

**Minutes**

**January 2021 Board Meeting**

January 11, 2021

7:00 – 9:00 pm

**Via Zoom**

*In Attendance: Kyle, Liz, Mallory, Stephan, David, Cindy, Kyle, Pat, Justin, Kelly, Rob, Cynthia [Meeting was held virtually due to COVID-19]*

*Absent: N/A*

**Review of December Meeting Minutes**

* Approved

**Financials Review (Pat)**

* Review of what is included in these numbers
* Nothing too major - some definite holes. We might see some expenses come through with membership kits and fulfillment, and partnerships
* We are going to try to move the bank account to another institution for a better interest rate
* Month-Month view and Expense view, we expect similar with training programs and membership dues.
* He will go through Quickbooks and update categories and associated owners
* Revenue review, this picked up and dues as well as time went on
* Program revenue for OSP came in in December, which was helpful
* Need to work on 1099s and ensuring current addresses
* Need to discuss with accountant - paying by PayPal or CC may alleviate 1099 task, but he isn’t sure about ramifications and will discuss with accountant
* Stephan - how do we collect money and receive payments
  + Pat - before Covid when we did in-person events, we had an iPad and Square/Stripe to take payments. We also use PayPal to take money.

**2020 Wrap-up (Kyle)**

* Annual Meeting wrap-up
  + Raffle prize winners
* Virtual tri wrap-up
  + Prize winners

**Goal (organization and board positions) Discussion (Kyle & Board)**

* Entire Club
  + Create value for members as pandemic goes on
  + Keeping members engaged/Community-building
    - Could bring in speaker to talk about various aspects
      * Diversity and Inclusion in the sport as potential topic
      * People are still looking for ways to socialize safely, we have the common ground for sport. Expand our social programs.
  + Double membership, increase involvement in the sport
    - Bike shops have done more in one quarter than entirety of 2019
    - People started running and getting active
    - Change of administration might bring new people to the area
    - Diversity initiative
    - Women’s group
    - Even if it’s not triathlon, getting people involved in sport and supporting them
    - Be a resource, people recognize us as an authority in three sports so support those who have an interest
    - Group running activity - these are not paid programs
    - Beginner bike skills
      * We have long weekend rides but maybe more of an entry point since a lot of people bought bicycles during the pandemic to be outside more
      * Couch-to-5K bike program
      * Stephan shared about a Wine and Wheels program
  + Lowering the barrier to entry
  + Swimming -
  + Kyle will keep it as a living document so that we can continue to develop ideas
* President:
  + Retention of existing members, and re-engaging those who are not current
  + Getting back to in-person events safely
* Partnerships
  + New partnerships format to propose that he has introduced previously
  + Develop partnership relationships
* Programs
  + Wants to have in-person programs again
  + Tie in with Partnerships and leverage those for the programs
    - Seminars virtually or in person when we get to that point
* Training
  + Revamp webpages
    - Update the routes that are posted
    - Can help make the club a local resource for people new to the area, visiting, or new to the sport(s)
  + Ensuring there are group training opportunities within reason/safety guidelines
    - Started group Zwift rides
    - In person running when it starts again
    - Swimming
* Gear
  + Get more people racing in the team kits
  + More people in branded products even if not a kit
* Membership
  + Look into proper CRM (Customer Relationship Management) to handle membership since it’s not well-integrated
  + Keeping track of what programs people have done, what lists they are on, purchases, etc. so that we can streamline without asking other people for pieces of information we need about the member.
  + Could add a lot of value for our members and help to retain members
* Treasurer
  + Running a legacy version of QuickBooks, and while it’s paid for it means that if his machine goes down we lose things. Potential move to QB online that would give us app entry, and multiple leadership personnel to access. Reimbursements would be streamlined. Right now tons of time to manage PayPal transactions into spreadsheet and translate into QB.
  + Transition bank accounts to new institution to increase interest rate
* Club Racing
  + No race director right now and things aren’t open right now due to pandemic
  + Virtual event in the spring
  + Hopefully an in-person event in the fall. Time trial series worked well with precautions this fall.
* Communications
  + Getting more people involved in virtual races as a “team” to spearhead engagement, rather than put all of them on ourselves.
  + Make FB page more engaged
  + Community involvement

**2021 Programming & Events (Cindy & Board)**

* This is usually the busy time of year and it’s very quiet
* Off-Season Spin (OSP) - we have 79 people signed up so there is clearly a demand and Cynthia organized it
* Masters Swim
  + James Chu has been head of swim program and he is ready to move on, we need to think about this going forward since he was excellent getting coaches and this was his biggest challenge
  + Until we get clearance to reserve pool time, which won’t happen for 3-6 months, we won’t reach out for someone to take it on yet
  + We have a time period so we can reach out to people who might be good for this
  + There has always been a master plan and year-round training program to get people ready for the tri season
* New Triathlete Program (NTP)
  + Hard to do virtually since it is people new to the club
  + Told people they could defer to 2021 or 2022 from 2020 when the shutdown happened
  + Stephan - we all come different ways, but it’s addictive because of the in-person activities. Must give them the real experience.
  + Seminars and 101s virtually to prep for NTP 2022?
  + Or have a fall race as a goal race and start in summertime?
* Olympic Distance, Half Ironman Training Program, Ironman Training Program
  + Talked to the coach, AJ, and decided to wait until end of January to survey membership about whether people are training, interested in a training program (virtual)
  + These three programs can be done virtually, more than NTP
* Website Updates
  + Create an NTP newsletter for those interested who find the page on the website so that we can let people interested if/when we launch
  + Note on pages - as of \_\_\_\_
* Virtual seminars and events with partners - we did some that were well-attended
* Programs is responsible for a lot of income but the challenge this year is we are without main drivers - Masters Swim and NTP
* Happy Hours
  + These have been twice a month - what do we want to do in 2021?
  + Stable group of regulars
  + If someone can open it (CS or other), it doesn’t cost us anything and we can make this available to members
  + Way to get to know new people
  + If we see a marked drop off we can go to once a month

**Cutaway Contract (Mallory)**

* Sent the draft contract around to review
* She pulled in LG’s current price list for this year to compare Cutaway price list and tried to match similar types of products and quality of products. Cutaway comes out ahead on most items, and if not it is only a slight difference. A competitive pricing structure.
* Sizing question Cynthia had raised re: a variety of sizes/larger sizes. Most products go up to a 2XL. Some products go up to 5XL. If we choose to move forward we make sure there are enough products to choose from that have the larger sizes available. She has asked the company to give this info.
* Contract question re: cancellation - they have agreed to go to $500 after the first two years to cancel the contract vs. the $1500. Fulfillment - Mallory discussed the process
* We can sell anything made prior to signing the contract, and anything they don't’ have that we want to sell we just run by them (as we did with virtual tri pajama pants)
* Q re: Escape clause if they fail to deliver - we have 8 months to cancel without penalty
* Stephan - we had a candid call with them re: direct lines of communication and if issues arise how they will deal with it
* Separate section for the Elite Team, which Bryan is handling
* When are we signing - we need to proceed with a vote so that we can move forward with kit design before the next month’s meeting to review what we will offer members.
* Clarified the shipping and fulfillment breakdown of costs
* **VOTE - unanimous vote to proceed**
* Add language to website to indicate current sales are “vintage” or 2020 styles

**Membership Survey (Rob)**

* We typically do this every 2 years, last one was 2018. It is time for this but not worth it at this stage. Or perhaps put together so we can send later this year.
* Mallory - can we send various styles to different members
  + Rob - it is hard to separate this out
  + Pat - we could have it branch if people self-select, answering questions and it stems different questions thereafter
* Lapsed member survey with raffle prize or giveaway, or discount to renew and get back involved

**Wrap-up, Around the Room (Kyle)**

* Contact sheet with everyone’s information
* When are we okay to start resuming activities - guidelines? DC can lead
* Other activities - wait until it’s safer to gather