

## **IRC Board Meeting Minutes: 2018-09-10**

**Attending: Janet Klochko, Ed Couch, Tracy Barta, John Baker, Willie Black, Andrew Purdie, Liz Kryder-Reid, Sue Iffert. Guest: Jason Maclean**

### **ED Report**

Coffer dam peninsula: We have seen some action on this topic. Danny met with Don Colvin. The city is planning to place large rocks (Rip Rap) on and around the peninsula protecting the start line from storm debris. Anticipated completion of this work by April, 2019.

The Starting Docks: Ryan (of the Sports Corp) will approach the Capital Improvement Board with a proposal to repair the start docks in support of the NCAA Championships and other events that bring dollars to the city.

The mayor's office is NOT planning to lift the horsepower restriction on Eagle Creek Reservoir. There were apparently a lot of calls from the public to the mayor's action line!!

IRC has hired a Communications Intern. Her name is Elisa Poer.

Sixty-nine juniors registered for the fall season at a fee of \$1100 each. We have four juniors with scholarships, and the scholarship dollar amount has not been increased.

It is difficult to obtain a count of active rowing center members, since Wild Apricot is based on open accounts receivable.

We are planning to move the Masters program to I-Crew system.

The board would like some tracking of the yield of the Juniors' call-out meeting to see how many people follow through and join.

There are enough Juniors enrolled to fund participation in the anticipated fall regatta schedule for 2018.

## Outreach

We continue to work on improving our presence on Social Media.

The Joseph Maley Foundation program was very successful with 4-6 participants every week and plenty of volunteers, but the VA had to cancel two sessions due to lack of interest. No veterans signed up.

The Cancer Support Community group starts this week.

BOSMA – we have nothing started with them. Andrew Purdie will follow up with them.

## Events 2019

Indy Indoor Sprints – Feb 2

High School Sprints – May 4-5

Not hosting Big Ten

NCAA Championships – May 30-June 2

Indy Summer Sprints

Head of the Eagle – Oct 5

The Audrey Lupton 5K will be October 20, 2018. Organizers are hoping to add some more events and increase the breakfast offerings.

## Treasurer's Report

Our cash position is down a bit. We are still operating in a cash-neutral position, so we are not addressing the depreciation and fleet replacement, yet.

Profit & Loss reports have been produced by entering the 2017 data and entering and reconciling 2018 data in QuickBooks. We are now able to capture the data for expenses.

2018 Income is a bit lower than 2017, but costs are not down.

Suggestion was made to consider Corporate Team Building events as income-generators.

**Voted to** approve the minutes of the July 9 board meeting

**Voted to** invite Jason Maclean to join the IRC Board as Junior Boosters Representative. Marian Couch is resigning from the board.

### **Fundraising**

Organizers want to expand the Audrey Lupton run event.

Trivia game night was proposed.

The 2018 boat campaign is about to start. We need 100% participation from the board members. Andrew would like to set a goal of \$15,000 total from the board.

**Voted to** approve the 2018 Strategic Plan as laid out by Doug Stemmler.

Janet and John Baker are working on defining the responsibilities of the executive director position and to establish a procedure for annual performance review.

The Peace Learning Center is discussing renewal of their Memorandum of Understanding with the Park, and they have asked to see our MOU. Our MOU expires in 2023.

**The next IRC Board meeting is November 12, and Janet would like to hold that meeting at her new home in the Broad Ripple Area. Meeting time is 6pm, at 6770 Spirit Lake Drive, Unit 202.**

### **Attachments:**

**Executive Director's report**

**Treasurer's Report**

**Executive Director Report**  
**BOD Meeting – September 10th, 2018**

**Peninsula repair**

**Horsepower Limit on EC**

**Communications Intern**

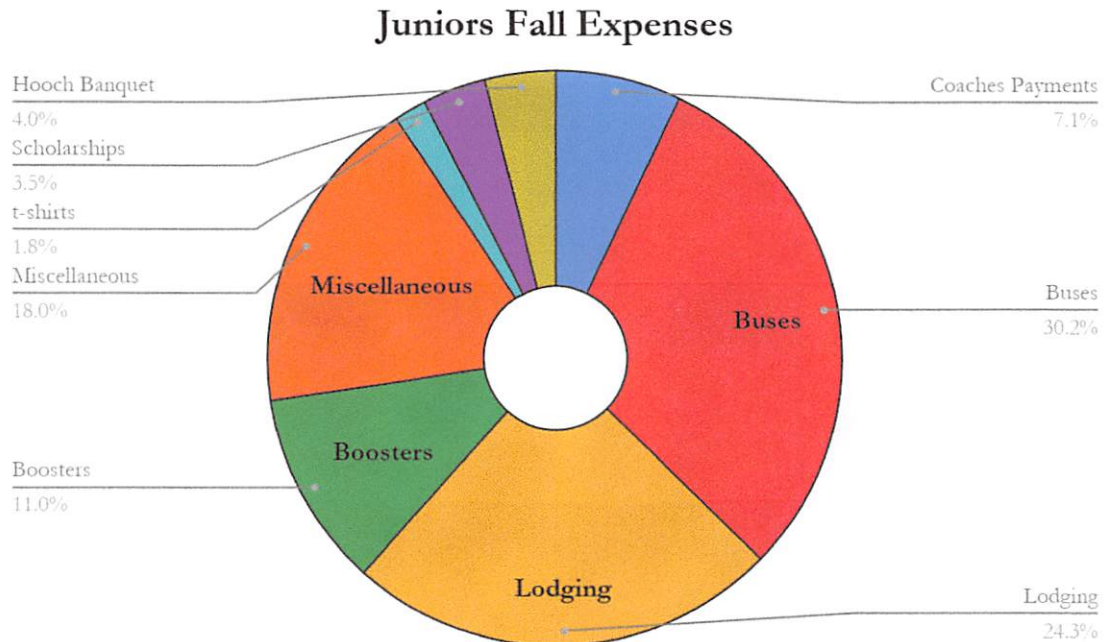
**Membership**

- Currently we have 342 members with 1195 Contacts.
- I have been following up with individuals with lapsed/not renewed membership to clarify their intentions for 2018.
- Working on aging receivables...most outstanding balances are either brand new or over 90 days lapsed

**Programs / Classes**

- August LTR - 20
- September LTR - 9
- October LTR - 3
- Training Schedule –
  - Juniors – M-F, 4:30-6:30pm
  - Competitive Masters - T/Th, 6:30-8pm; Sat. 8-10am
  - Recreational Masters – M/W, 6:30-8pm; Sat. 8-10am
  - Yoga - Tuesday 5-6pm, Sat. 10-11am
  - IUPUI - Mon - Fri. - 7-9am
- Cost –
  - Membership - \$400
  - Recreational or Competitive Masters - \$400
  - 30% off for Young Adults

- Juniors for Fall 2018 - \$1100
- Juniors Fall Season - 69 completed registrations, 6 partials



- membership trending and Juniors recruiting trends for November board meeting

#### Social Media

- IRC is active on Facebook and Twitter
- Facebook stats
  - In July/August on FB, this has happened
    - we spent \$61.09 on 3 ads
    - we have reached 5,250 people through boosted posts
    - page views increased 39%
    - video views increased 88%
    - 1020 followers on Twitter
  - I attended a Social Media for non-profits through the United Way on August 29th...lots of good information and strategies that we will try to implement in the coming months
- I have met with Brett Williams from Indiana Sports Corp. to help with Communications and enlist some volunteers with doing press write-ups etc.

#### 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 –

- 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.
- Met with Kathy Langdon on Friday March 16th - possible STEM tie-in
- Cancer Support Community
  - Will start back up with CSC class once a week right after Labor Day - September 5th
- Pike Fire Department
  - Wellness Wednesdays -
- Veterans Administration
  - Class once a month from April to October for 2018
- Joseph Maley Foundation
  - once a week for 6 weeks in the summer 2018
  - we served between 4-8 athletes each week

## Events

- Future Events - Will start working on dates for 2019 events...
  - Indy Indoor Championships - February 2nd, 2019
  - Junior Sculling - May 4th (tentative)
  - Junior Sprints - May 5th (tentative)
  - Big Ten's - not planning for 2019 but back in 2020
  - NCAA's - May 28th - June 2nd, 2019
    - Erik Johnson - Chair
    - I have had preliminary conversations
    - working with the Indiana Sports Corp to request infrastructure funding from the CIB
  - Indy Summer Sprints - June 22nd, 2019
  - Head of the Eagle - ???
- Events still in 2018
  - No Head of the Eagle this year
  - 2nd Annual Audrey Lupton 5K - October 20th, 2018
- VisitIndy Economic Impact Data
  - NCAA - \$1.1 million
  - Big Ten - \$387,000

## Fund Development

- Michael Browning - has tentatively committed to \$10,000/year over the next 5 years...working with Erik on agreement
- Mayor
- VisitIndy
- CIB
- working with fundraiser committee on 1-2 events for this year to add to the scholarship or boat fund.

## 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.

# Memo

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**Date:** 9/10/2018  
**To:** IRC Board  
**From:** John Murphy  
**Subject:** IRC September Financial Statements

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All,

Agenda items for September meeting:

- 990s
- Financial Position
- New Dues structure for Juniors
- 2019 Budget

2017 Financials should be on their way to Pile for the 990s. These were late again this year as the Quick Books process was ironed out over the summer. .

The cash position as of Sunday is

- Club cash: \$22,974
- Capital account: \$6,430
- Boosters: \$5,168

This \$34,287 cash position is bit down from the beginning of the year due to equipment purchases, specifically a new batch of oars. Not all fall income is in and essentially none of the expenses are. Some of the benefits from the increased dues are therefore yet to be realized. It does reflect the net revenue neutral situation we have been in for the past few years.

I will start the budget in late September for discussion in November.

Respectfully,  
John Murphy  
Treasurer