



Board of Directors Meeting

January 3, 2017

Location: The Shack

Present – Allen Adinoff, Brian Young, George Franklin, Ken James, John Aaron, Jim Rasmussen, Richard Pilatzke, Buzz Soard

Absent – Mike Myers, Cam Chandler, Richard Pilatzke, David Coward, Sharon Lance, Matt Moskal

Guests – Jeff Florence CTU, Andy Boudreau, Todd Johnston

7:00 PM – Allen called the meeting to order. Andy and Todd were welcomed as guests and potential new Board members.

A Motion was made to approve the December 3 Annual Planning Meeting. A motion was made, seconded and the minutes were approved.

CALENDAR REVIEW: Key Events

- January 6-8: Denver Fly Fishing Show
- January 12-15: International Sportsman's Expo
- January 17 – CCTU Monthly Meeting
- January 21 – CTU Board Meeting...Cam's Office
- March 9: CTU Fundraising Gala
- April 21-23 - CTU Spring Rendezvous, Keystone Lodge
- April 8-14: Green River Trip
- May 15-20: Bighorn River Trip
- June 27: PHW Crystal Lake
- September 21: CCTU Auction, Breckinridge Brewery

CALENDAR REVIEW – Membership Meetings

Meeting	Presentation	CCTU BOD Meeting Coordinator	Presenter Contact Info
1/17	Pat Dorsey <i>Fishing in Winter</i>	John Aaron	dorseyp@bluequillangler.com
2/21	Jeff Spohn CPW <i>Greenback Reintroduction</i>	John Aaron	Jeff.spohn@state.co.us
3/21	Brian Avila - CSU Steve Bailey Scholarship Grad Student (20 minutes) Chris Barry - Warmwater Fishing in the Denver Metro Area (30 minutes)	George Franklin	bavila@rams.colostate.edu
4/18	Robert Younghanz The Bug Guy (4/21 On Stream Session as well) <i>Subject ?</i>	John Aaron	
5/16	Sammy & Greg Hoag – Sammy’s Fly Shop <i>Fly Fishing for Native Trout</i>	Brian Young	booktrips@sammysflyshop 720-443-7576
6/20	Duane Redford <i>Subject - TBD</i>	John Aaron	
7/18			
8/15	ANNUAL PICNIC		
9/19			
9/21	FUNDRAISING PARTY (TENTATIVE DATE)		
10/17			
11/21			
12/19	HOLIDAY PARTY		

Monthly Meeting Key Follow-ups:

- Sammy Hoag presentation topic – Fly Fishing for Native Trout, Wyoming Cut Slam, other?
- April meeting – is Younghanz formally set? Is the April 22 on stream event set, how full, etc.
- April meeting – had briefly discussed having Cyndy Scholz present 20-30 on CTU Women's Initiative...would suggest moving that
- Need paragraph and picture for the following presentations ASAP
 - Feb Jeff Spohn – John Aaron
 - March – Brian Avila...George, Chris Barry...Brian
 - April Younghanz – John Aaron
 - May Sammy Hoag – Brian
 - June Duane Redford – need subject as well...John Aaron
- George to follow up with CUSP regarding their presentation – 20 minutes? Combine with another presenter?

NEXT MEETING (2/21/17) – Agenda and Status Check

- Pre-Meeting Tips & Techniques
 - what do we want to do
 - need to do it in the back of the room – Richard's tying didn't work as too much talking, etc.
 - could have Andy/Jim discuss River Watch?
- General Discussion Agenda
 - Conservation Survey – Key Findings review
 - Upcoming Chapter Fishing Trips – brief discussion, answer questions on Green River and Bighorn trips
 - March meeting description
 - April The Buy Guy meeting description – and sign-up for April 22 on stream event
- Presentation
 - Jeff Spohn – Greenback Reintroduction...do we know exactly what Jeff is going to talk about?
 - need paragraph and picture immediately - John

CHAPTER GOALS & STRATEGIES: from Planning Meeting 12.2.16 (LEAVE OUT GOING FORWARD?)

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

Conservation Programs/other events: George/Jim K

- Survey Monkey: George updated us on the key findings. George wrote up Key Findings Summary which was included in Jan newsletter and will be up on website shortly, along with link to full results
- Projects for 2017:
 - CUSP Projects – cut back from 4 to 2
 - Greenbacks: likely no member involvement in 2017
 - Clear Creek Clean-up: do we have a date?
 - Urban South Platte Project: will this happen in 2017?
 - Other projects discussed at Planning meeting:
 - Lower Bear Creek – George talked to Paul Winkle. CPW needs to do work in 2017 before we can do project with them in 2018. John/George exploring different clean-up opportunity on Lower Bear Creek
 - River Watch – Sample site moved to Waterton Canyon bridge area from Carson Nature Center area. Need to determine if we are just duplicating State sampling efforts.
 - Bug Sampling – Currently done Oct/Nov at Waterton Canyon site. Andy/Jim would like to do second sampling in Spring at Lone Rock near Deckers. \$275 cost for analysis from each sampling. Andy has idea to link the second sampling with website application that shows key hatches in South Platte drainage. Andy will talk to Mike about ability to accommodate his ideas on website. Andy to put together more formal plan with costs and represent to Board.
 - Additional Idea – Clean-up project on C470 pond off Colorado...turn it into a safer, better fishery?
- Budget: food/prizes/other
- Bill Wiebesiek is 2016 CCTU Conservationist of the Year
 - Recognized and awarded with Wading Staff at 1/17 meeting, written up in email and on website (pending)
- Project Healing Waters Crystal Lake Program – Richard has set for 6/27/17
- Come Fish with us: David to provide 2017 plan at next BOD meeting

- Status on these projects?
 - College “Breakout” – did get one group of 4 members for Horse Creek project
 - George looking for feedback on how to use the CUSP drone for additional work –potentially will contribute article and video to Live Deckers blog
 - George looking for feedback on other youth groups to get involved in our projects
 - Arapahoe High School Fishing Club – need to continue to contact them
 - Highlands Ranch High School – Jeff F and Brian have both done events at this fishing club. Dani Thompson is club coordinator.
 - Will add mention about ability to fulfill high school community service requirements to all volunteer messages and social media posts in future.

- Greenback Reintroduction project: Jim R
 - A \$4,000 restricted grant donation was sent to CTU for the Rock Creek projects
 - Will be a multi-year project
 - Requests for volunteers will prioritize CCTU members first due to our financial commitment
 - Volunteer projects will only occur during the week – not on weekends
 - Jim to provide Brian with video of Jim/Alex releasing Cutts on the last project – for social media use

- John Aaron idea – Buy temperature gauge package from National TU...offered in last Trout magazine. John will look into it, determining cost, usage ideas, etc. Denver TU installed temp sensors from below Chatfield thru

Commerce City...last summer. Have some preliminary data. Jeff Florence will get Denver TU person in touch with John Aaron.

ACTION ITEMS:

Financials - Ken/Jeff Florence

- Presentation of Financial reports: **need to approve budget**
- Ken mentioned that the Chapter has diversified our revenue streams of income over the past year. This brings up the issue of a philosophical discussion about our need for a large “**reserve**” fund, and **unspent budget items**.
- The degree of the reserve fund will determine whether or not to invest the \$\$ in higher income generating vehicles.
- SEE DRAFT BUDGET ATTACHMENT – TO BE DISCUSSED IN DETAIL AT FEB BOD MEETING

ACTION:

Fund Raising

- 2nd Half Fundraising Program: Huge Success! Brian/Mac
 - Final tally – approx. \$10k net from the raffle and fundraising party silent auctions
 - Thank you notes to be sent out – Mac & Brian
 - Need everyone to come with any thoughts for improvement in 2016/16 – definitely need more non-fishing items in Silent Auction
 - Brian and Ken Ray will run program for 2016/17 – 9/21 date already set at Breckenridge Brewery
- CTU 2017 Fundraising Gala (March 9): Allen was contacted by Dick Jefferies of CTU. They are trying to develop a book of [create a state-wide collection of flies and associated recipes favored by individuals in the various home waters represented by Chapters. I would receive the flies and arrange them in a “book” catalogued by the TU Chapter the flies originate from.](#) He is looking for 20 flies from each Chapter
- King Soopers Cards:
 - Allen is developing a list of members that have cards and send 1-2 time per year reminders of keeping cards charged up
 - Discuss with Cyndy Scholz if we can get King Soopers logo and directions on reloading cards on front page of website. Mike is going to see if he can do this himself.
- Additional potential programs – which ones do we want to strongly pursue, and who is gonna do it?
 - Wells Fargo Grant Program: Allen has reached out to WF for a grant application
 - Colorado Gives – sign up separately from CTU in 2017?
 - Patagonia 1% for the Planet program
 - Industry Partners: Peter King had suggested that local companies that could set aside charitable \$ for CCTU projects
E.g. Charles Schwab (Lone Tree) – teach FF101 to 50 Schwab associates in return for \$5k grant

MEMBERSHIP – RETENTION AND RECRUITMENT: Issues from Planning Meeting: Buzz

- Email list must be cleaned up
 - Significant number of unsubscribers – how should this be addressed?
 - Likely have significant number of incorrect email addresses for other members – best way to clean up?

- Download the membership and new member list monthly
 - send email to all new members welcoming them to the chapter, etc. Allen’s letter used in past was sent to Buzz
- First Membership meeting:
 - Sign up with contact info. Allen provided this to Buzz
 - Follow up with these folks via email and/or phone
- 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 (e.g. \$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.
- John Aaron idea – CCTU members who are Rainbow Falls members can invite new CCTU members to Rainbow Falls for a day of fishing
 - need someone to pull list together of CCTU members who are Rainbow Falls members
 - Draft List – Ken Ray, John Aaron, Jim Klug, Buzz Soard, Gary Ledges, Leslee Waggoner/Vi Rodriguez...who else?
 - Determine best way to utilize this idea – auction off at each meeting a trip to Rainbow Falls? Make available only to new members?

Newsletter/Website/Communications:

- 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
- 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
- Need TU board member cards that we can hand out to potentially interested members – Buzz to talk to Richard and find out where we printed these in the past.
- **Trout in the Classroom** – the future of this seems to be uncertain. Prior efforts, esp. by Sharon, to bring this to local high schools have not met with success. However, CTU has similar projects. CCTU funds (\$1,550) earmarked for Youth Programs could be donated to CTU. This will depend on John Aaron’s conversations with Chase at CTU. -Jeff – current point of contact at CTU. Individual schools will need to fund any programs going forward. No Cap from CPW on where they can be reintroduced. Jeff is contact point for anything currently.

CCTU Day at Orvis Park Meadows – recent event: successful

Other

- LL Bean: Austin Gibney, Outdoor Discovery School Leader for LL Bean will end his role 12/31/16. The position has yet to be filled.
- -Richard doing Feb presentation for LL Bean –Feb 8. Need to post on web site/email blast
-LL Bean has committed to Richard on buying food for the June 27, 2017 Project Healing Waters event
- Casting Instruction – David mentioned that many folks at the Come Fish with Us events have expressed interest in casting lessons. David and Buzz to determine who we want on the casting lesson list and provide it to Brian to put up on the website with Mike.

ACTION

- Allen will follow up with Beans regarding Austin’s replacement.

Meeting was adjourned at 8:30 PM