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

*Absent: N/A*

**Review of January Meeting Minutes**

* Approved

**Financials Review, Budget Update (Kyle & Pat)**

* Kyle - budget
  + Timeline - now is the time to review. Want to approve budget at April board meeting.
  + Pat and Kyle will be speaking over the next couple of weeks. Take a look at the last year’s budget and inform of any major changes for your areas.
  + May be difficult for Programs and other areas that were on hiatus for pandemic
  + Will likely send a draft before the April meeting
* Pat - Financials Review
  + Balance sheet overview
    - In general we are stable, across the board tracking a little bit lower due to needing to move money into our main checking account to pay end-of-year coaching expenses and other items
    - This is why you see some negatives in the percent change category - not that this is a negative more than a timing issue
    - Overall very little comparatively little compared to a year or two ago coming in. But proportionally the same going out.
    - Domains, website, G Suite, all these things are still needing to be paid in the face of lower revenues.
  + P&L - by category
    - This time last year we still had people come into NTP and other programs but this year we do not have any of that. We see a lot of red on the board right now.
    - But we will not have those expenses
    - Only OSP coaching expenses that is already made up for by revenue
    - Without programs and gear expenses, there is not a lot
    - Operations expense is down a little bit compared to last year, but we are where we should be
  + Income & Expenses
    - Income - year-to-date, we are even between training revenue and membership dues. Still continuing to sell a little bit of gear every month.
    - Expenses - bulk is operations, contracts, keeping the club running. Essentially no real expenses above and beyond that.
  + Year-over-Year Dues Revenue
    - Historically we would have a heavy month in February but didn’t see that in 2021
  + Programs, Race Revenue, Gear Revenue, PayPal Gross Revenue
    - Nothing to address that hasn’t been said
* Questions/Pat discussion
  + Do we have sufficient funding to assume our monthly expenses if we do not have income
    - Yes, savings are in a strong position due to rebalancing last year, we had some extra in there
    - Interest in our account is only $3-4/month so that’s not significant
  + Two checking accounts - in case there is fraud or anything happens in the main account, where we only keep a limited amount. The second account is where we keep what we have on hand and where PayPal transfers go.
  + March will be a more expensive month - accountant fees to finish 990, 1099s payment that went out in January, etc.
  + We should all look at our revenue streams with memberships and programs.

**Recruiting Lapsed Members**

* We are at tracking slightly lower in membership than last year, this is likely due to people not renewing memberships during the pandemic
* Do we send emails that membership is lapsing and it’s renewal time?
  + Yes reminders are sent
* Can we draft something and target an email to people who have lapsed rather than just the system reminder
* Kelly - would like to compare the lapsed memberships to the NTP 2020 registrants to look for overlap
* Mallory - tailor the message since some people may have been members a while and then lapsed, vs. people who joined for a program and quit. And ask them why.
* Justin - have we extended any memberships due to the pandemic?
  + No
  + There may have been free or reduced entry for program participants for virtual tri
* Pat - we could offer a race or swag as incentive
* Length of memberships were discussed
* Kit with membership - lots choose swag-free option vs. getting the kit

**2021 Programs (Cindy)**

* Cindy - OSP has been the highlight
* They were talking about NTP and other programs happening in 2021. The big thing with our programs is clinic days - two Sundays at Catholic University.
  + Six hours each day of clinics and they rotate the participants through. Swim, bike, run, nutrition, physical therapy, race planning, etc.
  + It’s so hands-on with volunteers and partners coming in for this.
  + It separates our program from all the other training programs.
  + The participants all meet each other and find training partners
  + They could not figure out how to do this for NTP in light of Covid.
* Decided to just make 2022 a big year. Start in the fall and plan for it
* Masters Swim - still an unknown at the moment
* Put efforts into doing seminars, keeping membership engaged
* Stephan - how do they get the programs?
  + NTP is emailed out
  + Olympic, Half, and Full uses Training Peaks
* Rob - what is the value that they can’t get from other training programs? The clinics and social aspects
* Cindy - we want to put out a quality program
* Refresher for last year -
  + Olympic, Half, Full - a lot of races were canceled but they still got the full training program
  + NTP - since this is a personal program where they are finding their community and getting excited about first race, they were offered option to take it again in 2021. So it would carry to 2022 but pay their membership fee. Bryan sent out a letter for this last year.
* Couldn't figure out a way to make it a good, quality program with the circumstances this year.
* Swimming is such an obstacle for people as well
* Kyle - we should let people know in the newsletter why we are not having the programs, be very clear that we want to offer a quality program and will resume next year.
* Could we have various groups this year for experience or interest to develop skills? Discussion of format

**DEI Update (Kyle)**

* Katy Tobin reached out to us about the DC Tri Club being a leader in the DEI space. She has an interest in volunteering to help lead this, but wants to do a listening tour of athletes that are come from diverse backgrounds and are racially diverse.
* Would the board be interested in doing a survey she would send out in the newsletter and then 1:1 chats with people
* This would encompass topics such as the barriers for entry, making people more welcome and inclusive in the club, how can we welcome people into the sport and the club
* Discussion of other resources such as USA Triathlon’s initiatives
* More discussion needed and we will move forward

**2021 Events (Board)**

* Since we cannot do in person events, can we do virtual clinics
* Club race ideas for later - Time Trial worked well last year
* No swimming right now
* Outdoor events
* Is it best to put things on the calendar to have things to hope for, or wait?
* Mallory - would like to plan now and get people excited for summer
* Have disclaimers that the planned events are pending local gathering limits
* Permits for events may not be granted, but we can look at smaller events/groups
* Time trials with time slots can work
* Prepackaged food
* Low contact ways to get people social again
* Community groups can make choices - maybe informal, no permit needed. Check local guidelines for gathering limits, etc.
* Spring member meeting is typical - have a socially distanced outdoor run with masks in April
* Pencil in April 18
* Discussion of virtual clinics or events for members, to add value and support people who want to learn about bikes or other aspects

**Partnerships Update (Stephan)**

* When Stephan volunteered for board he was on a sabbatical, he is very underwater at the moment. Personal reasons he is going to South Africa for the summer. He is committed to the cause but needs to deal with this.
* Partnerships - a few things in motion but he wanted to disclose this and if we needed to replace him we can discuss.

**2021 Kit (Mallory)**

* Presenting kit designs for feedback
* These are not final but they are 7th & 8th iterations of design ideas, so we prefer not to overhaul completely unless we hate them.
* Would like to have these done in the next week and a half, get the site up and have it open for pre-orders for two weeks so we can get it going.
* Discussion of two kit designs
  + What pops, the colors and the design are important
  + We like the DC map on the kit
  + Stay true to our colors
  + Other space use than repeating our name
  + 29 people ordered a kit last year, possible more people will order this year
* Other items to offer club members
  + Cutaway options spreadsheet was sent
  + Don’t want to overwhelm members with options and not hit a minimum
  + Pared down selection this season, expand in 2022
  + What options to offer for the kit pieces
  + Pat - would like to see an audit of what pieces. Will people buy a kit without a race on the calendar
  + Maybe an early season release and then later release for triathlon-specific pieces
  + Fit kit in this environment would be hard
  + Start with running/cycling focus now and triathlon later release

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

* Website - Cynthia requests website updates - anything people want to be posted she will post, just send her the copy
* Kyle will respond to USAT request