



Board of Directors Planning Meeting

December 3, 2016

Present - Allen Adinoff, Richard Pilatzke, Brian Young, Jim Rasmussen, Buzz Soard, David Coward, Mac Ishii, George Franklin, Matt Moskal, Cam Chandler, Mike Myers

Absent – Ken James, Jim Klug, Sharon Lance

Member Guests – Peter King

CHAPTER GOALS & STRATEGIES

GOALS

- Higher involvement by current members – attendance at meetings, participation in conservation projects and other programs
- Increase membership base – refresh the membership base, ideally with a better mix of younger and female members
- Fulfill revenue requirements via fundraising and other programs
- Meaningful impact on local and regional cold-water conservation
- Have fun

KEY STRATEGIES

- Great meetings – highly appealing presentation topics, perfect meeting execution
- Great conservation projects – with at least one signature project
- Great chapter fishing trips
- Meaningful and timely (in advance) communication – email, newsletter, social media
- Meet revenue requirements via 1-2 major fundraising projects and several ongoing projects...without requiring major board member time commitments
- Execute programs that actively target new members

LEADERSHIP IN CCTU

New Board Members in 2016 – David Coward, Brian Young, George Franklin

Departing Members – Susan Grim (May 2016), Mac Ishii (Jan 2017)

President – Allen in his second year of a two year commitment. Need to identify successor

Vice President – Brian to remain in role for 2016/17, not able to assume presidency role

Secretary – Brian will continue to handle this role going forward

Treasury – Ken has been aided by Jeff Florence from CTU. Ken has committed to continue this shared role for this year

Communications – Brian will continue in this new role for the next year. Coordinator for all email and social media communication

Fund Raising – Mac and Brian ran outstanding program in 2016. Brian and Ken Ray will handle responsibilities in 2016/17

Conservation – Will move forward this year without an overall director (Jim Klug stepping down) but with strong leadership from George Franklin and others on individual project areas.

- CUSP Projects – George Franklin
- Clear Creek Clean-up – Jim Klug
- Greenbacks Reintroduction – Jim Rasmussen
- River Watch/Temperature Monitoring/Bug Sampling – Andy Boudreau
- Veteran's Projects – Richard Pilatzke, Matt Moskal

Monthly Meetings – Will give John Aaron additional support by moving to a Monthly Meeting Planning Team, which will include John, Brian Young, and David Coward. This team will set up a rolling 6 month meeting topic plan, present it to the board each month, finalize presenters, and execute the meetings.

Potential New Board Members – Peter King and Andy Boudreau are contemplating joining the board, and the board would heartily welcome their addition. Following the meeting, Peter has declined a Board position.

CCTU has two main “products” that we offer members – if we get these two products right, everything else will fall into place fundraising-wise, membership attraction-wise, and otherwise. Everything we do is important and value-added, but if we don't get these two areas right, the other activities don't really matter.

- Monthly Chapter Meetings
- Conservation Projects

MONTHLY CHAPTER MEETINGS

How do we attract and retain new members? Current folks are fading. Need more activity in this area.

Minutes from Jan 2016 Planning Meeting:

Need to work on bringing back new members to the meetings. It is unusual to see new members again after their first time at a meeting.

Could provide a basic tips & techniques section prior to the meetings such as – how to tie knots, how to connect leaders, free casting clinics, etc. That may draw less experienced people to meetings.

Need more PR to get meeting information out to the members

Need snacks and booze at least once a quarter

Discussion on Meetings during Planning Meeting

- What topics drive strong attendance...what topics do we want to avoid
 - Clear Creek should be avoided in 2017 – several members have expressed that they won't attend additional meetings on Clear Creek as it has been too frequent a subject (twice in 2016)
 - Best attended events – Dorsey, Mayer, Films, Jeff Spohn
 - Fly Tying events have been weakly attended recently
 - Topics should always be thought of as to what will drive strongest attendance from membership base
 - Want more conservation oriented discussions – but need to be careful that we set intriguing conservation topics and don't jeopardize attendance goals...2-3 per year likely optimal
- Add Tips & Techniques pre-meeting session to each chapter meeting from 6:30 to 7:00
 - Example – For 1/17 meeting Richard will tie Mercury Bloodworm and Mercury Black Beauties
Will also have other board members there to demonstrate key knots – clinch knot, double surgeon's, etc.
 - Will also have board members at the pre-meeting session each time to answer any beginner type questions of any kind – will communicate this in all meeting communications
- Add monthly meeting sign-up sheet – names, emails, phone numbers, whether new member or not, etc. Will do monthly meeting analysis to see what topics draw the most, identify new members we can reach out to, etc. (BRIAN)
- Have Monthly Meeting Tracker ongoing analysis (BRIAN) – attendance, # new members, raffle \$ raised, beer \$ raised, etc.
- Need to have rolling 6 months of meetings planned at all times, and communicated (website, email newsletter)
- Need Monthly Meeting Team for planning and executing the topics and meetings (JOHN, BRIAN, DAVID)

- Identify topics – and get feedback from other BODs on potential subjects
- Present to BOD each month – BOD will discuss and agree upon meeting topics
- Set-up presentations – finalize presenters, reminders, etc.
- Get all food and beverages for meetings
- Responsible for AV equipment is in working shape for meeting
- Board members need to welcome new members personally at each meeting – introduce yourself to all new members, etc.
- Survey Monkey – We will do a simple conservation project focused survey to see if we can help determine how to grow member participation in the conservation projects. Won't do any additional Survey at this time on meetings or other subjects. Have plenty of things we already know need fixing and need to fix them before we do any broader survey work with the members.
- January meeting should have the following additional topics to the presentation – 15-20 min total
 - Annual state of the chapter discussion (ALLEN) – should also be put up on website and in email newsletter
 - Re-election of BOD officers (ALLEN)
 - Financial Overview (KEN)
- Continue beer for meetings but need other beverages and popcorn or other snacks– water, soft drinks, wine? (MEETING TEAM)

AV Needs for Meetings

- Will always have two projectors – John Aaron, Brian...so have one back-up
- Camera for projection of fly tying pre-meeting sessions – Brian to bring with tripod (BRIAN)
- Speakers - Matt to discuss with Brian whether his speakers will work for presentations...so we don't continue to abuse John Aaron's speakers (MATT & BRIAN)
- We will talk with our contact for the South Metro Denver Realtor's Association building about storing speakers in safe/secure place at the building (ALLEN)

Current 2017 Monthly Meeting Schedule

| Meeting | Presentation |
|---------|---|
| 1/17 | Pat Dorsey <i>Fishing in Winter</i> |
| 2/21 | Jeff Spohn CPW <i>Greenback Reintroduction</i> |
| 3/21 | Brian Avila - CSU Steve Bailey Scholarship Grad Student (20 minutes) Chris Barry - Warmwater Fishing in the Denver Metro Area (30 minutes) |
| 4/18 | Robert Younghanz The Bug Guy? <i>Subject ?</i> |
| 5/16 | Sammy & Greg Hoag – Sammy’s Fly Shop <i>Fly Fishing for Native Trout</i> |
| 6/20 | |
| 7/18 | |
| 8/15 | ANNUAL PICNIC |
| 9/19 | |
| 9/21 | FUNDRAISING PARTY (TENTATIVE DATE) |
| 10/17 | |
| 11/21 | |
| 12/19 | HOLIDAY PARTY |

- Will involve board members in identifying monthly topics and soliciting presenters – eg. Richard with Pat Dorsey
- Need to know whether Robert Younghanz is set for April (JOHN)
- Need to come up with June topic so that full 6 month coverage is set – discuss at Jan BOD meeting
- Explore CUSP water-focused presentation sometime in the June through Nov time-frame (GEORGE)
- CCTU Fishing Trips (Bighorn, San Juan, Green, etc. should be set so they do not overlap with monthly meeting dates – results in weak attendance at monthly meeting from members and board members

CONSERVATION PROJECTS

- Key issue = plenty of solid projects but weak and declining membership participation in those projects
- How do we make projects better – higher membership participation..target 15-20 member attendance
 - Feed attendees – need lunches and beverages
 - Target 3 hours of work
 - Too much manual labor on past projects – limits participation from aging members
 - Include fishing period following project – with CCTU “mentors”
 - Raffle and Prizes – include where appropriate – Orvis raffle prizes at cost, LL Bean ,etc.
 - Other Incentive ideas (GEORGE to flush out ideas for next BOD meeting)
 - T-shirts
 - Gift certificates to local fly shops
 - Conservationist of the Year – Orvis Gift or Gift Certificate, free lodging on one chapter fishing trip
- Target \$150 budget for each Conservation Project – lunch, beverages, raffle prizes
- Will cut down on the number of projects – fewer (4 total), more focused, more intriguing projects
 - Clear Creek Clean-up
 - 2 CUSP Projects (GEORGE)
 - Project on one of the following (GEORGE to explore and present recco to BOD)
 - Bear Creek – lower Bear Creek
 - Clear Creek – not strong priority given Clear Creek Clean-up already planned
 - South Platte
- Other projects
 - RiverWatch – what is happening with this program
 - Greenback Reintroduction (JIM R) - \$4k invested, limited involvement from CCTU members, likely no member involvement in 2017
 - Bug Sampling – Andy Boudreau to present his idea to the board (Allen will contact Andy)
- Budget – TBD at Jan BOD meeting
- Need to consistently communicate via Email, Website, Social Media what happens on each project – pictures, write-ups from project leader, etc.
- Do open ended survey via Survey Monkey to determine how to improve Conservation Projects to attract broader membership participation (George & Matt)
- Develop list of CCTU members who can do short notice projects – eg. Greenback Reintroduction work, Electroshocking ,etc. (WHO?)
- Bill W will be 2016 CCTU Conservationist of the Year – attended every conservation project
 - will present award to him at Jan meeting
 - Jim R to get Brian 1-2 items that we can purchase at Orvis and present to Bill – eg. Nomad Net (\$75)
- Project Healing Waters Crystal Lake Program – Richard has set for 6/27/17

FINANCIALS

Key Discussion Points – Budget to be discussed and finalized at Jan BOD meeting

- Reserve fund – do we need such a large reserve fund
 - Primarily used to cover potential up front fixed costs for large scale auction...but no longer doing
- Develop and finalize key income sources and expected income
- Develop and finalize expense budget
- Need brief financial review at Jan meeting - \$ raised, what \$ are spent on

FUNDRAISING/SOURCES OF INCOME

- Raffle Program/Auction Party
 - Brian and Ken Ray will run program in 2017 – will begin set-up in early January
 - Tentative date for Raffle Program/Auction Party – Sept 21, 2017
- Monthly Meeting Raffle pays for the rent of the South Metro Denver Realtor's Association building – \$1,400/yr or \$117 per meeting
- King Soopers program
 - Need frequent reminders of keeping cards charged up – mentioned at all meetings, included in all email newsletters (BRIAN)
 - Need to get list of members that have cards and send 1-2 time per year reminders of keeping cards charged up Allen has that list, and will send reminders.
 - Discuss with Cyndy Scholz if we can get King Soopers logo and directions on reloading cards on front page of website (MIKE)
- Do we want to continue fundraising programs with limited participation – Amazon Smile, PayPal
- Other fundraising work – individual contacts
 - \$6k raised from Sharon Lance letter writing campaign in 2015/16
 - Do we want to continue this in 2016/17 – is it needed? Could expand Raffle Program to cover some of it?
- Additional potential programs – which ones do we want to strongly pursue
 - Wells Fargo Grant Program (ALLEN) – timing?
 - Colorado Gives – sign up separately from CTU in 2017?
 - Patagonia 1% for the Planet program
 - Industry Partners (PETER?) – local companies that could set aside charitable \$ for CCTU projects
Eg. Charles Schwab (Lone Tree) – teach FF101 to 50 Schwab associates in return for \$5k grant
- Investment Income
 - Depends upon how much we want in the reserve account as to whether how it is invested even matters
 - Allen & Matt to determine if money can be invested for higher return without meaningfully higher risk

MEMBERSHIP – RETENTION AND RECRUITMENT

- Download the membership and new member list monthly
 - send email to all new members welcoming them to the chapter, etc. (BUZZ)...to get Allen's letter used in past
- All new members should be contacted via email and phone? Board members will take new members for contacting purposes at each board meeting (BUZZ to organize each meeting)
- Cam mentioned new member fishing program that one chapter uses very effectively – invite new members to go fish with 1-2 CCTU board members or chapter members following their attendance at a meeting
 - Do we want to do a separate more individual fishing invite or build into the Come Fish with Us program
- Add clear sign-up sheets for all monthly meetings, projects, fishing trips – collect names, emails, addresses, whether new member
- Develop one page “recruitment” sheet that can be used at Orvis FF101 classes, etc. (BRIAN)
- Develop CCTU business card that we can use to recruit new members (BUZZ) – get cards to all board members ASAP
- Explore giving out free or greatly reduced memberships (eg. \$10) to attract new member “trial” for 1st year (BUZZ)
- Potentially contact other clubs that might have like-minded members who we could recruit?
 - Examples - Colorado Mountain Club, Nature Conservancy, Audubon Society, etc.
- Contact local/regional corporate groups about our events for potential sponsorship, etc. (PETER?)

COMMUNICATION

- Director of Communications – new role (BRIAN)
 - board members should send anything they want communicated to Brian
 - Brian will format in ways that make sense for website, email and social media – review any key changes with board members
 - Brian will provide info to Mike & Matt and provide any assistance they need in formatting, etc. for website and email newsletter
- Website – small areas for improvement
 - King Soopers more visible on first page, with clear instructions on how to reload cards (MIKE)
 - Better recognition of sponsors on front page
 - Discuss with Cyndy Scholz about how to add to front page (MIKE)
- Email Newsletter
 - Monthly Newsletter will be published once a month – approx. Sunday following each Board meeting
 - Topics to be included in next newsletter will be discussed at each board meeting
 - Will ideally include all monthly meetings set for the next six months
 - Additional newsletters will be added as needed
 - Add sponsor logos to newsletter in some way (MATT)
 - Need to clean up membership database – correct emails, phone numbers, etc. Monthly meeting sign-in sheet will be first step.
- Social Media – Facebook (BRIAN)

- Currently have 641 Followers – enough to utilize Facebook as meaningful communication device
- Will continue to strive for more frequent posting
- Need to do much better job showing the results of our projects, key meetings, etc. on the website and social media
 - Project leader will take pictures, do very short write-up of each event and send to Brian to ready for posting

RELATIONSHIPS WITH CORPORATE PARTNERS

- Orvis Park Meadows
- L.L. Bean – Allen to reactivate relationship with Austin Gibney...talk to Richard about his discussions with Austin
- Industry

CHAPTER FISHING TRIPS

Fishing Trips – need to avoid scheduling them over chapter monthly meeting dates. Kills attendance from members and board.

FALL BOARD RETREAT