

**Minutes**

**April 2021 Board Meeting**

April 12, 2021

7:00 – 9:00 pm

**Via Zoom**

*In Attendance: Kyle, Liz, Mallory, David, Cindy, Pat, Justin, Kelly, Rob, Cynthia*

*[Meeting was held virtually due to COVID-19]*

*Absent: Stephan*

**Review of March Meeting Minutes**

* Approved

**Financials Review (Pat)**

* Pat reviewed the financials - income and expenses
* Bulk of income in membership, training, gear - no changes on expenses.
* Contracted services: account and support are expenses
* Revenue - March was a little better than expected
* Hopefully race revenue would be picking up soon
* Gear revenue - Mallory did a great job

**2021 Budget (Patrick, Kyle)**

* Prepared two budgets based on separate scenarios for bigger membership or thinner membership (if we don’t do anything, reality/pragmatic)
* Both lose money
* We have a rainy day fund for a reason and this is that time. This is a rarity we hope that we have to run a loss budget.
* Reality/pragmatic scenario:
  + Some revenue from elite team
  + The budget is $1,000 - otherwise self-sustaining.
  + This is consistent with, if not better than, previous years.
  + Added some money back in for Masters Swim for later in the year as income. We will see if this comes to fruition
  + Community Group Expenses - $50 per club for first part of the year, second part $50. $100 total, previous years were $200.
  + Book club is included
  + Income for some programs but not a lot of expenses.
  + Races are in there - we need to have activities as a club
  + Operational expenses - this is where we can trim
    - No meals planned for club meetings until later in the year, could consider cutting totally but this is a volunteer job and that is a reward for the work they are doing throughout the month
    - Annual meeting/party is there - Club Events.
    - Added money back in for Happy Hours in September and October
  + Taking $ out of our savings to get us through this year
  + We try our best to stick to the budget but it’s not always hard and fast depending on how the year evolves
* Another scenario
  + Major difference is what we do with membership
  + Loss for operating year of almost $5K. Pretty marked difference in how much to take out of savings for the year.
  + With programs not happening, it really hurts us although we made the right decision.
  + No automatic income from new members as they come into the NTP program
* Kyle has spent a lot of time reviewing this and wants feedback from the Board
  + Rob - people are getting vaccinated and they are interested in resuming activities
  + Mallory - this looks realistic even with the worse scenario, is good with this
  + Liz - would rather under promise and over deliver
  + Kelly - inclined to go more pessimistic and if things are better, great
  + Cindy - we can open up programs at any time. Historically January 1 and people have requested sooner, they are always anxious to get going. OSP opens at Thanksgiving. Masters Swim will be the big “if” since we do not have leaders at the moment, plus facility and coaches.
* Determined to go with the “light” budget and work hard to recruit members, and hopefully as the world opens up and people join, it will be better than this scenario.
* Motion to approve - Rob. APPROVED
* Pat - it’s approved but if there are any last-minute adjustments please let him know and he will reflect in Quickbooks.

**Retention/Recruitment (Kyle, All)**

* Justin was able to work with our web designer to create a list that pulls everyone who has ever had a membership and let it expire (pulled by date).
* Separate email from Kyle or the Board as a whole, to lapsed members
* Lay out the highlights of the reasons they should join (i.e., membership discounts)
* Community Group membership drive - with discount code. Kyle emailed Community Group leaders today
* Mallory - probably gear discount for renewing members is possible as well
* Ambassador program could be a great way to recruit members
* Triathlon session for people interested
* Club tents at races
  + What does racing look like now? Can we have club tents and gather?
  + David -
    - Racine - they block off podium area but you can see people starting and after. It’s up to you to space out.
    - EX2 - they space these out a lot. The waves are spaced out and you don’t see each other.
  + It is outdoors and fairly safe, so we are excited to get back out there.
  + It is up to people who might want to go to the tent.
  + Identify which races to have the tent at, and make sure race directors are allowing it. Put it in the newsletter.
  + Featured races - which races are the most people going to be at
  + Let’s be responsible about it but also proactive
    - Hand sanitizer
    - Masks
    - Individually packaged snacks
  + Monticelloman, Rev3 Williamsburg, Kinetic
  + Cynthia order masks and hand sanitizer, coordinate on what we can provide
  + Track who has taken items to a race, and go through the storage unit
* Discussion about creating a facebook group for DC Tri members since forums aren’t used.
  + Cynthia created one recently
  + Can moderate it with rules
  + Only for members - remove people who aren’t a member anymore
  + Rob - some members don’t have Facebook due to work reasons, etc. Maybe another platform would work best in the long run.
  + Moderate the group
  + Let’s move forward with it to try it out to help members connect
  + Can look for a long-term platform such as Discord, GroupMe, etc. if FB isn’t the right solution.

**DEI Update (Mallory)**

* Has been working on a survey with Rob to send to members, asking them what their comfort level is within the club. Are there barriers to entry? Do they feel included?
* Goal is not to tell people what they should be doing in this space, but to learn from members and get a feel for where they are with triathlon as a sport and what is keeping them from it
* Seeking information on resources, groups, things we can be doing as a club
* Talking about updating mission statement as a Club to become more inclusive. It has not been updated in a while.

**Box Account (Rob)**

* New board members may not know about the Box account.
* Google Drive is working drive, but Box account keeps final files
* Contracts, access information, club codes for the year go in there
* Rob and Cynthia will make sure new board members have access

**Ambassador Program (Kelly)**

* Discussion of the Ambassador program in 2021
* 2020 - they were enthusiastic but things were canceled due to the pandemic. Can talk to previous ambassadors and see where they are with this.
* What can the club provide to the members?
* The Ambassadors can be a good resource to rebuilding the community as we get together again in person
* Kelly will propose circling back with Ambassadors from 2020. She reviewed feedback from 2019.
* If we move forward with this, would we want people to reapply or have the 2020 Ambassadors right of first refusal? What discussion happened before she got into this position?
* Discussion on what the 2020 Ambassadors received so far (kit). And whether we want them to buy the new kit or wear the old one we gave - discount on the new kit discussed.
* Mallory - we have other non-tri-kit items perhaps would be great for the Ambassadors.
* Kyle - board discount on gear, since they are doing volunteer work
* Kelly will take on the Ambassador program and check in with them

**2021 Event Discussion, Wrap-up, Around the Room (All)**

* Sunday, April 18 - group run. Capped at 15 people.
  + Kelly spearheading this
  + Priced out goodie bags and will get things to distribute
  + Is there anything in storage to use for this goodie bag
* Next month talk about Masters Swim, Seminars, etc.
* Spring Meeting for members, virtual?
* In-Person Happy Hours
* In person board meeting - outside or in a conference room
* Cicada discussion that got weird