



## Board Meeting Minutes January 20, 2015

The meeting was held in at 1899 Wynkoop, Suite 250 in Denver, CO.

**Board Members in attendance:** D.B. Tanner, Commodore; Rich Reinhart, Rear Commodore; Dave Baker, Treasurer; Scott Synder, Past Commodore; Nancy VanDeMark, Secretary. Members at large present were Mike Earl, Mark Burnell, Cat Hutterer, Vaughn Miller, Jonathon Bean, Jim Stark, and Dan Fesenmeyer.

**Board members absent:** Allison Helmer, Vice Commodore

**Committee chairs and other members in attendance:** Greg Johnson, Bill Darling, Michelle Denton

*DB Tanner called the meeting to order at 6:08 PM.*

### I. Roll Call

A roll call was completed and a quorum was established.

### II. Financial Report

Dave Baker reported that the transfer of signatories for the bank account had not yet been completed so no financial report is available.

### III. Old Business

#### ***Review of Committees***

D.B. reviewed the committees and committee chair status.

- Dillon Open - Allison Helmer
- Scoring – Bill Darling
- TellTale Newsletter – Michelle Denton
- Racing- to be determined
- Membership - to be determined
- Clubhouse/social- to be determined

D.B. reported that he has asked Sue Sauer to continue as chair of the racing committee and she has not yet made a final decision. D.B. will ask Lynn Nicks to consider assuming responsibility for social committee that will include hosting four dinners and the Banquet. Kristin Zagray will continue to manage the website. Scott indicated that the bylaws call for membership to be the responsibility of the Rear Commodore with administrative responsibilities retained by the secretary and new member outreach completed by the Rear Commodore. Rich agreed to accept this role.

### ***DYC Building Task Force***

Scott reported that Dave Helmer agreed to chair a building task force in the past and that in the event that the current board convenes a building task force; he is likely to be willing to take this on. D.B. intends to meet with the Town of Dillon and the Denver Water Board to explore the issues related to a permanent structure and/or executing a long term lease. D.B. and Scott emphasized that the rationale for convening a building task force and meeting with the Town of Dillon and others is to identify the barriers and opportunities related to a long term lease in order to present options to the board for consideration. The board identified the need for the task force to include members with expertise in local government, capital fundraising, and real estate. D. B will discuss the task force with Dave Helmer and report back at next meeting.

### ***2015 Denver Boat Show Review***

D.B. reported that Denver Boat show yielded two leads on new members and the help of volunteers who attended was much appreciated. There was a brief discussion about the cost and benefits of participation in the Boat Show with some expressing doubt that the cost was justified by the benefit. D.B. believes that continued participation in conjunction with collaborative work with the Boat Show officials on booth placement is the best route for the future.

### ***2015 Dillon Open***

Scott will convene a meeting that will include Daria Synder, Rich, and Allison to transfer knowledge about planning for the Dillon Open scheduled for 7/31-8/2. Scott suggested that planning needs to begin now and that in profitable years, planning started in the fall. The Etchells fleet will host the Rocky Mountain Championships 7/29 - 7/31 in conjunction with the Dillon Open. The Ensign fleet may host regionals during this time period as well. The status of J-24 districts has not yet been determined. D.B. suggested that the next TellTale include an announcement of the Etchells Rocky Mountain Championships dates and an invitation for other fleets to participate.

Mike Earl suggested that we consider alternatives to catering for the Dillon Open dinner. Others also have suggestions on improving the Dillon Open. In order to facilitate feedback from competitors, Rich volunteered to put together a survey for distribution to past competitors.

## **IV. New Business**

### ***Membership Survey***

Scott summarized the findings from the 2014 membership survey. In comparison with the 2012 survey, overall satisfaction with racing has improved significantly and satisfaction with social activities and amenities has improved slightly. Scott suggested that board decisions, including those related to the redesign of the racing schedule, be made with reflection on the member survey. He acknowledged that the results can be difficult to interpret since members often have opposing suggestions. Scott stated that communication with the membership is an important and challenging issue. It was clear from the survey that some members responding were not fully informed of current club issues such as the age and condition of the clubhouse. Some of the themes that stand out in the 2014 survey are overall satisfaction with racing, the high value placed on the TellTale and Yachting Club of America (YCA) Reciprocity. Many members also identified the desire to have guest speakers and dock parties.

There was discussion of the mixed interest of club members related to ways to increase volunteerism. D.B. would like to try the use of a “google doc” that includes key volunteer duties that allows members to sign-up on-line as a way to enhance communication about volunteer opportunities. Michelle agreed to assemble this document with information provided by the board.

### ***Race Schedule***

D.B. distributed and reviewed the rational for the proposed race schedule. Much discussion ensued about the desire to increase racing and club participation and the need to try some new strategies to engage new members. The final consensus was to retain one design racing on six Saturdays, PHRF racing on four Sundays and match racing on four Sundays in addition to a three-day match racing clinic in the spring. The racing schedule discussion included placement of marks to reduce the length of races, consideration for the PHRF fleet divisions in order to avoid intimidating new racers with faster boats and large fleets, and suggestions to reach out to Frisco Marina and Dillon Marina customers to involve them in racing.

Jonathon Bean made a motion to approve the proposed racing schedule changing the one design racing dates to 6/13, 6/20, 7/18, 8/15, 8/29, 9/12; and match racing held on Sunday only. Dan Fesenmeyer seconded the motion and the motion passed with a unanimous vote of board.

Dave suggested that the club adopt a high versus low point system of race scoring. Following discussion, Dave Baker made a motion to change the scoring to a High Point Scoring System. Jim Stark seconded the motion and the motion passed with a unanimous vote of the board.

### ***Membership Dues***

D.B proposed that the membership dues remain unchanged with the exception of the changes in the way racing dues are bundled.

- Individual series race days (One Design, PHRF, Match, Frostbite) \$35
- One Design Series \$200 - includes Frostbite Series
- PHRF Series \$100
- Match Racing Series \$130 - includes required Match Racing Clinic
- Frostbite Series \$50 - included in One Design dues
- Specialty Races - free to all members
- ALL IN - covers every Series race on the calendar \$400 - Dillon Open NOT included

There was consensus on the proposal to leave dues at the 2014 level. The changes to the racing dues will require additional coordination across the secretary, treasurer, racing chair, and scorer.

### ***Membership Cards***

Due to the expense and inconvenience associated with the past printer, Scott proposes that we use a new printer. This will allow the club to pay by order and improve the turnaround of membership cards. There was a consensus to proceed with the new printer.

### ***Liquor License***

D.B. reported that there were plans to obtain a liquor license rather than liquor permits. Nancy requested additional information on the club’s liability insurance related to the liquor license. Rich

reported that the club does have a liquor liability rider. This issue will be discussed at the next meeting.

### ***Social Schedule***

DB proposes that the club host four dinners. He will approach Lynn Nicks to see if she is willing chair the social committee.

### ***Merchandising***

The discussion of merchandising was tabled until the next meeting.

### ***TellTale and Constant Contact***

Michelle reported that Constant Contact's reputation has resulted in blacklisting among a number of ISPs and this may explain some of the problems that members have experienced with delivery. Michelle has investigated some more interactive ways for the club to communicate using private social networks. Rather than the monthly fee, the private social networks charge a one-time fee of approximately \$700. The site would need to be moderated. Scott also believes there are other products such as MailChimp that we should consider for delivery of e-mail. The consensus of the board is to look at other one-directional options to deliver the TellTale such as MailChimp and to put off the discussion of the private social network approach to next year. There was discussion about the mailing list. Michelle has a large mailing list that is used for regatta distribution but not for the TellTale. Michelle believes that the TellTale list has been pretty well maintained. Michelle will send the larger list to Scott and D.B. who will investigate and clean the list as needed.

The next TellTale will be published in the beginning of February and will include the new member request, a summary of the membership survey (Scott will prepare) and a link to a google doc with volunteer opportunities outlined.

## **V. Board Meeting Schedule**

D.B. proposed that the Board meet every other month and the Flag Officers meet in the intervening months. There was agreement on this proposal. The next meeting of the Flag officers will be held on February 17<sup>th</sup> at 6PM. The next meeting of the Board will be held on March 24<sup>th</sup> at 6PM.

*The meeting was adjourned 8:40pm.*

Submitted by



Nancy VanDeMark  
Secretary