



Board of Directors Planning

Meeting

6 February 2016

Present: John Aaron, Allen Adinoff, George Franklin, Mac Ishii, Brian Young, Jim Klug, Susan Grim, Matt Moskal, Mike Myers, Richard Pilatzke, Cam Chandler and Sharon Lance

Absent: Ken James

Member Guests: Buzz Soard, Jim Rasmussen

9:00 am –Allen called the meeting to order.

A Motion was made to approve the January 2016 Board meeting minutes, which motion was seconded and the minutes approved.

Leadership in CCTU:

President: Allen has committed for 2 years

Vice President: Brian volunteered to act in this role. There is no commitment to become President. Mainly to run meetings in Allen's absence.

Secretary: Susan will continue with expanded role as keeper of the chapter documents; maintain all running documents – licenses, registrations, IRS documents, passwords

ACTION: Susan will work with Ken, Allen, and Gary to collate all relevant documents.

Treasurer: Ken is overworked in running a number of profit industries and needs to step back. We are in need of a bookkeeper. Stephanie Scott from CTU could arrange bookkeeping at a cost to the chapter. Possibly someone within the chapter has bookkeeping skills and would be willing to volunteer. Bookkeeper would have signature authority but all expenses would need approval by the board. Allen knows someone who is retired from National Jewish Hospital and will contact. Gary Weihrauch has agreed to oversee and audit.

Sharon suggested we advertise the position in the newsletter and on the website with the job description including average time involved for the position. We would bring them on the board and Ken could mentor. We would like the person to report at each board meeting.

ACTION:

- Allen will ask for volunteers at the membership meeting
- Allen will work with Matt/Mike to advertise the position on line
- Ken will need to write up a short job description

Fund Raising: Sharon would like to withdraw from the position. Brian expressed an interest in taking on the role with a co-chair. Mac will assist with Brian working 85% and Mac 15%. Sharon will mentor transition.

ACTION: Mac will be Fundraising Chair in title

Conservation: Jim K. is mentoring George to eventually take over the position

Monthly meetings: John will continue to get program speakers

Web site/newsletter: Mike and Matt

Membership – Allen has been chair but now needs someone else to take over. Stephanie Scott said an engaged membership is your best source of revenue and donations. There is some recordkeeping involved. He gets a spreadsheet from National including members who have moved into the chapter, memberships soon to expire and expired memberships. Buzz showed some interest and he and Allen will talk.

ACTION: Allen and Buzz will communicate and solidify his position as Membership Chair

We are always looking for new leadership – great additions with Buzz, George and Brian. Cindy Schultz and David Coward (monthly local fishing trips) are potential new leaders. Jerry Shin – he and Alec have always worked as a matched pair. Jerry is now the official game master. Allen will talk to Jerry and see where his interests lie. Jerry would be a natural for possible auction at end of year.

ACTION: Allen will speak with Jerry about a position on the Board

Cam said CTU is a great resource for the chapter. People like Stephanie, Glen Edwards and others are willing to help. Identify how CTU can help. Stephanie is good with engagement issues and organizing. CTU role is supporting the chapters. Website has the list of all CTU members. Quarterly meetings are awesome for obtaining ideas for chapters and to hear what other chapters are doing. The Spring Rendezvous is April 21- 23 in Glenwood Springs – will be more interactive. For first time attendees, registration is paid by CTU and the chapter usually picks up lodging. Attendees will report at the board meeting following the Rendezvous.

National TU is also a resource. Any questions regarding National TU resources should be sent to Stephanie.

Financials: Ken was absent.

Ken e-mailed the draft fiscal year budget and January activity spreadsheets to the Board members. Get with Ken if something is missing from the budget and/or you have a specific project needing funds. We will adopt the budget at the next board meeting.

Fundraising/Sources of Income: we had a long discussion on how to enhance our ability to raise funds for the Chapter

Current:

- Monthly raffle
- King Soopers' cards
 - Mike could not get KS logo on the front page of the website. Matt will find out if he can find someone to help.
 - Detailed instructions on how to reload King Soopers' cards should be on the front page of the website and should emphasize reloading
 - Brian will look into Safeway cards if the KS program gets maxed out.
- Amazon Smile
 - We need information on the front page of the website also
 - Detailed instructions on how to sign up for Amazon Smile should also be on front page of website
- PayPal – Mac
 - This is the easiest way to collect money. Only 4-5 people out of our membership donate on a regular basis. We should tell people we want \$20/month and offer a reward. We could draw prizes at fiscal year-end or reward at the mini-auction in November. Members must contribute for the whole year. Mac challenged the entire board to sign up for \$20/month through PayPal.
- Individual contact and letters – 300 letters were sent out which brought in \$2,000 to the chapter. Ask members for donations.
 - Identifying how the money will be used will make fundraising more successful.
 - Tie the member's Pay Pay donation to a specific issue such as the veteran's programs or youth education.
- **ACTION:**
 - Mac will work with Brian to develop a program of monthly donations directed toward a raffle. This will be part of our "mini-auction" (see below)
 - Need to identify who is responsible for each project

Future:

- Year-end mini-auction
 - Offer one or more substantial raffle prize – sell tickets at every meeting.
 - We already have an Orvis rod, reel and line.

- Donated trip – requires soliciting contacts
- Silent auction – Whitlock print(s), flies. Members could bring in items for the silent auction.
- Brian will chair with a possible co-chair. Brian will talk to Jerry Shin.
 - Mini-auction can be held in November at membership meeting location to cut cost
 - Sell raffle tickets throughout the year for the one substantial prize
 - Sell tickets online
 - Reserve booths at fishing events – get in front of people.

ACTION: A motion was made to move forward with the mini-auction which was seconded and the motion approved.

- Allen will talk to Stephanie about getting booths at trade shows and other events
- Mac and Brian will work on the development of a mini auction. Hopefully this could be our major source of fundraising. Concept and details are to follow
- Bequests – members can add CTU or CCTU to their estate plans. We need to get something on the website.

ACTION: Sharon will prepare an article for the website.

- Investment income – Around \$20,000 will always be in the reserve account that will most likely never be touched. Our expenses are based on our income. TU has guidelines where we can invest money. We are losing principal due to inflation and the reserve is slowly diminishing. We need to let the money work for us but we cannot invest in something risky. Matt has offered to help with investments with a caveat that we not use Wells Fargo.

ACTION: Allen will work with Matt to identify a couple of conservative interest bearing mutual funds.

Membership:

Stephanie told Allen, “We don’t need more members, we need more engaged members.” Brian thinks we need more members including women and younger men (35-50). We could try locating kids inside high schools to see if they can start flyfishing clubs and interest them in memberships. Current membership will be dead in 20 years.

Member survey – use Survey Monkey NOW. Send out in an e-mail blast to all members regarding monthly meetings and conservation projects. We want to ask members what they want from meetings and conservation projects. What would bring them to a meeting and/or get them to volunteer for a conservation project? We want to further engage current members and get new members.

ACTION: Brian and Matt will work on the survey to members.

We should announce the membership meeting 1-2 weeks before the meeting but John can’t always get a commitment from a speaker until the last minute. Jim R used to advertise the meeting on Fish Explorer but he can’t do that at the last minute.

“Come Fish with Us”: program developed by David Coward/Bruce Day. Plan local fishing trips for beginners.

We 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. We could provide a basic presentation prior to the meetings such as: how to tie knots – how to connect leaders – free casting clinic - etc. That may draw less experienced people to meetings. We need more PR to get meeting information out to the members. We discussed having a “Technique” section prior to each meeting, e.g. knots, rigs, etc. Need snacks and booze at least once a quarter (? Donations from local taprooms).

Make sure to engage a new member if you see someone at a meeting. We could upload the meeting speaker’s power point presentation on the website. Monthly fishing trips will be a great place to recruit new board members. Possibly a wine tasting before a meeting would interest female members. We could also get beer from Upslope for some meetings. Let John know details about a presentation you attended that you think would be a good presentation at a membership meeting. Meetings need to be posted and communicated well in advance.

ACTION:

- Based on the results of the Survey Monkey, we may make changes in the way we run our monthly meetings
- Can we upload speaker presentations to our website?
- Brian will work with John on many of the items mentioned above.
- Brian will work with the “Come Fish with Us” program.

Website:

Website – we should list the prior 12 months’ presenters with their contact information. The new website deletes information from the calendar after 24 hours. We could possibly put this information in an archive folder in the newsletter.

ACTION: Mike will look into the possibility of archiving past meetings; similar to what is done in the Newsletter.

Leadership tools – all members should be able to access this feature on the website

Recent changes – Jeff Florence with CTU is available for help

If you want something posted on the website or in the newsletter, get the information to Mike and Matt in Word format for them to post. Matt and Mike usually cannot get to it until the weekends. There was discussion about a “tips” section where members could send in information about fishing techniques. The idea would be to bring more interest and visits to the website.

If people want to comment on the website – or “chat” – someone has to moderate to eliminate vulgar language, advertising and crap. We would need parameters but we can use social media.

There is already a lot of information on the website with links to membership meeting information and the newsletter but we can we make it better.

The main page includes a section on conservation. If we want a section for “donations” Mike can replace the conservation section with the donation section. We do not want to eliminate conservation from the website but Mike cannot add another section. Mike will look into adding a subsection under a certain tab.

National TU can also help the chapter websites. Allen will get information to Mike. We pay around \$250 annually for technical support.

ACTION:

- Allen and Mike will coordinate the needs for technical support
- Brian will explore possibilities for social media
- Need further development of the “tips” idea.

Facebook:

Brian said there were only 3 posts on Facebook this year. Many members in our group are on Facebook and CCTU has a page. We can post articles, meeting reminders and links to the website and Orvis from projects they are sponsoring. Brian will look into this year’s sponsored projects. We can post acknowledgements with links to the membership meeting speakers. Brian will comment on and take ownership to monitor. We could attract a younger audience.

ACTION: Brian and Mike will try to put something on the website stating “Follow us on Facebook.”

Conservation:

Jim passed out a list of conservation projects and dates for 2016. Should we promote a “signature project” that members can easily get involved with?

There are 4 CUSP projects this year along with continuing the collection of temperature data and river watch. There may be more weekday projects to be added later.

John and Allen were handling the South Platte project but Allen needs to step out – John alone will handle.

Matt is working on “fishing with veterans” for the week of 5/23 or 6/19. He only needs a couple volunteers and will finalize the date soon. Richard will get the information for the project for posting in the Rainbow Falls RFMT newsletter.

October 8 Horse Creek project – volunteers can fish after the project at Rainbow Falls

Jim tried to get projects pretty close to home and will promote at the membership meetings.

South Platte Park – the 2015 floods have postponed the project. South Suburban has put millions into repairing damage. Possibly schedule in October as the flows are low and the heavy equipment repairs must be completed first. We will advertise the project in the newsletter, website and Facebook. This is a local project that should attract many volunteers.

The chapter’s signature projects are through CUSP, including watershed work, Clear Creek (West Denver Chapter) and Gil Trail projects.

Suggestion was made to include CUSP speakers for membership meetings to provide overviews of work we do that helps. Members can see the data for our projects.

Conservation projects engage members with fishing after the work is completed. Board member volunteers can be mentors to help inexperienced people. Recruit a specific board member volunteer for mentoring. This could be an incentive to attract more volunteers.

Jim R has a few things going on with Jeff Spohn –

They plan to finish off the project to see how fish travel down the middle fork (used the grant from CTU).

Last year Jeff offered a wish list of things we might do to help including fish barriers for cutthroat trout and assessing a location for a barrier for native cutthroat trout. The project will move slowly as Jeff is determining the schedule. They have not yet determined what money will be needed. We need to tell Jeff that we are interested in pursuing this project and ask for a proposal including what money is needed and the project details.

ACTION: Jim and George will post all planned conservation projects on the website.

Fall Board Retreat: –

Ouray ranch – 8/26-28. Brian confirmed the dates with the ranch and the same lodge we were in last year is reserved. Catering will also be the same with details to follow.

ACTION: Board members wishing to attend should confirm with Jim K.

Relationship with Orvis – Park Meadows: Brian Young

The relationship is evolving. We have worked on this for 6-7 months so far. Brian has secured rod and reel packages to donate for certain projects and will continue to do so.

\$5,000 was committed for conservation projects. We have only used a portion. Brian will try to get the same amount this year.

Richard and Jim K. asked for food donation money for the Crystal Lake Healing Waters project and for the Clear Creek cleanup project respectively and Brian confirmed.

After Brian gets the money commitment from Orvis, ask him again and he will try to put some of the money to CUSP or Jeff Spohn. He will try to sell it as conservation.

ACTION: The website needs to acknowledge Orvis support, including a link to their Park Meadow store website.

Brian is trying to get people into the store. Brian suggested for a CCTU day at Orvis Park Meadows with 10% of sales going back to the chapter. Allen and Brian will discuss and work out the details.

Brian gives a free CCTU membership coupon to attendees of Fly Fishing 101 and with any new rod sale.

We need a brochure for the chapter to hand out at the store. We have a TU brochure with CCTU information but we need a specific chapter brochure.

ACTION:

- Membership chair will need to work on brochure and printing.
- Brian will develop 5x7 CCTU Chapter card including mission, key 2016 project, meeting times, Facebook, contact, etc.

Richard has a business card with the CCTU information including location of meetings and our mission, which can be handed out when travelling or fishing.

ACTION: Allen will look into getting similar cards printed. Should include Facebook site, phone numbers for membership contact

CTU Gala

- Honoree is the head of Denver Water (possible speaker for a membership meeting)
- So far – 5 BOD members and 2 River Watch members are attending
- Purpose is to raise money. We need to get big supporters from Sharon's fundraising list to attend
- Any donations are welcome
 - We will donate a Whitlock print
 - Allen would like to donate some Rockies tickets

ACTION: Allen will get the names of the Gala attendees to Cam. CCTU has committed to filling 2 tables – 10 people each. We will reach out to the membership after we have commitments from the board of directors.

Adjourned 1:07 pm