



Minutes

CCSF Board Meeting

January 19, 2008

Scheduled for 10:30 a.m. – 2:00 p.m.

Beach Café – Dana Point, California

Meeting called by President, Linda Bamford

I. Roll Call

On January 19, 2008 the Board Meeting of CCSF came to order at: 11:25.

Members present were: Linda Bamford, Forrest Nelson, David Clark, Don Van Cleve, Paula Selby, John York, Carol Sing.

Members Absent: None.

References to board members in the minutes are by initials LB, FN, DC, DV, PS, JY, CS respectively.

II. Approval of Annual Meeting Minutes

1. All members signed the minutes in approval.
2. A brief discussion of FN's suggestion to change the Mission Statement in the CCSF By-Laws was new information and not part of the October 2007 Minutes. LB indicated the undesirability of frequent By-Law changes and suggested we take time to consider what other changes the Board may want to consider and then finalize any changes at our next meeting. It was noted that there is currently no electronic version of the By-Laws available.

III. Report of Committees

1. David Clark – Info and Website
The CCSF Website is still under construction. PS spoke of a prospective merchandise page on the website which would include product photos of items available on Café Press. David also shared his vacation plans and agreed to posted the dates on the CCSF Calendar.
2. Forrest Nelson – Newsletter
FN and LB discussed Linda's suggestion that the news letter not be overcomplicated. Nor should it be produced on a rigid schedule. FN intends a March installment.
3. Paula Selby – Support and Café' Press
PS mentioned solicitation of volunteers through the newsletter. Also the idea of acknowledgement of support personnel at the yearly banquet. The gathering and sharing of support contact information was also mentioned. Paula intends to create a electronic roster of possible support people during the 2008 season.
4. John York – Membership Files
JY provided the membership file in Excel spreadsheet format via email to all members prior to the meeting.

IV. Report of Officers

1. President – Linda Bamford

LB spoke about bank account security and two separate bank accounts for the organization. The President and Treasurer are to have password access to the Working Account. A Money Market account that earns interest will be maintained for long term balances. The Vice President and Secretary will have password access to the Money Market account to transfer balances into the working account when necessary.

2. Vice President – John York

JY presented a check in the approximate amount of \$6,000, the remaining long term balance of the organization under its previous format, to CS. JY mentioned boxes of items, e.g. awards, patches and shirts that are still in his possession. The merchandizing of such items was suggested by PS and LB.

3. Secretary – Don Van Cleve

DV spoke of ironing out the format and procedure for agenda and minutes production with LB.

4. Treasurer – Carol Sing

CS reviewed working account details to date, providing a financial statement and a Washington Mutual account detail sheet to the board. Income of \$5,400.00, Expenses of \$3,849.55 and a balance as of 12/31/07 of \$1,550.45 was reported.

Timing of fee payments to sanctioning organizations and the numbers of medals on hand after the year's events and the medal and awards expenses stated in the report were discussed. It appeared that most if not all the coming year's requirements are in stock from the 2007 order. CS reported that the fabricator keeps design formatting for three years and that after that time such records could be purged in the normal course of business requiring a new submission from CCSF and a setup fee. DC and CS discussed how such fee and resubmission might be avoided. CS will research the matter.

V. Business Agenda

Prior to listed agenda items JY asked about group email addresses for CCSF. PS suggested icontact or Yahoo Groups as an e-mail manager for the CCSF membership and newsletter. The matter was tabled pending investigation.

1. Voting Members – what is a "Voting" Member

a. Recommendation by LindaB

LB suggested a maximum of 30 voting members. Such members would be appointed by the board at a rate of no more than five per year. Two letters of recommendation from members of the board expressing qualifications for voting membership would be required, followed by a vote of the board. Only voting members would be eligible to be elected to the board. Voting members would be permanent unless they resigned or died. LB said that these specifics were expressed as a starting point for discussion.

The question of ongoing involvement or lack of it on the part of such members was discussed in the context of possible dismissal of voting members. Also the question of what matters the voting members would vote on. It was generally agreed that the voting members would vote only on election of the board, and that the board would then conduct all other business including by-law changes.

DC questioned the number of voting members and requested specific examples of qualified individuals who might be nominated. Approximately eight individuals were mentioned who had qualifications. DC expressed several criteria to be considered in selecting voting members: commitment to and involvement in the organization, ocean experience; willingness to help strangers.

LB moved that:

- 1) The Voting Members be selected from current membership.
- 2) Nominees must have two letters of recommendation expressing qualifications.
- 3) The appointment must be approved by a vote of the board.

- 4) Voting Members are responsible to elect the board.
 - 5) There will be a maximum of 20 Voting Members.
 - 6) Term of voting membership is until death, resignation, or by a Board voted dismissal in the event of non payment of dues or too little involvement in the organization.
- The motion was seconded by JY and PS.
The vote was unanimous.

2. Membership Strategy

Discussion of membership was conducted after the corporate budget below and to some degree mixed with it.

LB asked the board to consider what members get for their fees. JY, PS, DC spoke of 'joining to swim' and its production of single year memberships. It was pointed out that the Santa Barbara federation charges \$1,500 for lifetime membership. The status of CCSF participation as a desirable membership in an "elite" organization composed of many exceptional individuals of high achievement was considered as one of the attractants for revenue, contributions, involvement, and long term membership.

JY question the idea of including membership fees in the banquet fee, perhaps accompanied by a gift such as a logo t-shirt. There was some concern that this might discourage attendance at the banquet due to lump sum expense. Differential banquet fees for members and non members were suggested by PS. At several points during the meeting the possibility of limiting the attendance of non-CCSF members to the family and spouses of members was discussed, thereby encouraging all other prospective banquet attendees to pay their CCSF dues. DC thought the banquet should be open to all due to its likely function as an inspirational and motivational experience that helps to produce more swims and revenue.

A flyer with merchandise pictures to be available at the banquet was mentioned by PS. DC – Observer forms also (completed ones for the year's swims?). The use of noted swimmer models for products was suggested.

3. Membership Dues & Swim Fees

a. Corporate Budget

LB guided the board through a list of expenses on a sample budget. Income was then considered with modifications to the projections for numbers of sales and fees. Numbers were entered on a blank sample budget during discussion, and in an Excel spreadsheet in LB's laptop. Income projection was reduced through conservative assumptions from \$10,180 to \$5,730. Several changes to expenses were made including the number of meetings requiring mileage compensation, reduction of payment for board meeting expenses, reduction of observer compensation, and elimination of the On Board Observers Kit. PS and JY indicated that based upon previous sales at the banquet they felt that product sales through Café Press would provide substantially higher income than was currently assumed. Expenses were reduced from \$10,030 to \$5,730, for a net income of \$320 and with substantial capital and working account balances at the beginning of the year.

The reimbursement of expenses by Board members to attend and travel to Board meetings was amended for this year pending further development of income and experience with the budget. CCSF Board members voted to pay for their own meals and refreshments during meetings and mileage reimbursement was limited to three meetings per calendar year. Board members will not be reimbursed for mileage to travel to four or more meetings per year. The vote was unanimous.

DV mentioned the possibility of carrying on some business via blog, avoiding the expense of one of the meetings during the year. LB pointed out the length of our current meeting and suggested that during the complexities of initial setup of the new organization, face to face meetings may be necessary.

Fee increases for relay and solo swims and memberships were considered during the income and expense discussions. Relay and Solo fees were increased to \$210 and \$150 respectively. Annual membership and lifetime membership were increased to \$25 and \$250 respectively.

Due to a lack of time the following items will be addressed at the next Board meeting currently scheduled for Sunday February 24, 2008.

VI. Wrap Up and Adjournment

1. Develop new CCSF Application Forms

DC will be provided with application form concerns, suggestions and changes.

A tentative date for the next board meeting was set for 2/24/08. The following tentative agenda topics for discussion were proposed.

Online Applications.

Liability and safety.

USMS and liability insurance for board members.

Board of Directors insurance.

Minimum age to swim.

(DC noted current age 12 in context with FINA, age 14, and England, age 16.)

Billing strategy.

Mission statement. Icontact, google accounts (FN)

Expand mission to include wider range of swims related to Catalina. (FN)

The meeting was adjourned at 2:27 PM.

Respectfully submitted,

Donald R. Van Cleve, Jr.
Secretary, CCSF