

May 5, 2018 Girls Rock Board Meeting Minutes

Board Member Participants: Alexis Morgan, Juliann Klein, Kelly Ogier, Brigitte DuBurg, Paige Anderson (Absent: Sue Amaral, Sarah Jordan, Grace Chau)

Supporting Participant: Freja Evans

Pre-Meeting budget discussion:

- Freja has been working with Sue on the budget to get it to a finalized state. She provided a comprehensive overview of the budget to date. Comments:
 - Budget can be voted on without knowing the final insurance cost as the budget can be changed throughout the year, i.e. if the insurance is higher than expected then can remove an expense from the budget.
 - Will not have to vote on approving the budget every time it is changed if there is a contingency in place, i.e. if the budget changes by 20% approval is not needed but if it changes more than that than a vote will be necessary. If an entire program is to be eliminated, that will have to be voted on.
- Removed two potential fundraisers that were in the budget, Pump Track and Farm-to-Table, and kept the Paint Party. Including the Tinsel-n-Tread Holiday party we should be in good shape by the end of the year.
- The cost of funding the guide training program is currently unknown but left estimate in the budget as it is important to show when applying for grants.

Agenda

9:30am – 11:10am Main Meeting

•Opening Remarks & Previous Business Follow-Up: President & VP

- Jersey Update
- Insurance Update
- Google Groups
- Business Cards

•New Business

- Monthly Rides and Events
- Treasurer Report
- Marketing Report
- Race Curious Update
- Ride Guides
- Fundraising Update
- Risk Management
- New Business
- Action Items

•Closing Thoughts/Next Steps

Call to order: Juliann called the meeting to order at 9:30 a.m.

Minutes from last board meeting, November 2017

- Juliann moved to approve and all agreed

II. Opening Remarks (Juliann)

- Thank you to the board members for all the hard work.
- The three board members who stepped down will not be replaced. The plan is to have volunteers fill the roles and to have multiple folks cover each task to spread the work out.

Jerseys: Juliann

- The Pearl Izumi jerseys recently received had a printing issue with the wheel spokes in the logo that arose due to printing on the specific fabric.
- Will not receive money back but getting a discount.
- Alexis identified a new jersey vendor and has samples for 4 other designs for future orders.
- Idea presented to potentially provide jerseys to guides that finish the training regime.

Insurance: Alexis

- Received pricing from 4 brokers and each has different products and coverage options including event day only coverage which has a per participant cost.
- All in attendance thought it is best to have coverage between events as well. Want to cover ALL GR activity around rides, fundraisers, etc...
- Will need to keep policy updated with broker as things change.
- Will not have coverage for alcohol related incidences at this time, Alexis will check with broker about that option. However, events are such that Girls Rock will not be directly serving alcohol and the servers will have insurance.
- Individual coverage for board members was discussed and cost is ~\$900-1000 annually total for all members. Members may be covered under their homeowner's umbrella policy but even if all members are individually covered should we have it included in the GR insurance policy?
- Alexis will determine if payment can be made monthly or if it has to be yearly.

New Volunteer Plan: Juliann

- Grace, Alexis & Juliann will put together a plan and Kelly stated she has been working on this topic.
- Kelly, has a current spreadsheet broken into categories for folks who want to volunteer and reached out to everyone who has contacted GR about volunteering and is passing their names onto the appropriate group leads.
- Follow up with Grace to see if she is following up with potential volunteers.
- Juliann asked Kelly to add columns to her spreadsheet to state if the potential volunteers have been contacted and for notes, i.e. who can commit monthly and who can do specific events.

Google Groups: Juliann

- Way for GR participants to connect with others between the scheduled monthly rides to organize rides and for other topics.
- Link is on homepage.
- Currently 3-4 women asking to join per month. It is a closed group so Juliann & Alexis directly update the list with new additions.
- Thinking about sending invites to more people directly. Folks can set up how often and what content they want e-mailed to them.

Business cards-Juliann

- Initially will be print cards without photos on the back. Current design has mission statement on the back. Can get fancier in the future.
- Not everyone needs a card with their name but everyone should have access to generic GR cards.
- Kelly requested GR logo stickers as well for fund raising events.

II. Monthly Rides and Events

- Skipped for time constraints, everything is documented on the Website and Basecamp.

III. Treasurer Report-Freja

- Freja made live changes to the budget and we currently have a surplus but not enough for guide training. Hoping the Tinsel-N-Tread holiday party brings in good funds this year!
- Kelly motioned we pass the budget and Brigitte seconded the motion and all were in favor. However, passed with the understanding that it is a fluid document and will change.
- Excel spreadsheet tabs were explained so everyone understands what they are.
- PayPal labels everything sold as a jersey, does not break out by socks or cups, etc... Currently this is okay but will need to have a better breakdown in the future.
- Need to investigate if another payment system is better than Square.
- Questions: If using PayPal and Square are we double paying? What are the fees? Change to PayPal swipe? Will it be cheaper/easier?
- Sales tax was discussed. How is it getting tracked? Need to figure it out.
- Also need to have a sales tax account set-up and Juliann stated Sue is in process of doing this. Have some 2017 sales tax that is due for sure and not sure if it will be on a quarterly or yearly schedule, need to find out.
- Permit for raffles were discussed, is there a cost associated? Board of equalization?

Race Curious Update-Sarah (prepared statement since not able to attend)

- A XC clinic was hosted in Wilder and an Enduro clinic is set for Sunday May 6 in Toro Park.
 - Bri Spiersch is a returning enduro coach, Kathy Nix helped coached in Wilder and Maddie Ortenblad will help coach XC when she returns from college for the summer.

- Adventure Sports Journal was a great help with marketing for the enduro clinic, good partnership. They also published a Race Curious article in their April print edition.
- Continue to recruit co-coaches, refine XC clinic curriculum and schedule more clinics for summer.
- Need clarification on who will work with Sarah on marketing for the clinics.
 - Kelly will talk with Grace about the best way to help Sarah.
- Sarah requested supplies for skills training and reimbursement for items already bought, both were approved and Juliann will explain how to get reimbursed.
- Going forward: Possibly find a cyclocross co-coach. Scheduling for cyclocross clinics needs to wait until cyclocross race calendar is set, probably August.

Guide Program Update-Brigitte

- Just the highlights due to time.
- Scheduling of guide program events is difficult because of busy schedules. Had to push training to later in summer, hopefully in July/August new training can be scheduled.
- Guide recognition, for each ride through August there will be verbal recognition of the ride guides. Brigitte will give the shout-outs but if have guide specific fun facts let Brigitte know.
- Plan to get head shots of current guides over next two rides and bios if possible. Also thinking about material goods to give out a later time.
- Try to reschedule the postponed April guide appreciation event. Need to update current guide list with the women that have consistently shown up for past 6 months.

Fund Raising Update-Kelly

- Discussed the July 29 paint party and there is a link that the organizer set-up and she will take care of some organizing and collecting money.
- It is women only and the limit is for 50 participants.
- \$27 per person take home for us.
- Plan is to have Venus spirits and a taco truck.
- Need 30 more chairs and maybe tables, may have to rent.
- Should there be a raffle? Depends on how many people come.
- Need to get on calendars soon! Not currently on the GR website but needs to be.
- Need volunteers to help. Board members asked to pitch in if they are available.
- Latest Pizza party fundraiser raised over \$100.00.
- The idea of pursuing grants for funding was discussed.
 - A couple volunteers expressed interest in helping with this.
- Potentially can start researching if any applications are a good fit. If focus on fitness and mental health, do we need to update the mission statement around those key topics or leave as is? Some funding agencies are sticklers around mission verbiage but consensus was to leave as is for now.
- There are many grants available and it is time consuming to figure out which are appropriate.

- Need to decide on **measurable objectives**, i.e. we will train 20 guides with this program and it will cost this amount. Also need financial docs, press kit, etc.... They usually do not want to fund the entire amount but want matching funds from the community, etc...
- Currently there are two grants that Kelly is planning to pursue and she will need assistance.
- For grant funding best to have money moving in and out of budget so it looks like we are actually doing something.
- Currently guide training and insurance are the big ticket items we need funds for and discussed having an executive director in the future, a paid position.
- Our struggle is going up against other non-profits so we have to be strategic and specific.

Juliann called meeting to a close at 11:10 a.m.

Action Items:

- Insurance: Get final quotes & purchase (Alexis)
- New Volunteer plan:
 - Add columns to spreadsheet (Kelly)
 - Put together a new plan (Juliann, Alexis, Grace)
 - Following up with volunteer inquires (Grace)
- Google groups: Decision on e-mailing woman directly to invite to join (Juliann)
- Treasury:
 - Keep using PayPal and Square or switch to a different method? What are the fees? (unassigned)
 - Permit for raffles, necessary? (unassigned)
 - Set up account for sales tax (Sue/Freja)
- Race Curious
 - Marketing assistance with clinics (Grace/Kelly/?)
 - Help with reimbursement (Juliann)
- New guide training and appreciation event scheduling (Brigitte)