

TCOTC Board Meeting February 14th, 2017

Meeting called to order at 7:01 by Stephen Dent

Members present: Kate Anders, Stephen Dent, Judy Dove, Ben Rimbey, Ann McKasy, Vanessa Niemi, Nanette Malcomson, Anne Schenk, Mary Steinbauer

Absences: Karen Radford (remotely called in for second half of meeting), Barb Yanish, Jane Jacobson,

Officer & Staff Reports

Managing Director's Report – Anne Schenk

Marketing Plan updates: Testing paid facebook advertising – both months generated 6-8000 people reached and 300-400 clicks to our newsletter. Facebook page is almost to 2000 likes. We are proposing an open house at the club in early June. Goals are get to know members, draw in new members, test run some media listing relationships, and showcase our offerings. Hoping to make the event at least cost neutral or, hopefully, even profitable. More details at next board meeting.

Facilities update: Thanks to Stephen and Karen for painting the front hall area – feedback has been positive so far. We are looking at options for what next. There have been some issues with hanging the sign on the North side of the building. Anne suggested an adjusted recommendation at the same price point.

Retail sales: Up \$1000 from this time last year! Thanks to Vanessa for her hard work.

Office Manager's Report – Nanette Malcomson

Classes have been filling well. Corrie, Anne, and Nanette worked out the details of handling the refund policy and are now giving consistent information. Refund policy is now clearly listed on the website. Janna needs to stop running our website – Anne will take it on and Ben has offered to help.

Treasurer's Report – Mary Steinbauer

Kate moves to approve January financials. Judy seconds. 5- Yeas (Judy, Ann M, Ben, Kate, Stephen), 0-no, 0-abstain. Motion passes.

New Member List – Corrie Barrows

E-mailed.

Staff Reports:

Anne Bentley: Absent

Jane Jacobson: On vacation.

New Business

Review and Approval of TCOTC's Business Dashboard

Board reviewed dashboard and targets and agrees to give this method for tracking progress a try.

2017 TCOTC Financial Objective

Stephen: Should we have financial objectives? Yes. To be revised next month.

Preliminary Club Overhead Cost

Karen presented remotely her preliminary draft on overhead estimates. Karen will seek input to update the draft for accuracy and we will revisit next month.

Job Description for Financial Officer – Vote needed

Ben moves to approve the job description with the adjustment to the job title being Financial Office/Account Manager. Judy seconds. 6 yea (Kate, Judy, Ben, Karen, Stephen, Ann), 0-no, 0-abstain. Motion passes.

Kate Moves to hire Mary as the Financial Officer/Account Manager. Ben Seconds. 6 yea (Kate, Judy, Ben, Karen, Stephen, Ann), 0-no, 0-abstain. Motion passes

Exploratory Committee's Project Plan - review

Karen presented, will e-mail group. Plan revisited next board meeting.

Action Item: Board members will review Karen's document and e-mail and provide feedback to Karen. Plan revisited next board meeting.

Board moved into Executive Session at 8:47pm

** DEDACTED FROM PUBLIC MINUTES

Unfinished Business

Review Class Prices – Deferred - Ben Rimbey and Anne Schenk will coordinate

Business Item

Item Discussion

Actions Taken

Future action items

Kate moves to adjourn. Meeting adjourns at 9:05pm