

## **IRC Board Meeting Minutes - 2018-01-22**

**Attending:** Doug Stemmler, Andrew Purdie, Janet Klochko, John Murphy, Ed Couch, Marian Couch, John Baker, Jon Jessup, Tracy Barta, Sue Iffert, Willie Black

**Approved minutes of 11-09-17 board meeting.**

**Approved minutes of 12-11-17 board meeting.**

### **Budget/Treasurer discussion**

We need to track our donations, and we are working on HOW to track them. Do we need a separate account for fundraising?

We need to collect better data on how our donations come IN and comparing that to our targets. We are much better at tracking monies going OUT and how we used our funds.

Cash position is only \$41,000, but that is three times better than last year at this time. 2017 shows a \$12,000 loss, and this means we are covering our operating costs but not the depreciation costs of our fleet.

The goal has been to always keep three months of operating cash on hand (approximately \$40,000), but we currently only have \$20,000 available for that. Last year, it was only \$10,000 at this point.

### **2018 Budget Review**

The draft 2018 budget was based on historical membership census information. We are not keeping up with fleet depreciation and replacement needs. Dues have not been increased in two years.

A working budget will be generated and voted on electronically, since we are not prepared to do that at this meeting.

### **2018 Strategic Planning**

Update the “Pillars” to include a culture of philanthropy and giving. Tracy will do this.

The board would like Committees to meet and work through the planning template. Actionable items can be uploaded to the Gdrive. The goal is to have committee action plans to review at the next board meeting.

Committees will be asked to respond by the end of February.

Doug and Janet will meet to finalize the committee reporting format.

### **Annual Meeting**

Rented space for winter training will be available until the end of March.

Might be able to hold annual meeting March 17 or 18 in this space.

Doug and Andrew will discuss.

### **2018 Board Meeting schedule**

Jan 22

Mar 12

May 14

July 9

Sept 10

Nov 12

Attachments: mtg agenda, Exec Director report.

**Plews, Shadley, Racher & Braun Law Offices**  
**1336 N. Delaware St., Conference Room 1346**

**January 22<sup>nd</sup> 2018 Board Meeting Agenda**

- 1. Finish introductions for new Board members, John Baker and Jon Jessup**
- 2. Review and approve last meeting minutes**
- 3. 2018 budget review**
- 4. 2018 Strategic Planning template. Explanation and use**
- 5. IRC Annual Meeting – Set date**
- 6. Additional business?**

**Executive Director Report**  
**BOD Meeting – January , 2018**

**Update on IRC Operations:**

**Membership**

- Currently we have 301 members with 1033 Contacts.
  - no more distinctions between Competitive and Recreational Masters - \$800 or monthly at \$95 for 9 months
  - no more separate sculling vs sweep categories
  - no more household discount (eliminates 4 categories)
- I have been following up with individuals with lapsed/not renewed membership to clarify their intentions for 2018.
- We had 80 registered juniors and ~90% have paid for the fall season
- Working on aging receivables...most outstanding balances are either brand new or over 90 days lapsed

**Programs / Classes**

- December Indoor LTR - 13 participants
- January Indoor LTR - 8
- February Indoor LTR - 8
- Winter Training Schedule –
  - Masters - 50
  - Juniors - 49
  - Juniors – M-F, 4:30-6:30pm, Sat. 11-1pm
  - Competitive Masters - T/Th, 6:30-8pm; Sat. 8-9:15am; Sun. 3-4:30pm
  - Recreational Masters – M/W, 6:30-8pm; Sat. 8-9:15am
  - Indy SurvivOars - Saturdays - 9:45-11am
  - IUPUI - M-F 7:30-9am
  - Yoga - Saturday - 2:00am, Sunday 1:30pm
- Survey responses
  - Masters -
  - Adults -
  - LTR -
- Cost –
  - Membership - \$400
  - Recreational or Competitive Masters - \$400
  - 30% off for Young Adults
  - Juniors for Spring 2018 - \$925

**Social Media**

- IRC is active on Facebook and Twitter
- Facebook stats
  - In the last month on FB, this has happened
    - page views increased 3%
    - page likes decreased 8%
    - I boosted the reach of the winter training callout on FB for \$60 - increased reach 510%
    - video views increased 4%

- post engagements increased 70%
  - Boosted posts for Winter Training, December LTR, January LTR and reached an average of 1644 new people
- SportsEngine.com
  - Acquired by NBC - large youth sport directory - Super Bowl ad
- Ultimate summer program guide
- Indy with Kids Summer Camp Guide

## Outreach

- Adaptive Rowing – Talking about this starting earlier next year in order for us to have adaptive events at Indy Summer Sprints
  - Joseph Maley Foundation - limited mobility youth summer camp
  - VA - We have a class set for 6 meetings in 2018 for VA participants...more information available upon request
- RowIndy –
  - I attended the November 1st meeting about the Lilly Youth Summer programs people and will work with Erik Johnson to complete that and modify the CICF grant application (partially dependent on the RowIndy program)
  - We would like to implement a new model for this program...taking ergs to the schools...currently looking for funding to get this off the ground.
- Cancer Support Community
  - Planned First Quarter 2018 class - 1x/week - the marketing materials go out to 2500+ individuals including caregivers and health professionals
- 24 Foundation
- Pike Fire Department
  - Wellness Wednesdays -
    - sometime in February 2018
  - Water Safety program for Elementary and Middle School students?
- YMCA on Lafayette Road
  - Still working on making contact

## Events

- Purdue hosted Bald Eagle November 4th - went very well - IRC site use revenue - \$1000
- Dates for 2018 events
  - Indy Indoor Championships - February 3rd
  - Junior Sculling - May 5th
  - Junior Sprints - May 6th
  - Big Ten's - May 13th-14th
    - We have a contract proposed and I will be reviewing in the next few weeks to get finalized
  - Indy Summer Sprints - June 23rd
  - 2nd Annual Audrey Lutpon 5K - October 20th

## Fund Development

- Meeting with Anthem, CICF, Finish Line, Michael Browning,

## 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.