

## TCOTC Board Meeting November 13th, 2018

Meeting called to order at 6:58 by Stephen Dent

**Members present:** Ann McKasy, Anne Schenk, Barb Yanish, Lindy Luopa, Karen Radford, Mary Steinbauer, Stephen Dent, Judy Galbraith, Jane Jacobson, Anne Bentley

**Excused Absences:** Katie Grillaert

### Officer & Staff Reports

**Executive Director's Report – Anne Schenk** –Facilities – Anne has received good feedback on the doors, the stairs, and cleanliness of the building. The landlord will be adding an LED light at the top of the lot to improve visibility. Marketing and Class Fill - People are making positive comments about the graphics by the entryway. Anne did a Frederic special offer – 6 conformation attendees signed up as members for \$10 off. We have added a new Sunday evening freestyle class that filled immediately. Anne met with Anne Bentley and Heidi Fisk about filling the upper level agility classes, including updating the class descriptions. We have a new feedback mechanism that emails people and asks them if they would recommend TCOTC to others. It puts a running tally on our website. Anne added some of the widgets available in MindBody. The calendar view can be looked at in various ways, classes alphabetically, and by day. We need to take a good look at our class descriptions to make sure they are accurate and user friendly.

**Treasurer's Report – Mary Steinbauer** – Mary sent out the financials by email. Obedience Trial entries are up. Judy made a motion to approve the financials. Ann McKasy seconded. All approved.

**New Member List – Anne Schenk** – Stephen made a motion to approve the new member list. Lindy seconded, All approved.

**Staff Report – Anne Bentley** – We hosted a seminar with Kory Kaye this weekend that was as always very good. Kory applied and was approved to be an ACT evaluator so we can have more ACT trials. We have our agility trial Thanksgiving weekend. We haven't filled. We have about 290 runs. This will be the first trial with the new doors and the new stairs. Agility started two new puppy classes and a new foundation class in October.

**Jane Jacobson** – Jane received a lot of good responses about the doors at the obedience trial. The beginning level tracking trial did not fill. Local judges said that isn't unusual right now. The next levels up are filling. Stephen asked how do we revitalize tracking, and find someone to run tracking. Advanced obedience curriculum is being updated. Staff thought we should get rid of the card system for that class. We are also updating curriculum for the tricks class. Staff is also working on a hunting class for next year. Adding these kinds of classes are going to help keep us competitive.

### New Business

**October minutes and financial report vote** – Judy Galbraith made a motion to approve the October minutes. Lindy seconded. All approved. Ann McKasy made a motion to approve the October financials. Stephen seconded. All approved.

#### Review of October 2018 TCOTC's Business Scorecard – Discussion

Action Question: Is it time to do something with the data we've collected? We do review and make decisions based on this information. Anne asked if the board would help with the Creating Community item, to help add value to our membership. Some ideas are adding classes of different interests, adding member events. Even though it takes a lot of time to pull the data, the board feels the scorecard is useful. We are going to stop tracking the class graduation rate since it seems like the least meaningful piece of information.

**2019 Budget projections and planned price increases – Anne Schenk and Ann McKasy** Overview of revenue budget – Increase class fees by 10%, do 2 ACT trials, rental increase during the summer months, increase in product sales, increase member retention, increase new members, 7% increase in membership revenue, more foundation agility classes and modest class fill increases in higher level agility classes. It comes out to a 9% increase overall.

**Executive session – Board discussion of 2018-19 Goals** – The board will work on a presentation for the members and staff. Judy will edit the goals, and Stephen will discuss with Anne.

### Unfinished Business

#### Review and affirm strategic priorities for 2018/19 – Karen Radford

We reviewed the current list of priorities. Karen will send out the list and board members will add their ideas. What is the value of the TCOTC membership? How do we add value to being a member? Club Days? Mini seminars? Halloween fun night brought in 36 dogs, strictly for members. Lindy said people are asking for training videos – that could be a member perk as well.

*Stephen moves to adjourn. Meeting adjourns at 9:10 pm.*