



SCFF Board of Directors - (job descriptions and responsibilities)

*click position below to jump to the associated section in the document

<u>Position</u>	<u>Status</u>
<u>President</u>	Submitted by Scott Kitayama
<u>Vice President</u>	Submitted by Kevin Murdock
<u>Secretary</u>	Submitted by Emily Marriott (in progress)
<u>Treasurer</u>	Submitted by Jim Tolonen
<u>Fly-Tying Chairman</u>	Submitted by Elaine Cook
<u>Newsletter & Online Content Editor</u>	Submitted by Scott Kitayama
<u>Marketing and Merchandise Chair</u>	Submitted by Michael McGannon
<u>Membership Director</u>	Submitted by Bob Peterson
<u>Annual Fundraiser Raffle Director</u>	Submitted by Kevin Murdock
<u>Fishouts Chair</u>	Submitted by John Cook
<u>Social Media / Communications Chair</u>	Submitted by Jerry McKeon
<u>Programs Director</u>	Awaiting info
<u>Annual Fundraiser Coordinator</u>	Submitted by David South
<u>Facilities Coordinator</u>	Submitted by Scott Kitayama
<u>Fly Casting Master</u>	Awaiting info
<u>Scholarships Chair</u>	Submitted by David South
<u>Technologist Chair (New)</u>	Submitted by Scott Kitayama

Position: President

Type: Volunteer | Elected Role

Term: [e.g., 1-year term]

What You'll Do:

As President of the Santa Cruz Fly Fishing Club, you'll lead the charge in keeping our club active, organized, and fun. You'll guide the big picture, help grow our membership, and make sure everything runs smoothly.

Main Responsibilities:

- Lead Meetings: Run our monthly general club meetings and board meetings.
- Set the Direction: Help shape the club's goals and keep us moving forward.
- Build the Team: Recruit and support members to serve on the board.
- Be the Voice: Represent the club in the community and keep members in the loop.

What We're Looking For:

- Passion for fly fishing and the outdoors
- Comfortable leading a group and making decisions
- Great communication and people skills
- Organized and dependable

Position: Vice President

JD written by: Kevin Murdock

- 1) Organize Quail Hollow Fly Fishing outreach in May
 - 2) Organize Late Summer B-B-Q/ Swap meet in August
 - 3) Serve as substitute for Club President in the advent that they are unable to perform their regular duties
 - 4) Administer the John Steele Award
 - 5) Act as a club ambassador at all times, reflecting the values and mission of the Santa Cruz Fly Fishing Club
 - 6) Make preparations to find replacement
-

Position: Secretary

JD written by: Emily Marriott (in progress)

1. Records and distributes minutes for SCFF board meetings & general meetings
 2. Assists in the creation, proofing and storage of club records & documents
-

Position: Treasurer

JD written by: Jim Tolonen

Treasurer: Guidelines and Responsibilities (Revised November 2022)

It is the responsibility of the Treasurer to take care of the monetary matters of the club, including:

- Maintaining the books and records, primarily consisting of the check book, bank accounts, and preparing annual financial statements. and budget.
- Attend all regular and special club meetings and Board meetings, (or make sure a delegate is available), to report on the fund balances and pick up any deposits or deliver any checks required.
- Deposit all revenues collected from sales of merchandise, monthly raffles, annual or special fund raisers, or other sources of income. Record the receipts, cash, check or electronic funds received and deposited by the Membership chair, for dues and contributions.
- Renew the D&O liability insurance policy and pay premiums timely, (Currently through The International Federation of Fly Fishers insurance program, which requires us to be a member in good standing in IFFF- Go to IFFF web site and pull down annual affiliate membership form, - print it out - Fill out and pay dues, indicate interest in insurance program which will be billed later.)
- Reconcile the checkbook and savings account to the bank statements on a regular basis. (Currently Wells Fargo with signers - two if check is over \$500.00 are Jim Tolonen, Jeff Goyert, Sam Bishop)
- Keep the journal of expenses by category so comparisons may be made periodically to prior years and to the annual budget.
- Negotiate and pay the rental for meeting space, (currently at the Aptos Grange at 3 nights per month, general meeting, board meeting and fly tying).
- File all required State and Federal Tax Forms: Fed Tax ID #94-2745900 CA ID# C1012166 Original Registration date 12/12/80. For Federal Tax purposes we are an IRS Code Section #501-C-7 Social or Fraternal Organization
 - Filings Required:
 - State Information for Non Profit Corporations SI-100 California Bi-annual
 - Federal Annual Tax Form 990N within the 15th day of 5 months after our Jan 31 fiscal year end. ie June 15th. No fee due if average receipts overpast 3 years are less than \$50,000

- California Annual Tax Form e199N within the 15th day of 5 months after our Jan 31 fiscal year end. ie June 15th. (currently no fee/tax due if total receipts less than \$50,000)

Deadline Reminders:

- December/January. Coordinate with Annual Fund Raiser chair to get contract signed and rent prepaid
- February, or quarterly Sign Lease and begin Paying Grange Hall Rent (See Aptos Grange Lease folder)
- March. Renew Santa Cruz Main post office PO Box 2008
- March/April Work with Board and Conservation chair to prepare and distribute Conservation Checks
- April/June Work with Board and Scholarship chair to prepare and distribute Scholarship checks
- May file annual tax forms (see above and separate tax folder)
- June file request every year with CA Dept of Justice Application to conduct Non-Profit Raffles Registration period is Sept 1, XX to Aug 31, XX. Must receive reply Confirmation before conducting any Raffles
- September every year, Work with Raffle Coordinator to file Annual CA Non-Profit Raffle Report for prior year. (our Raffle Registration Number is RF0014855)
- December file Calif SI-100 Information Return before Dec 31 biannually (last filed Dec 2020)

Position: Fly-tying Chairman

JD written by: Elaine Cook

1. Plan for and organize a class every month.

- Plan the calendar well in advance.
- Responsible for key to access club using security system and to access storage cabinets.
- Teach classes or arrange for instructors.
- Classes held at clubhouse or via zoom at 6:30 the second Wednesday of every month.
- Submit class announcement to newsletter in advance along with a picture.
- Select a fly taking into consideration time of year, upcoming club event

Basic considerations:

- Classes are free. Materials are provided.
- Material source is from club supply and or purchases.
- Beginners are welcome.
- Vices, tools and thread are made available for students as needed.
- Class includes demonstration, instructions, and assistance.

2. Maintain club locker of vices, tools, lights, and materials.

3. Fly of the month for newsletter:

- Select a fly pattern taking into consideration time of year, upcoming club outings, simplicity, etc.

- Write up directions and submit to newsletter in advance along with a picture.
-

Position: Marketing and Merchandise Chair

JD written by: Michael McGannon

My Board position was new and titled “Marketing and Publications”, but is more accurately described as “Marketing and Public Images”, functioning to:

Create and coordinate SCFF logos, logo wear, stickers, signs, marketing, and other physical images that contribute to the cohesiveness, spirit and public image of our club.

- Making available to the membership SCFFC logo items of any sort, for reasonable prices reflecting the club’s cost for their production.

- Maintaining the stock and storage of logo items and shepherding the production of new logo items potentially desirable for our members.

- Displaying the logo items and arranging for sales at meetings, club events and via the SCCFF website.

- Setting up banners, informational posters, etc as appropriate for meetings, public displays and club events.

“Showing the Flag”.

- Care of and monitoring the storage of the club’s banners, pushpin “where we fish” maps, info posters, etc., ideally with a sign out system to prevent items from being lost in scattered storage areas.

- Creation of new posters, banners, etc as needed.

- Keeping the Board informed of these activities, and coordinating with the Board regarding fair prices for our members, realizing the goal is to make these things available and to heighten pride among our members and the enhance the visible public image of our club.

Position: Annual Fundraiser Raffle Director

Job Description written by: Kevin Murdock

Annual Fundraiser Raffle Director Duties

Research, purchase, and arrange for storage of items for annual raffle and silent auction. Directs raffle event during annual fund-raiser dinner. This is to include purchase of raffle tickets, pick up and return of raffle drum, directing sales of raffle tickets, directing calling of raffle tickets, directing announcements of silent auction, and assuring all collected monies are counted and turned over to club treasurer

Position: Newsletter Editor & Online Content Publisher

Job Description Written by: Scott Kityama

The **Newsletter Editor** is an SCFF Board Position that is responsible for acquiring, editing, and laying out the award-winning Santa Cruz Fly Fishing newsletter. The contents of the newsletter comes from other board members responsible for speakers, fly-tying, conservation, fish-outs, membership, as well as contributions from members at-large. The editing takes about 2-4 hours around around the 3rd weekend of the month. The Editor needs to be proficient with computers, email, and web-based word processors. Experience with WordPress is a plus.

The **Online Content Publisher** can also be a Board Position working closely with the Newsletter Editor to ensure the timely distribution of the monthly newsletter. The Publisher updates SCFF's WordPress website to ensure the monthly newsletter is available online. The publisher will also create and distribute the notification email to the membership with pertinent information such as speaker, raffle prizes and fly tying. Publishing is done around the 4th Wednesday of the month after completion of editing and takes 2-3 hours. The Publisher needs to be proficient as the Admin for WordPress or other website-building systems.

Position: Membership Director

Job Description written by: Bob Peterson

Membership Job Duties General Description

Responsible for maintaining club membership including annual dues memberships and new online members. Also prepares annual Roster with updated club membership, monitors online membership from Square/Visa, and requires some technical knowledge of Excel and Googlegroups.

Specific Tasks

1. Keep accurate and updated club membership information for annual club roster.
 2. Knowledge Excel, Word, pdf, or other database management tools.
 3. Attend and serve of SCFF Board as Director of Membership.
 4. Assist is annual Scholarships by providing Membership badges, patches, and letters.
 5. Work with Treasurer to report membership renewals and new online members.
 6. Make cash deposits to bank for cash memberships, or memberships paid by check
 7. Attend monthly meetings to collect new memberships, or provide new members club information.
-

Position: Monthly Raffle Director

Job Description written by: Jeff Goyert

RAFFLE CHAIRMAN JOB DESCRIPTION

The basics: Acquire prizes

- Promote raffle
- Sell raffle tickets
- Distribute prizes

Usual monthly raffle prizes

- Rod and reel combo (\$120 +/-)
- Medium level prize: bags, nets, boxes of flies, tying gear, vest. (\$50+/-)
- Low end: books, clipper, zingers, Hats, lanyards. (\$15+/-)

Most prizes are purchased through Amazon under the Maxcatch brand, easy to administer in terms of ordering, shipping, and returning.

Other sources:

Rajeff sports (Echo) and Adamsbuilt both offers 50% off retail for club raffles. Orders made by email.

Rouge Anglers kick back 35% directly to the club on items purchased for raffles.

Local Retail outlets such as BassPro, REI, and West Marine will, with gift receipts, allow prize winners exchange options.

Leichi China had great prices but were somewhat difficult to deal with. Their price advantage was lost to a certain degree when the tariff regulations changed.

Guide trips are very popular as raffle prizes. Many guides are willing to do a 50% discount particularly guest speaker guides. Make sure prize winners are aware of the need for bigger than normal gratuity as they are not included.

Best to exclusively use new products for raffle prizes, frequently donated gear is a little too "used" and should be placed on the donation table.

Raffle Promotion

An article should be published in the monthly newsletter to make members aware of the raffle as follows:

*General "hype" paragraph

*Group photo of prizes

*Individual prize photo and description

The ticket purchase procedure should be explained along with the actual purchase "link" administered by the club membership chairman. This article should be submitted to the newsletter editor no later than the Sunday following the monthly Board meeting.

This article should also be sent to the general membership via GoogleGroup multiple times during the ticket sales period to promote additional ticket sales.

Ticket sales online

As members purchase tickets through the raffle portal, the Membership chairman will forward via email to the Raffle Chairman purchase information to include names, physical address, email address, phone, numbers of tickets purchased, and prize preferences.

A ticket purchase worksheet will be created where ticket numbers and prize preferences will be posted. Physical tickets will be created and placed in the appropriate ticket bucket.

A "Thank You" email is then sent to each ticket purchaser.

Ticket sales at meetings

Prior to the start of each meeting and during the break tickets will be sold to attendees. "Free" door prize tickets will be given out and drawn prior to the raffle drawing. Raffle tickets are drawn and winners declared. A GoogleGroup email will be sent out to advise all members of raffle winners and thank all members for their support. Arrangements need to be made to allow winners to receive their prizes.

Monies collected need to be passed along to the club Treasurer. A log sheet recap is used to maintain a record of ticket sales and prize cost, this information is needed by the Treasurer to file annual reports required by the State of California.

Position: Conservation Chair

Job Description by: Bob Gabarino

Santa Cruz Fly Fishing Club Conservation Committee Chairperson volunteer position description

Rev0 19Oct2022 Mission Statement: "To conserve, protect and restore local, state and national fisheries and related habitat through contribution, education and volunteer efforts: with a focus on those waters and fish of most importance to the SCFF membership."

Chairperson position description

1. Annual Conservation Donations: Propose to the board a list of conservation organizations and dollar amounts. This list (and the dollar amounts) typically rolls over from the previous year as a starting point. However, the list and dollar amounts can be altered by adding or deleting organizations. After board approval, the conservation chair mails out the checks (received from the club treasurer) and a letter of support to each organization.
2. Submit an article with a conservation theme to be published in the monthly newsletter.
3. Keep the club informed on conservation news and opportunities to send letters to federal, state and local elected officials. A good source of current issues is: Mark Rockwell, President and VP Conservation

Northern Calif. Council Fly Fishing International mrockwell1945@gmail.com (contact him to get on his email list)

4. Seek out opportunities to involve the club in hands-on activities to support conservation organizations. Some local suggestions; Monterey Bay Salmon and Trout Project and the Coastal Watershed Council.

Position: Fishouts Chair

1. Member of the board which usually meets on the third Wednesday of the month.
 2. Arrange for club fishing outings called “fishouts” on an annual basis.
 - One a month and not overlapping is ideal but not necessary.
 - No responsibility to organize the fish out unless you sponsor one.
 - Be a resource person to the outing leaders, who are known as “Fishmasters”
 3. Encourage members to sponsor and organize a fishout. Ways to solicit:
 - Announce add club meetings.
 - Article in newsletter.
 - Ask members who talk about or post where they have finished.
 - Call prior fishmasters.
 4. Helpful information for prospective fishmasters:
 - Emphasize that it can be structured to be very simple, complicated, or anything in between.
 - They do not have to guarantee the catching, weather, or even be an expert at that fishery.
 - Provide and go over the “Helpful Sheet For Fishout Leaders”.
 5. Fishout Schedule:
 - When member decides to do an outing, get pertinent information. Include: dates, times if appropriate, location, type of fish, fishmaster’s name and phone number. If all details have not been decided upon, it can be put on the schedule as to TBA.
 - Maintain your own list and work sheet.
 - Some outings require reservations to be made well in advance, so add to the schedule, even if it’s the next year.
 6. Follow ups:
 - Check schedule monthly in the newsletter for completion and accuracy.
 - Check fishout write up monthly for clarity and completeness.
 - Encourage fishmaster to announce the outing at club meetings. If not available you can make the announcement.
 - After the event get feedback and thank the fish master.
-

Position: Social Media / Communications Chair

Job overview: SCFF uses Instagram and Facebook to promote club activity and to engage its membership base. As the chair person for this role, your role is to solicit and post content from club members, check in on media content engagement and respond appropriately.

Types of content that should be posted:

- Monthly meeting reminders
- Monthly fly tying reminder
- Conservation efforts made by the club
- Fishing pics and videos
- Fishing or club related pics and videos (fly tying, nature, people, etc)

Note: Instagram posts get automatically uploaded to our [SCFF.org](https://www.scff.org) website. This website is how many newcomers find us and how many existing members engage with the club. A post to Instagram equals a post to our webpage so it reaches two broad audiences.

Gathering and soliciting content:

- Stay current with club events by reading the SCFF newsletter and Google Groups emails. Post any relevant cause to FB and IG to help build awareness and increase participation.
- Reach out to membership base and solicit photos, video or other content that would make good Instagram content posts. Using the Google Groups email can be effective but I've found that the best way to get people to respond is to be out in person at club functions and ask folks one on one. Another strategy that works is to follow club members on IG. If they post something interesting, you can direct message them and ask them if you can post their content.

Check in on club social media platforms (Instagram and Facebook):

- Read any replies or comments and respond as necessary.
- Inappropriate comments should be promptly deleted from posts.
- Decide on what your cadence should be for posting. I typically post twice a week in IG but that number will go up during peak fishing seasons.

Communication to Board and club members:

- Provide growth and engagement numbers
- Solicit content needs moving forward
- Ask for ideas or upcoming events that should be on your radar.
-

Position: Programs Director

Awaiting info

Position: Annual Fundraiser Coordinator

Annual Dinner Coordinator

- + Secure venue and have the treasurer give a check for deposit and later for full payment. Also may need cash for tipping those outside the club who help.
 - + Buy raffle ticket rolls and reserve ticket tumbler for the date. Also reserve tables, table cloths, chairs, etc. and arrange delivery to site. Arrange return of all items.
 - + Follow-up that those in charge of advertising, ticket printing, ticket sales, volunteer lists for needed duties, set up and cleanup, etc are actually getting their jobs done.
 - + Check that those responsible for BBQ, cooking food, food and drink acquisition are doing their jobs.
 - + Check that the raffle director has all items acquired and displayed, and clean-up after.
 - + Check that everything for the slide show and merchandise sales is present and ready to go.
 - + Stay at the venue until everything is clean and removed.
-

Position: Fly Casting Master

Awaiting info

Position: Facilities Coordinator

Maintain good relationship with the Grange Rental Manager

- We believe that the Grange is an ideal location for the SCFF club meetings because of its location and monthly rental price for 3 meetings. The facility manager will help to maintain a good relationship with the Grange Rental Manager to ensure that we continue to be able to rent the location.

General Meeting Setup:

- Open the Grange for general meetings by 6:00 pm. Early members can help to setup the room.
- 4 tables are needed along the side where free items, fly tying, logo clothes and membership are set up.
- 2 tables are set up for the raffle in the corner
- 1 table is needed in the front for the audio/visual equipment
- 50-60 chairs need to be set up.

Optional:

- In the past, the club has provided coffee, water and snacks in the side room prior to the meeting. The facility chair will help determine whether this makes sense.

Rules from the rental agreement. Clean Up and Set Up (*self clean and leave no trace*)

The hardwood floor in the main room is expensive and easy to damage. Therefore:

- DO NOT drag tables and chairs on the hardwood floors. DO NOT move the white benches away from the walls.
- DO NOT take chairs and tables outside without conferring with the rental manager prior.
- Smoking only allowed on the freeway side of the building

Prior to scheduled exit time you are expected to:

Hall Area

- ☐ Clean and wipe down any tables used, stack the chairs and tables neatly.
- ☐ Take out the trash and replace the plastic liners in the trash cans.
- ☐ Clean the floors, Sweep or dry mop at a bare minimum.
- ☐ Check the stage area, floor clean and curtains proper
- ☐ Check the walls and counters for tape, or decorations that may have been overlooked.
- ☐ Check that all doors are closed securely, (push on them to check them)

Bathrooms:

- ☐ Trash cans empty
- ☐ Wipe down the counter and sink tops
- ☐ Porcelain fixtures are clean
- ☐ Check the mirrors and stall panels for cleanliness
- ☐ Clean the floor (in front of the urinal)

Exterior:

- ☐ Check the parking lot for litter, cigarette butts, coolers of ice dumped randomly, etc.

Position: Youth Scholarships Chair

Youth scholarship coordinator

- +In February contact the scholarship coordinators at each of the 8 county public high schools, and email them the details of the scholarships offered by SCFF.
 - + In April, follow-up on those who have not responded.
 - +Find out when and where awards night will be at all the schools. Coordinate getting checks from the treasurer, congratulatory letter from our club president, membership packet information from our membership chairman, and compiling all these for presentation.
 - +Personally attend the awards night to present the scholarship, or contact club members to do this (it is common for 2-3 highschoools to have the event on the same night)
 - + Follow-up by email or phone with those recipients who will remain in our county for college and remind them that a free club membership is included, and invite them to club meetings, casting clinics, etc
 - +Send a thank you email to the scholarship coordinators at the high schools.
-

Position: Technologist Chair

Purpose:

The Technologist Chair helps the club evaluate, maintain, and modernize its use of technology to improve communication, engagement, and overall operations.

Responsibilities:

- Assess and recommend technologies that enhance club operations, communications, and member experience.
- Evaluate the effectiveness of existing tools, including:
 - **WordPress** – website and newsletter
 - **Google Groups** – bulletin board and member discussions
 - **Zoom** – hybrid meeting platform
 - **Square** – credit card sales and event payments
- Identify opportunities to streamline systems or transition to better alternatives when appropriate.
- Review and suggest updates to the club's **website** to ensure it is:
 - Engaging and attractive to potential new members
 - Informative and user-friendly for current members
- Work with other officers and committees to integrate technology solutions that support:
 - Membership management
 - Event registration and promotion
 - Online communications and outreach

- Serve as a resource for troubleshooting and supporting the club's digital tools.
- Keep informed about emerging technologies relevant to non-profits and hobbyist organizations.
- Provide brief reports or recommendations to the Board as needed.

Skills & Qualifications:

- General familiarity with website management (WordPress preferred).
- Comfort with cloud-based tools such as Google Workspace and Zoom.
- Ability to research and recommend user-friendly digital solutions.
- Interest in improving how technology supports the club's mission and member experience.

Time Commitment:

- Attend monthly Board meetings (in-person or via Zoom).
- Estimated 2–4 hours per month for review, communication, and implementation tasks.