

## **IRC Board Meeting Minutes – 2019-01-14**

Attending: John Baker, Janet Klochko, Doug Stemmler, Tracy Barta, Sue Iffert, Willie Black, Ed Couch, Andrew Purdie, Jason MacLean, John Murphy (via speaker-phone).

Revised minutes of 11-12-18 meeting to include Andrew in attendance.

**Voted to approve the meeting minutes for 11-12-18 as revised.**

**Treasurer's Report (attached)**

IRC cash position is still gradually improving.

\$13,000 for the new double will come out of club cash.

\$22,000 will remain in restricted funds account. Board would like to see the split between types of restricted funds when reported.

All of the 2018 profits occurred during the second half of the year and are attributed to the increase in Fall dues, fundraising efforts, and some decreased expenses (the winter training facility is rent-free; at a value of \$7000).

Basic IRC membership dues will be increased in 2019 from \$400 to \$450. Market analysis suggests that we should be charging approximately \$1200 per racing season for competitive Juniors.

We still need to cover expenses, build a \$60,000 cash reserve, AND cover fleet replacement costs. The \$60K reserve is based on 3 months of operating capital for emergencies. If we remove the donations, do the club dues cover all of our expenses? Deeper analysis still needs to be done, so a plan for future dues can be established, and so that ALL of the costs can be graphed and explained to membership in simple (i.e. pie chart) terms.

How do we allocate expenses between the different supporting groups that share the resources? How SHOULD be allocate the expenses between the different groups, in the future?

The Finance Committee plans to meet, this month.

Many thanks to Doug Stemmler, Janet Klochko, and Doug's team for getting the finances organized into QuickBooks software during 2018. We have the P&L (attached) for 2018 already generated, and that is 10 months faster than the prior year!

Executive Director's Report (attached)

Donations are UP.

2017 Donations were approximately \$40,000

2018 Donations were approximately \$60,000

Andrew attended the US Rowing conference, and it was a great experience.

All Fall fees have been collected from the Junior's program, and most of the Jrs' winter fees have also been collected.

Juniors are operating through Teamsnap.

Masters will also be put onto Teamsnap for fee collection.

NCAAs: Materials are on site for the peninsula repair.

Dues for IRC membership are increasing on March 1, 2019.

Junior's fee for spring season will be \$1,100.

Master's program fees are staying the same.

Teamsnap is not user-friendly for pulling payment data for QuickBooks records.

Mackenzie is taking over the adaptive rowing program.

We are interested in adding adaptive event(s) to the Summer Sprints.

Funding Sources – John Baker

Michael Browning has pledged \$10,000 per year for 5 years. This donation is targeted for infrastructure. The first \$10K has arrived.

We have not secured the funding for repairing the starting docks. They need to be repaired prior to the NCAA Championships in May.

John Baker spoke with Ted Boehm (Chair of the 1987 Pan Am Games)

We need to contact the following resources:

Malina Kennedy (CIB)

Ryan Vaughn (Sports Corp)

Tom Cook (Indy)

Rob Smith (Lilly Endowment)

John is not in the position to ask for donations, so others within the board need to follow up.

Visit Indy has already generated Economic Impact Data for the NCAA Championships.

#### Fundraising and the marketing of IRC

The IRC web site needs to be updated. Pages are not showing consistent information or current information.

We need a better face for potential donors to learn about us and to attract new members.

**Board voted to budget up to \$2500 for web site development to be addressed as soon as possible.**

#### New Business

Ed and Marian Couch will be moving to Washington, DC, in 2019.

Next IRC Board Meeting is March 11.

Secretary: Tracy Barta

Attachments:

Agenda

Board contact list

Treas Report

P&L report

ED Report

January 14<sup>th</sup>, 2019; 6:00 p.m.

IRC Board of Directors Meeting

Plews, Shadley, Racher & Braun Law Offices

1136 N. Delaware St. Rm 1346

Agenda:

1. Approve meeting minutes from Nov. 12<sup>th</sup>, 2018
2. Executive Director report – Andrew
3. Financial Report – John Murphy
4. Funding Source – John Baker

Last Name	First Name	Indy Rowing.Org E-Mail	Personal E-Mail	Phone	Role
Baker	John	<a href="mailto:john.baker@indyrowing.org">john.baker@indyrowing.org</a>	<a href="mailto:john.baker@courts.in.gov">john.baker@courts.in.gov</a>	317-733-8171-H	Member
				317-332-6895-O	
Barta	Tracy	<a href="mailto:tracy.barta@indyrowing.org">tracy.barta@indyrowing.org</a>			Secretary
Black	Wille	<a href="mailto:wille.black@indyrowing.org">wille.black@indyrowing.org</a>			Member
Couch	Ed	<a href="mailto:ed.couch@indyrowing.org">ed.couch@indyrowing.org</a>			V. President
Iffert	Sue	<a href="mailto:sue.iffert@indyrowing.org">sue.iffert@indyrowing.org</a>			Member
Jessup	Jon	<a href="mailto:jon.jessup@indyrowing.org">jon.jessup@indyrowing.org</a>			Member
Klochko	Janet	<a href="mailto:janet.klochko@indyrowing.org">janet.klochko@indyrowing.org</a>			Member
Kryder-Reid	Liz	<a href="mailto:liz.kryder-reid@indyrowing.org">liz.kryder-reid@indyrowing.org</a>			Member
MacLean	Jason	<a href="mailto:macleanjason@hotmail.com">macleanjason@hotmail.com</a>			Jr. Bosster Rep
Murphy	John	<a href="mailto:john.murphy@indyrowing.org">john.murphy@indyrowing.org</a>			Treasurer
Purdie	Andrew	<a href="mailto:andrew@indyrowing.org">andrew@indyrowing.org</a>		317-752-2613-C	Exec Director
Stemmler	Doug	<a href="mailto:doug.stemmler@indyrowing.org">doug.stemmler@indyrowing.org</a>	<a href="mailto:dstemmler@esscoindy.com">dstemmler@esscoindy.com</a>	317-691-2358-C	President
Jan-19					

# Memo

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<b>Date:</b>	1/14/2019	
<b>To:</b>	IRC Board	
<b>From:</b>	John Murphy	
<b>Subject:</b>	IRC January Financial Statements	317-250-3437

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All,

Agenda items for September meeting:

- Financial Position
- Second Half and Full Year 2018 Financial Results
- 2019 Budget

The cash position as of Sunday is

- Club cash: \$35,648
- Capital account: \$10,476
- Boosters: \$5,170
- Restricted: 22178.

This \$73,472 cash position is up \$13,000 since the beginning of the fall. Fall revenue and expenses are mostly realized. Increased dues and nice fundraising continue to show their effects.

I will try to present the second half of 2018 results at the meeting. Thanks to Doug for turning preliminary numbers for 2018 around quickly so as to enable review of these vs. budget in 1Q this year. As a reminder, I will be presenting these numbers every 6 months from here on. July and January should be numbers not affected by Dues and Expense timing, like Fall and Spring financial reports would be. The second half of 2018 numbers will be from after the dues hike and other Fall activity.

I will present the budget at the meeting.

Respectfully,  
John Murphy  
Treasurer

Indianapolis Rowing Center, Inc.																							
Income Statement	Budget 12/31/2019	Budget 2019 Mstrs/Adults	%	Budget 2019 Juniors	%	Budget 2019 OverHead	%	Budget 2019 OutReach	%	Budget 2019 Membership	%	Budget 2019 EVENTS	%	Budget 2019 Indoor Sprints	%	Budget 2019 Bald Eagle	%	Budget 2019 WM Big 10	%	Budget 2019 High School	%	Budget 2019 Indy Sprints	%
Ordinary Income/Expense																							
Income																							
4000 - Annual Dinner	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4010 - Class Fees	\$7,000	\$0		\$0		\$7,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4020 - Clothing Sales																							
4020-1 - Other Clothing	\$2,000	\$0		\$0		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4020-2 - Uniforms	\$1,125	\$0		\$1,125		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4020 - Clothing Sales - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 4020 - Clothing Sales	\$3,125	\$0		\$1,125		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030 - Donations																							
4030-1 - Annual Fund/General	\$1,500	\$0		\$0		\$1,500		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-2 - Community Outreach	\$1,000	\$0		\$0		\$0		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-3 - Equipment Fund	\$15,000	\$0		\$0		\$15,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-4 - Salary Expense	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-6 - Scholarships	\$2,000	\$0		\$0		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-8 - Audrey Lupton Scholarship Fund	\$2,000	\$0		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030-6 - Capital Campaign	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4030 - Donations - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 4030 - Donations	\$21,500	\$0		\$2,000		\$18,500		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040 - Dues & Membership																							
4040-1 - Collegiate	\$2,800	\$0		\$0		\$0		\$0		\$2,800		\$0		\$0		\$0		\$0		\$0		\$0	
4040-2 - Rack Fees	\$5,750	\$0		\$0		\$0		\$5,750		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040-3 - Competitive Coaching Fee	\$22,000	\$22,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040-4 - Summer Fee	\$11,750	\$0		\$11,750		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040-6 - Winter Training Fee	\$18,750	\$5,750		\$11,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040-8 - Booster Club Dues	\$7,500	\$0		\$7,500		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040-7 - Dues & Membership - General	\$143,300	\$60,800		\$82,500		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4040 - Dues & Membership - Other (LTR)	\$0	\$0		\$0		\$0		\$0		\$6,400		\$0		\$0		\$0		\$0		\$0		\$0	
Total 4040 - Dues & Membership	\$218,250	\$68,550		\$112,750		\$0		\$0		\$14,950		\$0		\$0		\$0		\$0		\$0		\$0	
4060 - Fundraising Revenue	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4060 - Regatta Revenue																							
4060-1 - Regatta Clothing/T shirt sales	\$1,950	\$0		\$0		\$0		\$0		\$0		\$1,950		\$250		\$0		\$0		\$1,200		\$500	
4060-2 - Regatta Entry Fee	\$17,500	\$0		\$0		\$0		\$0		\$0		\$17,500		\$3,000		\$4,000		\$0		\$9,000		\$1,500	
4060-3 - Regatta Sponsorship	\$32,385	\$0		\$0		\$0		\$0		\$0		\$32,385		\$100		\$0		\$32,000		\$285		\$0	
4060-4 - Regatta Revenue - Other	\$3,250	\$0		\$0		\$0		\$0		\$0		\$3,250		\$1,000		\$0		\$2,250		\$0		\$0	
4060-8 - Regatta Revenue - Venue Use Inc	\$10,000	\$0		\$0		\$0		\$0		\$0		\$10,000		\$0		\$0		\$10,000		\$0		\$0	
4060 - Regatta Revenue - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 4060 - Regatta Revenue	\$65,085	\$0		\$0		\$0		\$0		\$0		\$65,085		\$4,350		\$4,000		\$44,250		\$10,485		\$2,000	
4070 - Regatta Travel Revenue	\$85,000	\$10,000		\$75,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
4080 - Other Revenue - Misc	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
43300 - Direct Public Grants																							
43330 - Foundations and Trust Grants	\$2,000	\$0		\$0		\$0		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
43390 - Direct Public Grants - Other	\$8,000	\$0		\$0		\$0		\$8,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 43300 - Direct Public Grants	\$10,000	\$0		\$0		\$0		\$10,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total Income	\$407,950	\$98,550		\$190,875		\$27,500		\$11,000		\$14,950		\$65,085		\$4,350		\$4,000		\$44,250		\$10,485		\$2,000	
Gross Profit	\$407,950	\$98,550		\$190,875		\$27,500		\$11,000		\$14,950		\$65,085		\$4,350		\$4,000		\$44,250		\$10,485		\$2,000	
Expense	Budget 12/31/2019	Budget 2019 Mstrs/Adults	%	Budget 2019 Juniors	%	Budget 2019 OverHead	%	Budget 2019 OutReach	%	Budget 2019 Membership	%	Budget 2019 EVENTS	%	Budget 2019 Indoor Sprints	%	Budget 2019 Head of Eagle	%	Budget 2019 WM Big 10	%	Budget 2019 High School	%	Budget 2019 Indy Sprints	%
6000 - Annual Dinner Expense	\$1,000	\$0		\$0		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6010 - Bank Fees/Service Charges	\$500	\$0		\$0		\$500		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6020 - Board/Overseer	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6030 - Clothing Expense																							
6030-1 - Uniforms	\$1,125	\$0		\$1,125		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6030-2 - Clothing - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6030 - Clothing Expense - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 6030 - Clothing Expense	\$1,125	\$0		\$1,125		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6040 - Coach Education	\$2,500	\$250		\$250		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6060 - Coaching Stipends	\$38,130	\$9,600		\$14,400		\$12,000		\$2,040		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6080 - Contract Labor	\$8,480	\$0		\$0		\$8,480		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6070 - Community Outreach	\$3,000	\$0		\$0		\$0		\$3,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6076 - Depreciation Expense	\$30,000	\$12,000	40%	\$18,000	60%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090 - Dues and Membership																							
6090-1 - Payment to Booster Club	\$5,000	\$0		\$7,600		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090-2 - Subscriptions	\$2,000	\$0		\$0		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090 - Dues and Membership - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 6090 - Dues and Membership	\$7,000	\$0		\$7,600		\$2,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090 - Equipment Expense																							
6090-1 - Boat House Repairs	\$4,000	\$1,600	40%	\$2,400	60%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090-2 - Boat Repairs	\$8,000	\$2,400	30%	\$3,600	45%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090-3 - Boat Spare Parts	\$1,600	\$1,600	100%	\$2,400	150%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090-8 - Misc	\$7,000	\$400	6%	\$6,600	94%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6094 - Course Repair	\$6,000	\$400	7%	\$6,000	100%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6090 - Equipment Expense - Other	\$25,000	\$800	3%	\$12,200	5%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 6090 - Equipment Expense	\$116,000	\$7,200	6%	\$10,800	9%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6100 - Fund Development Expense	\$1,000	\$0		\$0		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6110 - Fundraising Expense																							
6110-1 - Capital Campaign Expense	\$1,000	\$0		\$0		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6110 - Fundraising Expense - Other	\$0	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 6110 - Fundraising Expense	\$1,000	\$0		\$0		\$1,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6120 - Gas																							
6120-1 - Gas for Launches	\$1,500	\$500	33%	\$800	53%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
6120 - Gas - Other	\$200	\$80	40%	\$120	60%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	
Total 6120 - Gas	\$1,700	\$580	34%	\$1,020	60%	\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0	





	\$0	\$34,006
Total Other Current Liabilities	\$0	
Total Current Liabilities	\$0	
Total Liabilities	\$0	
Equity		
2000 - Operating Bal Equity	\$183,536	
Net Income	\$24,972	
Total Equity	\$208,508	
TOTAL LIABILITIES & EQUITY	\$208,508	
(CHECK AMOUNTS IN LARSENIA)		
(CHECK AMOUNTS IN SECTION 8)		

# Indianapolis Rowing Center

## PROFIT AND LOSS

July - December, 2018

	TOTAL
<b>Income</b>	
4010 Class Fees	485.00
4020 Clothing-Equipment Sales	146.75
4020-1 Clothing-Equip Sales	3,160.00
4030 Donations	56.30
4030-1 Annual Fund General	6,882.04
4030-2 Community Outreach*	2,500.00
4030-3 Equipment Fund	12,830.80
4030-5 General Scholarship Fund	3,240.00
4030-7 Capital Campaign	10,000.00
4040 Dues & Membership	1,650.00
4040-1 Class Training	6,437.50
4040-3 Junior Membership	60,608.45
4040-4 Masters/Adult Membership	30,473.16
4040-5 Junior Regatta Fees	14,144.35
4040-6 Junior Booster Club	562.00
4040-7 Junior Membership/Travel	18,688.41
4060 Home Regatta	0.19
4060-2 Entry Fees	6,157.67
4060-5 Venue Use	1,000.00
4070 Regatta Travel Revenue	475.00
4080 Other Revenue - Interest	0.57
46430 Other Types of Income Miscellaneous Revenue	4,220.00
47240 Program Income Program Service Fees	275.00
<b>Total Income</b>	<b>\$183,993.19</b>
<b>GROSS PROFIT</b>	<b>\$183,993.19</b>
<b>Expenses</b>	
5010 Bank Fees/Service Charges	2,612.37
5030 Clothing/Equipment- For Resale	2,269.44
5030-1 Clothing-Resale	4,837.15
5050 Coaching Stipends	22,817.00
5060 Contract Labor	5,873.55
5080 Dues and Membership	2,619.48
5090-1 Repairs- Boat House	1,279.88
5090-2 Repairs- Boats	3,593.99
5090-3 Repairs- Parts	203.18
5120-1 Gas for Launches	1,138.38
5140 License Fees	613.02
5155 Misc Expense	-10,363.43
5170-2 Payroll Expenses Salaries	19,684.79
5170-3 Payroll Expenses Taxes	7,227.68
5180 Office Expenses	498.88

	TOTAL
5200 Professional Fees	1,105.22
5200-1 Accounting	4,250.00
5210 Junior Travel Expenses	1,946.22
5210-1 Transportation Rentals	589.69
5210-2 Meals	4,283.93
5210-3 Hotels	19,596.87
5210-4 Entry Fees*	32,042.16
5220 Home Regatta Expenses	565.29
5220-1 Referee	1,570.14
<b>Total 5220 Home Regatta Expenses</b>	<b>2,135.43</b>
5230 Supplies	4,344.20
5250-1 Utilities Phone	761.96
5260 Winter Training	375.54
5270 Travel (non Regatta)	362.75
62840 Facilities and Equipment Equip Rental and Maintenance	400.00
62850 Facilities and Equipment Janitorial Services	90.00
65110 Other Types of Expenses Advertising Expenses	150.00
68320 Exc. Dir. Travel Expenses	927.29
68320-1 Advertising & Marketing	4,281.43
Rent & Lease	820.00
<b>Total Expenses</b>	<b>\$143,368.05</b>
<b>NET OPERATING INCOME</b>	<b>\$40,625.14</b>
Other Income	
5300 Interest Earned	5.03
<b>Total Other Income</b>	<b>\$5.03</b>
<b>NET OTHER INCOME</b>	<b>\$5.03</b>
<b>NET INCOME</b>	<b>\$40,630.17</b>

**Executive Director Report**  
BOD Meeting – January 14, 2019

**Peninsula repair...update**

**Donations**

- 2017 - \$39,232.01 - 54 donations
  - 45 distinct donors
- 2018 - \$60,121.44 - 74 donations
  - 60 distinct donors

**USRowing Conference**

- Doug and I met to talk through what I learned and hope to implement, particularly as it applies to coaches
- There is positive movement towards a USRowing strategic plan...located [here](#)

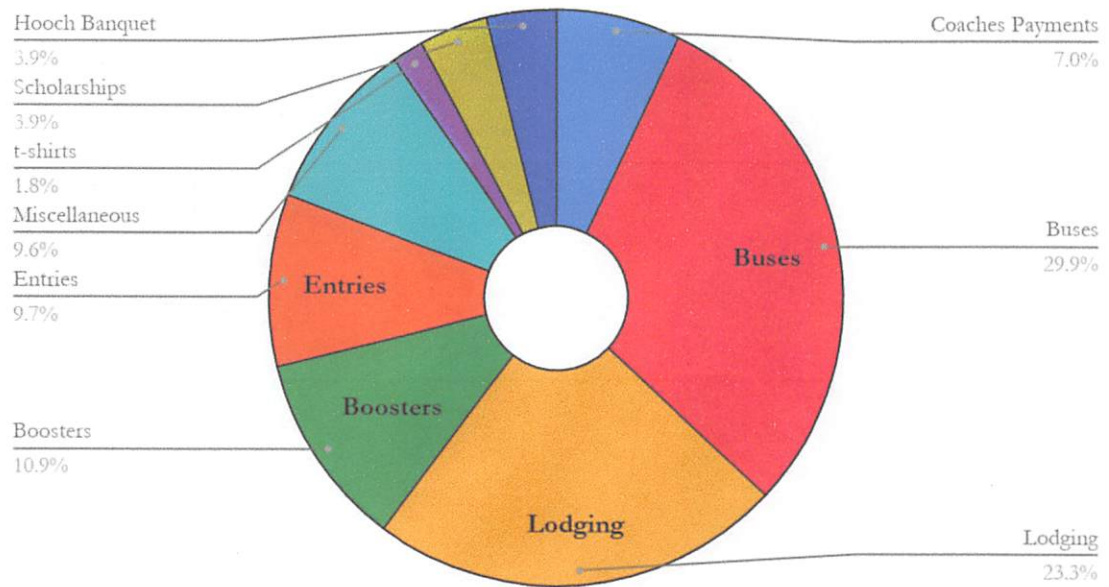
**Membership**

- All Juniors moved to TeamSnap
- Masters will be moving to TeamSnap as well

**Programs / Classes**

- December LTR - 4
- January LTR - 5
- Training Schedule –
  - Juniors – M-F, 4:30-6:00pm, Saturdays 3-5pm
  - Competitive Masters - T/Th, 6:00-7:30pm; Sat. 8:00-9:45am
  - Technical Masters – M/W, 6:15-7:45pm; Sat. 8:00-9:45am
  - Yoga - Sat. 9:45-11:00am
  - IUPUI - Mon - Fri. - 7-9am
  - Survivoars - 12-1pm
  - Cancer Support Community - Thursdays 11-noon
  - ClassPass - Tuesdays 8:30-9:30 and Thursdays 12:30-1:30
  -
- Cost –
  - Membership - \$450
  - Recreational or Competitive Masters - \$400
  - 30% off for Young Adults
  - Juniors for Spring 2019 - \$1100
  - Juniors Fall Season - 71 completed registrations - fully paid

## Juniors Fall Expenses



- 
- Pricing is competitive
  - Median Income in Central Indiana is \$43,469-\$87,782
    - If assumed an average of \$3500 per year for Junior, that represents 4-8% of income
- Winter Training - \$175 for Masters (\$200 for non-members), and \$275 for Juniors

### Social Media

- IRC is active on Facebook and Twitter, Alyssa Poer is communications intern and is making great progress on some internal projects as well as developing our social media strategy
- Facebook:
  - Data from over the past 28 days.
    - 68 Page Views, up 21%
    - 5 new page likes, down 38%
    - 3,063 people reached, up 91%
    - 609 post engagements, up 9%
    - 762 total video views, up 6,827%
    - Money spent boosting posts: \$135 since October 17.
- Twitter:
  - Data from December:
    - 184 profile visits
    - 2,841 tweet impressions
    - 2 mentions
  - Data from November:
    - 5,427 tweet impressions
    - 320 profile visits
    - 1 mentions

- Instagram:
  - Data from Jan. 2-8
    - 47 actions taken on account
    - 42 profile visits, up 10 from last week
    - 5 website clicks, up 5 from last week
    - 750 accounts reached
    - reach: 750, up 704 from last week
    - 1220 impressions, up 1111 from last week

## Outreach

- Horizons Foundation - new for next summer
  - serves ~50 students, primarily in middle school and primarily at-risk youth
  - 1/week in June and July
- Adaptive Rowing – Talking about this starting earlier next year in order for us to have adaptive events at the summer sprints
- Veterans Administration - I will be meeting with our VA contact about the possibilities for next year
- RowIndy –
  - Working with Erg Ed to implement this.
- Cancer Support Community
  - Meets every Wednesday from 10-11am...received \$2500 from Key Bank specifically for this
- Joseph Maley Foundation
  - once a week for 6 weeks in the summer 2019

## Events

- Future Events
  - Indy Indoor Championships - February 2nd, 2019
  - Junior Sculling - May 4th
  - Junior Sprints - May 5th
    - likely combining into a 2-day event
  - Big Ten's - not planning for 2019 but back in 2020
  - NCAA's - May 29th - June 2nd, 2019
    - Erik Johnson - Chair
    - October 22nd, 2019 was initial site meeting with NCAA
    - working with the Indiana Sports Corp to request infrastructure funding from the CIB
  - Indy Summer Sprints - June 22nd, 2019
  - Head of the Eagle - October 5th, 2019
- 3rd Annual Audrey Lupton 5K - October 19th, 2019
- VisitIndy Economic Impact Data
  - NCAA - \$1.1 million
  - Big Ten - \$387,000

## Fund Development

- Michael Browning - has tentatively committed to \$10,000/year over the next 5 years...working with Erik on agreement...we have received the initial \$10,000

- Mayor - fixing the peninsula
- Key Bank - \$2500 for scholarship funds and \$2500 for Cancer Support Community
- CIB - Hoping to have them help fund the new starting platforms
- Planning on a fundraiser trivia night on February 17th, 2019...more details to follow

#### **Boathouse Management**

- Emmanuel and I will be working with an ongoing and constantly updating list of things that need to be done at the boathouse...this goes well beyond boat repairs.