded. Unanimously approved.

LEARN TO ROW

- Learn to Row is scheduled for September 10 and 11. The sessions are booked. The following week Sept 19 is first day of FRL.

SUMMER AND FALL ROWING LEAGUES MARK SILVERSTEIN

- One of the goals for SRL was to make as many people as happy as possible and develop a culture where SRL members had more rowing opportunities.
- WRRRA has provided three opportunities for regattas, including regattas at Lake Chautauqua and Turkey Foot. Thanks to masters who helped get this done. Turkey foot will have Kirk and Patrick helping and we have 7 teams going.
- Jerry and Sandy will continue through FRL this year but will not be back next year. It's a lot of work and organization involved.
- We have invited SRL folks to row in Rec rowing.
- SRL regatta has been organized. We made a request to CRF for alcohol and CRF needed assurances that we would not serve to minors.
- We have people interested in Get her involved in the current year SRL. They get \$1000 each for the year.
- We need coaches for the last SRL regatta and many of the coxes will be gone.
- This week has 12 sessions that were empty for SRL. Next week is just as dire. The session is usually missed. All of our coaches are CQL1, so they can't take out more than one crew. SRL crews want their own coach.
- Masters are feeling the fallout from the SRL coach scarcity – for the Akron regatta.
- Have a time scheduled to address the coaching needs so that we can address this. Needs to be in the next 3 to 4 days. Look for others who can coach.
- Does this happen every year? Shouldn't we have a plan to avoid this? We have been having this discussion for a number of years. We have had coaching clinics earlier in the year, but membership needs to step up and we need more coaches.
- There were people who wanted to be SRL coaches early in the season and they were turned down.

SRL participation at regattas.

- A number of discussions have centered around the issue – Are we furthering the interests of the club by promoting away regatta trips for SRL members?
- Regatta committee should have been involved in Turkey foot regatta. Would be better in the future to work together at Rec and Masters level and set a schedule for these.
- There is a significant learning curve for going to a regatta with all the equipment. We need to create a checklist for use of equipment for a specific date.
- It has been suggested that rowers need to join Rec program to go to away regattas.
- WRRRA does not pay for masters to go to regattas.
- Jeff – we will follow through with the Turkey foot regatta and follow standard regatta practice.
- There has been a scheduled fun row for this Sunday that requires the boats, but there's a question whether the boats will be rigged in time. The plan is to have the rowers back to rereg. Patrick and Kirk will be in charge, and it will be mandatory that rowers be back to rereg. It is recommended to cancel the fun row scheduled for this week.
- Mark takes responsibility for the situations regarding regattas. Members of the club pointed out that what we do in individual groups affects the large group as a whole. We need to be open to new ideas, but we need to do it in an organized manner and educating people to do it properly. Need to plan and execute better.

Fall Rowing League

- Next concern will be with coaching for Fall Rowing League. This year people will have to pay a lot more for the other half year assessment for CRF. About \$160 for srl rowers but it will be \$190 for novices.

COACHING COMMITTEE CRAIG GATES

- Craig sent out a blast for new coaches today, August 2. Have had a few people volunteer to help out.

- Get a date or two for coach instruction on the calendar.

EQUIPMENT CRAIG GATES

- Hired a second equipment manager, Kirk Lang, in keeping with discussion at last meeting.
- Kirk just ordered equipment for skegs and other extra parts. He and Craig will cover details for all spare parts and equipment.
- We still need seats for O'Berg and Firehouse.
- Gutske needs \$500 to \$800 for repair. It will be done in two weeks.
- Operations committee for CRF will address how to use the allowance for fiberglass repair onsite. The allotment for the year has been used.
- Cox boxes will be addressed/purchased.
- Proposal for parts inventory has been tabled.

SCULLING COMMITTEE DD MEAKIN AND TIM MARCOVY

- Scullers are about 12 to 15 percent of the club and have been traditionally underserved.
- This year a proposal was made for a coached sculling program with Russ Eckles coaching several times a week. Russ would be paid directly. No record of this proposal being adopted.
- Learn to scull with Russ is scheduled for this Sunday, but there are problems with it because the general sculling bylaw was not adopted. Tim Marcovy assumes responsibility for these errors and resigned as chair of the sculling committee.
- Gargy accepts Tim's account of the state of the sculling committee. He suggests that the board thank Tim for this disclosure but asks that he stay on. Tim withdraws his resignation.
- Board probably adopted the provision through email but it was not reflected in the minutes.
- Board is grateful to Tim for creating the sculling program and working with the sculling committee.

Mark Silverstein moves to adopt the provision. Gary Clark seconds. Unanimous approval.

Move by Gary Clark and second by D.D. Meakin to adopt the proposal for the one-time special learn to scull clinic Russ on Sunday or another time he chooses.

Discussion: Is this for WRRR members? Is this just one time? Yes, one-time for Learn to Scull in the Octuple. Needs to go through the sculling committee if this is to happen again. Board might want to have input into the cost of the sculling program. What is the benefit for signing up for sculling on ActiveNet as opposed to private sculling lessons? The benefit of a structured program could not be identified. Unanimous approval

HEAD OF THE CHARLES KIRK LANG

- A few people in the past few days have joined masters.
- Kirk has heard back from 3 or so non masters rowers interested in the Head of the Charles.

SURVEY RESULTS

- 125 survey responses received back.
- Most of the comments were on registration. Many people found it easy to navigate.
- Comms from WRRR – high marks.
- Generally superlative ratings for individual coxes and coaches.
- Overall experience is positive.
- 26 people reported problems with cox boxes, speakers, wiring.

STRATEGIC PLANNING

- Jeff invited Patricia Poole to speak to the board about strategic planning. Pat 's first rowing experience was in the 90s. Then she started up again this year.
- Pat sits on a lot of NP boards and has been involved with developing strategic plan for organizations.
- Ongoing problems or issues that don't get resolved that could be addressed by a strategic plan.
- Pat provided handouts for what is strategic plan, what is process, timing, and other issues.
- Recommended board involvement – some new people, people who do heavy lifting, and representatives from all programs.

- Pat looked for strategic plans for US rowing orgs and their strategic plans for examples, and found some foreign ones.
- The organization is ready for this type of planning to achieve structure, etc.
- Pat recommends keeping the committee smaller. Everyone has to buy into the concept of creating a strategic plan and buy in to the final plan.
- Need facilitators – one that has sport experience. Need to seek other proposals – look at least three. Don't involve the whole board in interviewing – just a 3 person search committee. Pat agrees to be on the committee. Pat, Joanne, Mark, J and Jeff Zabor are the committee and will come back with recommendation.
- One-day workshop and report is estimated at \$1K to \$1.5K. The facilitator does not work with the group to make the plan. The facilitator teaches how to make the plan.
- If facilitator chosen in the next month, we might be able to have a plan by November.

Move to adjourn by Jeff Zabor with Mark Silverstein seconding, unanimously approved.

Meeting was adjourned at 8:30 PM.

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