

Sequim Picklers
PO Box 3441
Sequim, WA 98382

Board of Directors Meeting Agenda

Feb 17, 2018, 12:30pm
The Fifth Avenue

- 1. Call to Order**
- 2. Secretary's Report (Denise)**
 - *Quorum status*
 - *Approval of Minutes of December 10, 2017 meeting.*
- 3. Treasurer's Report (Katinka)**
- 4. Member Comments:** *Member comment period (limited to 3 minutes per member with exception of pre-arranged presentations).*
- 5. Unfinished Business**
 - *Moved to FUTURE TOPICS in lieu of important NEW BUSINESS.*
- 6. New Business**
 - 1. Policy Clarification - Challenge Grant (CG):** *Review and approve formal policy statement summarizing all changes made due to accepting the Challenge Grant. Update Outdoor Coordinator job description as necessary. (Debbie)*
 - 2. Marketing and Communication Plan for CG policies:** *All of the CG policies need to be communicated to the membership; both as a reminder to the members that participated and to the new members who don't know the details. The communication has to be done with a view toward gaining buy-in and mitigating any negative response to the changes in dues coming up this spring. Discuss and assign with a due date for board to review plan (Debbie)*
 - 3. Continuation of the Bronze/Silver/Gold buy-in and buy-up:** *In addition to #2 above, a strong marketing and communication plan should continue driving people into the capital campaign fund and 'buying up' to gain more benefit and value from the club. Right now the only mention of the contributions is done passively in the member application. Communicate a cutoff date for including names on the recognition plaque. Discuss and assign with a due date for the board to review plan (Debbie/Katinka)*
 - 4. Strategy - 2 year plan:** *The commitment to design, fund and build the courts is done - now we need to focus on the club and it's members. Continuing to drive club growth and demonstrating value is critical. We must put together our vision and 2-year plan for the club. From that, we can then reassess roles, responsibilities and tasks and make sure our 'brand' is clear and consistent to the public. We need to elevate our image in the community and start giving back. We must work hard to leave a good foundation for the next slate of officers. It will need a strong communication plan to the membership. Set date for several Board workshop meetings - assign facilitator (Debbie)*
 - 5. Income / Cash flow:** *Part of the 2 year plan needs to address the club's changing financial approach. Dues and fees will no longer be our source of income for operating expenses since so many people have bought into the 'metal' funding. We will have a minimum of \$3000 - \$5000 worth of operating expenses each year and probably the same for court maintenance - where is*

the money going to come from? Fundraising should be planned and organized around a very few, successful tactics. This will also need a strong communication plan to the membership. Set date for several Board workshop meetings - assign facilitator (Debbie/Katinka)

6. **Officer Vacancies:** Arvo will appoint a new Nominating Committee in March to fill 3 positions in 2018: Vice President, Treasurer, and Secretary.

7. **Committee Reports (5 minute updates)**

- Court Construction - (Christiane)
- Pickleball Court Operations Committee- (Christy)
- Recognition Plaque Committee - (Robert/Katinka)
- Ribbon Cutting Ceremony (Ruby)

8. **Future Topics (prioritize and date)**

- Court Signage - approve expense for PCOC to order signs. (vote)
- Fall Tournament - proposal & budget approval. (Christy)
- Lock in the 2018 fee schedule - proposal? When? (All)
- Past Grant Conditions & Requirements - (assigned to ?)
- Visitor fees at new courts - (proposal?) (Jan)
- 501c3 Process: Status - (proposal, when?) (Katinka)

9. **The next Board Meeting** will be March 10, 2018, to be announced.

10. **Adjournment**

Ticklers:

- WA State Non-Profit Corporation annual report due **4/30/2018**. Action Secretary
- State of WA Business License expires **4/30/2018**. Action Secretary
- Charity State Registration check status **11/30/2018**. Action Treasurer
- SFA agreement expires **12/31/2019**. Action President/Vice President
- First Federal Grant Agreement summary due. **3/31/18**. Action Treasurer
- First Federal CD expires on **5/19/18**. Action Treasurer