

SLRC BOD Open Meeting Minutes February 20, 2019, 7:30 p.m.

The open meeting was held on February 20, 2019, at 7:30 p.m. at SLRC boathouse. Deb Small was appointed as Secretary and issued these minutes.

BOD Attendees included board members: Carolyn Buselmeir, Laura Muhr, Steve Dedrickson, Roxanne Barr, Kristy Heffernan, Tim Franck and Deb Small. Board Members Patrick O'Neal, Tom Albers and John Guest were unable to attend.

Club Members in attendance included: Laurie Roethelisberger, Norm Roethelisberger, Trisha Kajok, Margie Freivogel, Pat Bronder, Steve Turner and Peter Steuterman

The meeting was called to order by Steve Dedrickson.

1. Approval of past minutes.

The minutes were electronically distributed and previously reviewed by the Members. No changes were suggested.

A motion to approve was offered by Steve Dedrickson and seconded by Laura Muhr. The Board Members unanimously approved the motion.

2. Approval of Member refund request.

The details of the written request for refund and extenuating circumstances had previously been distributed to the Board Members for review. Given the confidential nature of the request, the details were not discussed in the open meeting and a procedural vote was recommended.

A motion to approve was offered by Kristy Heffernan and seconded by Roxanne Barr. The Board Members unanimously approved the motion.

3. Ergathon re-cap and decision making.

Steve Dedrickson reviewed the results of the recent Ergathon. The event was successful in generating almost \$32K which is in range with prior years results. The BOD would like to thank Steve and all of the members who supported the planning and organization of the event. A special thanks to Laurie Roethelisberger and Peggy Francis for spending their Friday evening decorating the boathouse!

New to the ergathon this year was the incorporation of an electronic pledge system. This was implemented upon request from Members wanting a way to solicit donations from remote friends and family. Initial set up had some challenges, but feedback was generally positive with suggestions for improvement offered and noted. We did receive a significant number of pledges on paper pledge sheets, so it was suggested to offer both formats again for next year. In addition, the collection of company matching fund information was helpful. It was suggested to periodically remind members to take

advantage of Corporate Matching Gift Programs for both contributions and volunteer hours.

4. Nominating Committee Update

Kristy Heffernan reviewed the recently chartered Nominating Committee which is asking for responses by March 3. The committee is currently reaching out to potential candidates. The planned process is for the nominating committee to screen and nominate a slate of three candidates. Additional candidates will also be able to offer their names for candidacy.

5. Adult Member Retention and Survey Update

Deb Small reviewed an analysis for LTR retention for CY18 (Feb, Jun, Jul, and Aug). Given the limited ability to grow numbers in the Juniors program, we are focused on increasing the level of competitiveness among our Junior boats. We do have capacity to grow numbers in the Adult program and as such are focused on opportunities to grow and retaining Adult Members.

The overall renewal rate for FY19 was 33%. Data sets for prior years were not analyzed as they were not clearly tracked and would require a significant manual manipulation. Comparison across CY18 LTR classes was completed and there was not a statistically different difference across the groups mainly driven by the small data sets.

The group discussed ways to increase retention including a focus on driving connectivity to the Club (Liaisons, coaches, etc.); recruiting rowers with a better fit (triathlon, fitness centers, etc.) and improving tracking and follow up of rowers who lapse. Kristy will develop a brief survey to reach out to both lapsed and retained LTR participants from last season.

6. Junior Program Committee Update

The team is finishing up last details of the spring season planning. The request for chaperones will be published soon. Fall planning is also underway. Parent Members Lisa Ferbert and Diane Klenke are serving as Food and Hotel coordinators respectively for the fall season. Good progress has been made in volunteer recruitment and staffing committees. Additional volunteers from the new novice families will be pursued.

The Banquet Committee has two novice parents planning the event. The banquet is scheduled for June 2nd at the Doubletree in Chesterfield. The coordinators are also working on Novice Orientation arrangements. Will confirm the dates as soon as they are set.

One of the Parent Members requested the floor and expressed a variety of concerns about her child's experience at fall regattas as well as questions and concerns regarding the upcoming spring season. Her concerns were focused on adequacy of hotel accommodations, food and transportation for the rowers. She also shared thoughts and perspective on past practices.

The Junior Coordinators acknowledged there were challenges in the fall season, as there have been with every season to varying degrees. The Junior Coordinators and BOD shared their team's efforts focused on developing processes and procedures to solidify our regatta planning practices, enable continuity and provide increased consistency to minimize future issues. This included a focus on improving communication between coaches and coordinators, clarification of expectations for those involved (including timing and planning phases), documenting requirements and process and leveraging the use of third parties where possible to effectively provide for longer term continuity, manage cost and enhance the overall experience for all involved.

7. Bylaws Update and Next Steps

Kristy provided an update on bylaws. She reviewed notice letter sent by Patrick. As of the meeting date, she had received comments from two members. She reviewed the comments received and rationale for changes. The BOD will review all comments for consideration and if agreed upon, make any updates. The vote is scheduled for March 16th. Additional communications will target getting voter turnout.

8. Open Q/A

The floor was opened for questions from the floor. A brief Q/A was held. Most of the questions were financial and responded to by Carolyn Buselmeir.

Motion to adjourn was offered by Steve Dedrickson the motion was seconded by Deb Small.