

## TCOTC Board Meeting September 13th, 2016

Meeting called to order at 7:02 by Steve Dent

**Members present:** Kate Anders, Steve Voeller, Steve Dent, Barb Yanish, Ben Rimbey, Nanette Malcomson, Jane Jacobson, Anne Schenk, Anne Bentley, Mary Steinbauer, Judy Dove (late)

**Absences:** Corrie Barrows,

### Officer & Staff Reports

#### Managing Director's Report

- AKC agility trial– great success and Anne S wanted to thank Anne B and her team.
- New individual door codes have been issued.
- Budget: Making good progress pulling together details and existing data. Hoping to use this year's numbers to build a 2017 budget and present it for approval at the December board meeting.
- Marketing Plan: Ben, Anne M. and Anne S been working together on a draft framework with both short and longer term ideas. Requesting help with branding question (see discussion section below) **Action: Anne will e-mail out draft of framework for review to discuss next meeting**
- Staff Evaluations: Had conversations with several department heads about this.

#### Office Manager's Report – Nanette Malcomson

We've been extremely busy! Everything is going well. Wonderful to have Anne S on board. Custodians apologized for being less available in July/August but are now both less overwhelmed and back to good health.

#### Treasurer's Report – Mary Steinbauer

Mary e-mailed it before the meeting. We discussed briefly that while event income is increasing, so are event expenses so we should consider that as we sort out how to continue to increase income at the club.

*Kate move to approve August financials. Steve D seconds. 5 yes (Ben, Kate, Barb, Steve V, Steve D), 0 abstain, 0 no – motion passes.*

#### New Member List – Stephen Dent

*Kate moves to approve new member list. Ben seconds. 6 yes, 0 abstain, 0 no.*

#### Staff Reports:

**Anne Bentley** – We've had some new members come down from Little Falls. We have a few new staff. Our agility trials have been filling and we are adding FAST (AKC class). Have 2017 and some 2018 judges picked. Have additional events in the works. Will be starting a new foundations class mid-October.

**Jane Jacobson** – Puppy and Tweener programs are taking off. Basic is filling. Some tier two are not filling so much and Jane is working with staff to try to do more promoting of them. This year's obedience trials (total of 4 in one weekend) will be bringing in 4 out of state judges and will likely only break even. Tracking test will come up at the end of October. Both tracking test and obedience trail will need volunteers and will be occurring close together on the calendar.

### New Business

#### Review and Accept TCOTC Organizational Chart

*Kate moves to approve Steve D.'s updated org chart. Judy Seconds. 6 Yes, 0 abstain, 0 no*

#### Renew Dogs and Storks Contract for 2016-17

*Judy moves to approve the contract. Barb Seconds. 5 Yes (Judy, Barb, Steve V, Steve D, Ben), 0 no, 1 abstain (Kate – conflict of interest)*

#### Review of exterior mural proposal

Janna has been working with an artist to look at options for painting a mural on the exterior of the building to improve visibility. The mural would be on the side with the dock doors and the logo would be on the NE corner of the building near the parking area. The proposal Janna came up with from this artist is \$7650. Draft drawing was viewed by the board. Steve D requests Anne ask for a cost for just the logo and arrow on the NE side of the building, and maybe changing the front sign to have a big DOG TRAINING and a smaller TCOTC. Also a question about possibly looking at the interior entrance wall rather than the exterior. Lighted sign? Awning?

**Action Item: Anne S will take these questions back to Janna and the artist to get more numbers and ideas**

#### Review of selected financials

Anne walked us through graphs illustrating some of the key data from the Jan-Jul 2015 and 2016 financial data.

**Marketing platform review**

Anne will e-mail this out to the board to review in preparation for next month's meeting.

**Discussion – “What does it mean to be a Club member?”**

We discussed.

<b>Unfinished Business</b>
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**Review Class Prices –**

Deferred - Ben Rimbey and Anne Schenk will coordinate

**Merchandizing – In-Club / Online -**

Deferred

**Business Item**

Item Discussion

*Actions Taken*

**Future action items**

*Ben moves to adjourn. Meeting adjourns at 8:55pm*