

TCOTC Board Meeting (12/14/21)

Tonight's Recording Secretary Volunteer - Meera Kannan

Meeting called to order at: 7:03 PM

Members present: Joyce Carlson-Rioux, Tonni-Sue Keinz, Anne Scanlon, Anitra Francis, Meera Kannan, Marsha LeDuc, Mary Steinbauer, Anne Schenk, Vanessa Niemi, Chris Mosley, Jane Jacobson (joined at 7:45 pm), Karen Radford (joined at 8:45 pm)

Excused Absences: Karen Radford

Officer & Staff Reports

Managing Director's Report – Anne Schenk –15 minutes

Staff gifts in the process of being distributed

Barrier repair session being planned for during the winter break
Staff have volunteered to help with this

Draft job description for the Event Coordinator position developed
Job description broken into helping with current events and trials,
identifying new opportunities, determining additional seminars to offer
Much of the position will be crafted in real time and part of job description
is to create more detailed job description
Event Coordinator will not be required to be at every event

Draft Revenue for 2022
More work yet to be done with it - Mary will review
Expense side of budget still needs to be determined
Projections are very conservative and expectation is that next year will be
very similar to this year
Price increase for obedience and agility classes calculated into revenue
projections
Expecting no change in membership numbers or class sizes, Camp K9
numbers expected to be similar as well
Plan to have a final budget for board approval at January 2022 meeting

Annual Meeting
Tuesday, January 11th - small contingent at club but mostly zoom

New Member List – Anne Schenk – 2 minutes

***Marsha moves to approve, Anne Scanlon seconds, Motion passes
unanimously (Marsha, Anne, Anitra, Tonni-Sue, Meera, Joyce, Karen)***

Treasurer's Report – Mary Steinbauer - 5 minutes

Mary will share more later - email questions to Mary after meeting

Staff Report

Chris Mosely – 5 minutes

Attendance is up 18% over previous month, Julia added contact class and weave class doing well

Saige doing mini-weave seminars and those are filling - currently 47 spots filled

ACT test has 26 spots filled

Raffles is being organized and includes various agility equipment
Sign up will be through Mind Body
Raffle will be open to all members

Agility staff meeting scheduled for January 18th - instructor evaluations set for next week

Chris has a request for additional tunnels to be purchased next year (26 inch diameter) and for that to be included in the 2022 budget, Mary said that the money earned from the raffle could be used to buy additional tunnels

Jane Jacobson – 5 minutes

New instructors for obedience - Meera is a new instructor and Taylor is working on co-teaching and learning the curriculum

New assistants also have been added to schedule

Issue that has occurred mainly for Basic Obedience - in the past 3-4 months, they never show up for class and others who never complete the orientation and then need to be rescheduled

For classes that have an assistant, max number that can register raised to 10 - going to discuss with instructors at staff meeting on 12/15

Date found in April for another obedience trial (April 16-17, 2022)

Jane working on getting local judges before confirming dates with AKC
One trial each day (one Saturday, one Sunday)

October obedience trial has three judges confirmed

Camp K9 Report from Vanessa Niemi - 5 minutes

Enrollment down in November and December - some of it due to holidays, some due to snowbirds heading south, some due to owners not being able to fit in with their school schedule

Staff has been understanding about low enrollment - but it does mean that they are sometimes without work and therefore without pay

For month of January, Vanessa will lower price by \$5 to encourage sign ups (\$40 for half day, \$75 for full day) and package pricing will be removed

Update on prices going out to current customers tomorrow (12/15) and then will be included with next TCOTC newsletter

Vanessa has been training each day but is not being paid for those hours to make sure that Camp K9 is not losing money

Anne has been looking into options for automating some aspects: sign ups, billing, scheduling, etc.

Nature of program means that there is not a good fit to handle the needs for Camp K9

New Business

Minutes of last board meeting - 2 minutes

Marsha moves to approve, Anne Scanlon seconds, Motion passes unanimously (Marsha, Anne, Anitra, Tonni-Sue, Meera, Joyce)

Tracking Trial: Letter of Suggestions for future tracking trials from Kati Green (Anne & Jane) 15 min

Kati Green submitted letter to board expressing observations about the TDX trial

- Low fill rate - 3 entries
- Club did not make money on trial
- Getting judges earlier

Note: Kati was not on the committee so did not have insight as to what the committee experienced trying to organize the trial

- COVID caused additional issues
- Judges were very difficult to secure

Proposed Marketing Plan: Anne Schenk - 20 minutes

Create a marketing plan that focuses on the different aspects of the club (obedience, agility, flyball, behavior, therapy, etc.) but tying in the different aspects that focus on the club's brand (positive reinforcement, non-profit organization, innovative, etc.)

Marketing plan would include video vignettes, mailings, online ads, etc.

Main idea is to create messaging that ties everything that TCOTC offers together

Ask from Anne: group of people to help her create the marketing plan, group could include a couple board members or no board members

Anne has many ideas but the group would work together to map out best strategies as well as a timeline

Update and New Ideas following Staff Evaluation Process: Jane Jacobson 15 min

Staff evaluations finished - as requested, there was a balance between low, middle and upper wages

Met with staff after observations and discussed evaluations and what new wages would be in the new year

Criteria used to determine wages included:

- Composite score from evaluations form (high score of 88 and low score of 33, average score of 73)
- Looked at graduation rates for the past year - how many students started the session and how many ended the session (ranged from 69.8-87.5%, average was 81%)
- Staff expressed interested in additional seminars and workshops in obedience skills and focused on dog behavior as well

Evaluation form has room for improvement as an assessment tool

In the end, 3 instructors at \$16, 7 instructors at \$17-19 and 2 instructors at \$20

Plan for Meeting prior to Annual Meeting to Review Proposed Budget 2 min

Anne and Mary will meet with Joyce and Karen, and then will discuss it at the next board meeting

Unfinished Business

Covid Policy/Present Situation update - report from covid subcommittee - Anitra, Anne Scanlon, Joyce - 2 minutes

Covid Policy/Mask Policy Discussion - 10 minutes - should policy change for trial situations?

Omicron variant has changed the course - rates have increased

From Anne's survey to staff:

- Staff happy with how club has handled the pandemic
- Staff are OK with adding additional handlers to their classes
- Staff feel that lifting mask mandate should be based on some technical data and not based on feelings
- Staff feel renters should follow the policy same as those attending classes as TCOTC

Moving forward, for classes in meeting room or in the star room, only one handler due to space and social distancing guidelines

Classes in the ring room can increase to one additional handler

If Changing Attitudes class in star room decreases to 6 handlers, then could potentially increase to two handlers per dog but should consider increase in cost of class (currently \$140 for 6 weeks)

Board Openings for 2022 (added at the end of the meeting)

Two board openings for upcoming year (Tonni-Sue Keinz's three year term ending and Anne Scanlon was an alternate this year so only one year term)

Business Item

Item Discussion

Actions Taken

Future action items

Marsha moves to adjourn. Meeting adjourns at 8:57 PM.