

## TCOTC Board Meeting September 11, 2018

Meeting called to order at 7:00 by Stephen Dent

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

**Excused Absences:** Anne Bentley

### Officer & Staff Reports

**Managing Director's Report – Anne Schenk** – We have a couple of community events coming up: City Pages Hounds and Hops on September 22 downtown, and September 29 at Strut Your Mutt, a fundraiser for local shelters, 9–12 in St. Louis Park. Anne showed us Frederick, a new marketing platform that is now owned by MindBody. This will allow targeted email campaigns, and will use our current MindBody information. Anne needs to get the automatic lists updated before she starts using it. Anne is working on optimizing our website search capacity, using Google My Business. Anne showed us the MindBody Dashboard, which shows sales are up, but attendance is down from last year. Puppy class sales have increased, since we added a class.

**Treasurer's Report – Mary Steinbauer** – *Ann made a motion to approve the financials. Lindy seconded. All voted in favor.*

**New Member List – Anne Schenk** – *Katie made a motion to approve the list. Judy seconded. All voted in favor.*

**Staff Report – Anne Bentley** – Our ACT agility test went well on Labor Day. Anne went to a judge's education training. Our November trial premium is out. The agility waiting list will be done after the next two foundation classes start, and we won't have a waiting list after that; it will be first come – first served.

**Jane Jacobson** – Jane recommends that we raise the price of the card (a block of 6 classes) for the competition classes, from \$50 to \$55, and then by the end of the year to \$60. The price has not gone up for a decade. *Katie made a motion to increase the price of the card to \$60. Judy seconded. All voted in favor.*

Vanessa is about to become a full-fledged teacher, Meghan will be co-teaching with Jane.

### New Business

**Review of August 2018 TCOTC's Business Scorecard** – We reviewed the scorecard. It takes Ann a whole day to pull this information. We discussed that maybe we can get more easily automatizable data from our systems. The class fill rate is an important piece of data. We may look at other measures and see what else is available from MindBody. Ann will take a look at that for next month.

**Review and approval of Volunteer of the Year and Spirit Award nomination form** - Katie Grillaert created web forms for gathering nominations for the awards. We looked at the criteria and the forms. The nominations can be made anonymously. The nominator is not required to answer all the questions. Katie will work Ann to get this on the website and a paper form created.

#### Generating additional revenue: Part I & II

**Part I – Maximizing existing resources and programs – Ann McKasy** Last month we voted to add two new position and to increase some salary rates. We need to generate at least \$2,000 more income per month in order to pay for these changes, and to be in a position to hire the events position. We brainstormed ideas leveraging the new positions. Customer Service Manager – Fill classes, wait/interest lists, prior member telemarketing, poll/survey for interest level in new classes, float new classes to determine interest, smarketing meetings for strategizing, webinars, calendar marketing. Facilities/Rental Manager – Proactive maintenance schedule, energy audit. Existing classes – adding obedience and puppy classes, weekend classes, short classes, additional classes from waitlist.

**Part II – Introducing new program offerings – Lindy Luopa** – Dog DIY classes, meet ups and social hours, webinars, practice app, observer education, canine drill team for demos, walking and hiking club, outdoor classes, events at tap rooms, agility camp, dog yoga.

**Review and affirm strategic priorities for 2018/19 – Stephen Dent** – We reviewed our top priorities.

**Executive session – Managing Director's review – Stephen Dent**

*Stephen moves to adjourn. Meeting adjourns at 9:16 pm*