

TCOTC Board Meeting Notes

05/10/2022

TCOTC Board Meeting (5/10/22)

Meeting called to order at 7:04 pm

Members present: Joyce Carlson-Rioux, Anne Schenk; Karen Radford; Mary Steinbauer; Meera Kannan; Tonni-Sue Keinz; Anitra Francis; Jane Jacobson; Vanessa Niemi, CPDT-KA; Marsha LeDuc

Excused Absences: Cally Samson, Chris Mosley,

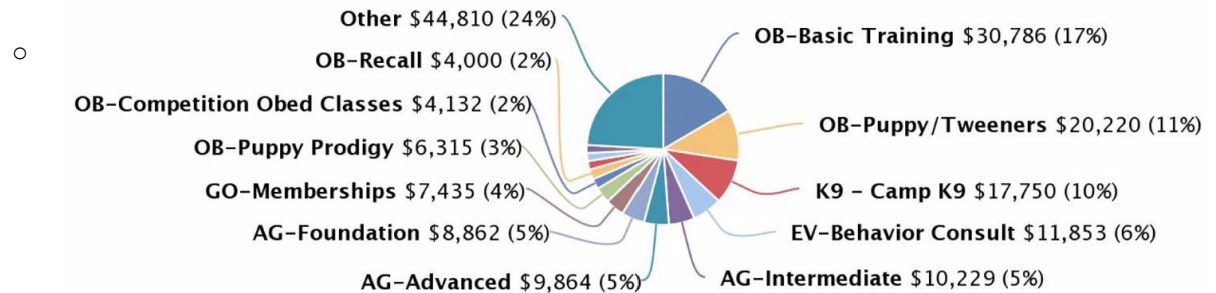
Officer & Staff Reports

- **Managing Director's Report – Anne Schenk – 10 minutes**

- Dashboard
 - Number of members declined but holding steady
 - Puppy classes declining - may be at end of pandemic dog adoptions
 - Fill rates still good but not 100% each time
 - May need more promotion
- Volunteerism still good
- Satisfaction survey = good
 - Will distribute to Dept Heads
- Mind Body slides

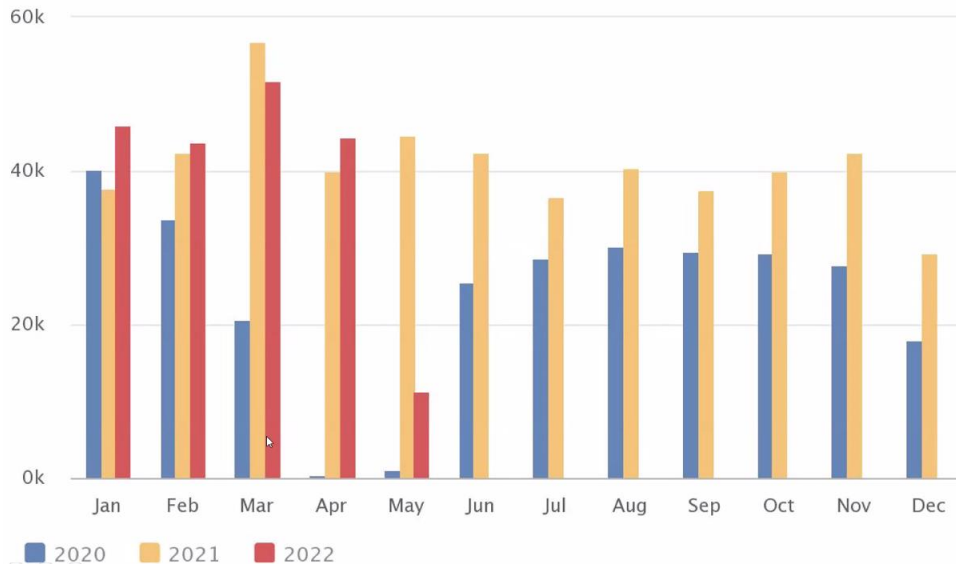
Sales By Category

Total: \$186,021

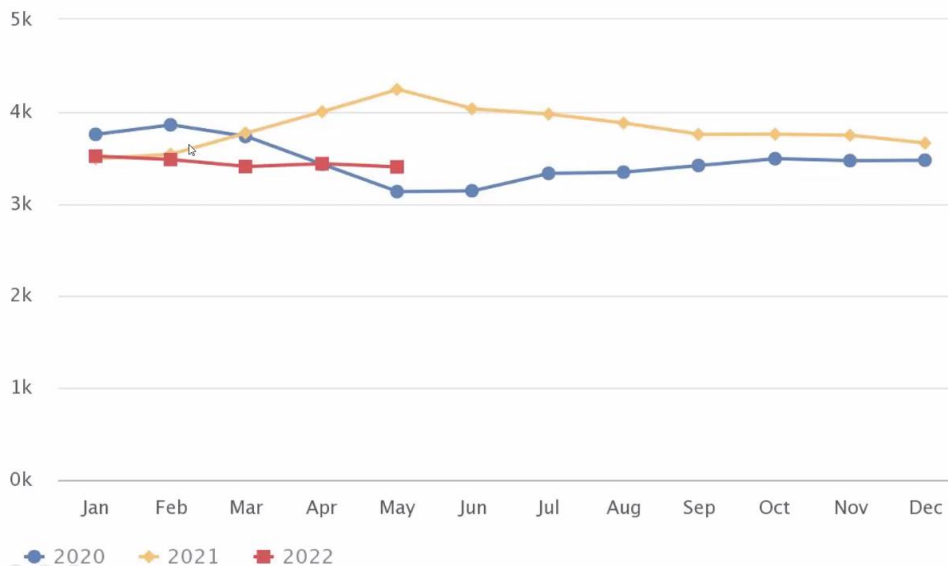


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Sales – Year Over Year



Active Members



- People whose membership is paid
- May or may not be actively taking classes
- Counts every member, not just membership, and includes dogs

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- Anitra - dog adoptions have slowed down
 - Takes longer to get adopted
 - Vetting process taking longer
- Bedrock is doing well
 - A great feeder class to our other classes both agility and obedience
 - Participants identify what their future interests are
- **Treasurer's Report – Mary Steinbauer**
 - Sent out March financials
- **Approve Last Month's Minutes**
 - Will approve April and May at the next meeting
- **New Member List – Anne Schenk – 2 minutes**
 - Motion - Meera
 - Second - Joyce
 - All approved
- **Staff Report –**
 - **Chris Mosely – 5 minutes**
 - Not in attendance
 - Will send report
 - **Jane Jacobson – 5 minutes**
 - Taylor leaving has impacted class instructor positions and/or assistants
 - Impacts how revenue can increase if expanding
 - Current Wait list is over 40
 - Issue finding space in agility
 - Many are skipping Basic to do self-assessment
 - Chris and Jane will require those prospective students to have taken 1 class at TCOTC before getting into Bedrock
 - Corrie will email those who have not ever taken a class to inform them
 - Will also help members gain preference
 - Sports sampler class is good but takes a lot of planning and equipment moving
 - **Vanessa Niemi – 5 minutes**
 - May saw a big jump in enrollment and new dogs
 - Snowbird dogs are also coming back this summer
 - Also affected by Taylor leaving > scrambling for trainers
 - Angela was hired and will start training
 - Also attempting to get Christina, possibly as lead trainer, hopefully full days
 - Hoping to get staffing issues straightened out by the time Vanessa leaves
 - Booking is one month in advance, around the 15th
 -

New Business

- **Several of our unfinished business items will require help from nonboard club members - perhaps we need to develop a more planned approach to recruiting this help. 2 minutes**
 - If soliciting member assistance, suggestion to be specific on what exactly we are wanting help with

Unfinished Business

- **Status of Expansion Project Planning - 30 minutes**
 - Revenue and Expenses: estimate for remodeling the upstairs space came in so high as to appear prohibitive - any news re this?

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- Is the other Capp space still a potential option?
- Any other rental space ideas?
- Other ideas?
- Cap is very interested in having us expand upstairs
- Presentation

Objectives

- **Meet increased demand** for top revenue generating activities – obedience, agility
- **Stay relevant in our market** category by adding new revenue-generating offerings currently offered by our competition – nose work, barn hunt
- **Expand overall programming** – activities, seminars, trials
- **Improved agility area** for trials
- **Create an overall campus** for dog-training and dog-sport activity accessible to residents of Minneapolis and St. Paul

Revenue Opportunities - \$300K

■ Expand Current Offerings	\$133K
■ Obedience	
■ Agility	
■ Camp K9	
■ Other	
■ New Offerings	\$95K
■ Nose Work	
■ Behavior	
■ Barn Hunt	
■ Other	\$73K
■ Events	
■ Dues	
■ Merchandise	
■ Rentals	

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Expenses* – \$275K

*does not include building updates and expenses

■ Fixed - \$85K

- Mats
- Barriers
- Instructor stations
- Computer HW
- Office furnishings
- Security
- Class supplies and equipment
- Upgraded business SW
- Building and maintenance supplies

■ Variable - \$150K

- Custodial
- Administration
- Accounting
- Instructors
- Building/Rental Management
- Department Head additions
- Marketing and Promotion

■ Operating – \$40K

- Trial/tournament expenses
- Card Fees
- Postage
- Telephone
- Merchandise
- Rental expenses

Risks of Event Sales Expansion

- Historically, expansion has been slow
- Staffing challenges
- Accuracy of our estimates
- Significant up-front investment
- High dependency on small core of people
- Business SW challenges
- Susceptibility to economic fluctuations
- Reduced reserved due to COVID
- Volunteer management challenges

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Risks of Not Expanding

- - ▶ Inability to expand current programs to meet demand
 - ▶ Unable to add new programs to stay relevant to our market
 - ▶ Potential impact of new tenant - noise, parking constraints, incompatible business hours
- Gave Cally's list to Cap, for them to estimate what it would take, and potentially what we might pay vs what Cap would pay
- It is in Cap's best interest to move us upstairs
 - The building has its own constraints for warehouse tenants
- TCOTC needs to decide how far we are willing to go
- The other Cap space is still available
 - 30,000 square feet
 - "clean slate" to configure to our needs
 - Unsure of parking allotment
 - Definitely would solve the agility arena/pole issue
 - New LED lighting, above ground windows, etc.
- Both spaces are 30,000 feet - difference would be in layout
- \$5.75 per sq ft vs \$3.25 sq ft
- Everything on our wish list needs to be looked at with a discerning eye
- Karen will email presentation to board
- Karen and Anne will meet with Cap next week
- Email Karen with thoughts and feedback
- **Camp K9 - 10 minutes**
 - **Change in structure from Dept Head and Trainers to Lead Trainer, Administrative Person and Trainers** - job descriptions have been drafted.
 - **Camp K9 - Proposed salary increase(s) for Camp K9 Staff 10 minutes**
 - Meera, Karen, Joyce, Vanessa met
 - Angela will do admin for the summer
 - Putting out schedule, etc.
 - Gauging how much time this will take, especially when she returns to school
 - Most will be done from home
 - Will also teach Angela how to sell treats like the front desk folks do
 - Lead trainer will do managerial functions: talk with clients, good soft skills, people skills
 - New duties: staff report to board, membership report, managing financials
 - Suggestion to use Drop Box, One Drive, Google Drive, external hard drive, jump drive, etc. for Camp K9 records

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- Karen will put descriptions into regular format, and send to board for review and approval
- Vanessa will do performance reviews before she leaves
- Board also must decide on salaries for Lead Trainer and Admin person
 - Admin = average 15 hrs/wk
 - Lead Trainer = average 30 hrs/wk
- Board should also compare what other instructors are also making to ensure fairness
 - May be skill differences - instructor with dogs/people vs drop off customers and training dogs
 - Lead trainer will require some supervisory skills
 - If we have someone working 35+ hours or more a week, must offer them healthcare which would be an additional expense
 - Also unemployment, social security, worker's comp, sick pay > roughly 15% above what someone is paid
- Managing Director to manage the Lead Trainer and Admin person
- Suggestion \$15 for Admin, \$18.50 for Lead, to be equitable with rest of club
 - Mid year change
 - Will need to reset with the rest of the club
 - Must be annual at the same time to calibrate across the board, and assess the funds the club has
 - If full, Camp K9 makes about \$5,000/month, but it hasn't been full recently
- Board sub committee will look into salary comparison and job descriptions - Karen, Anne and Joyce
 - Board will have a decision for Vanessa by Friday
 - Board will need to approve descriptions - could approve online
- **Camp K9 - 10 minutes**
 - **Ideas for marketing this program.**
 - **(Need to recruit help from members for marketing)**
 - Camp K9 was nominated as a MN Best - please vote every day
 - TCOTC was also nominated as MN Best Nonprofit - please vote every day
 - Vanessa's ideas
 - Going to shelters and fosters - offer \$5 discount for pkg to their people
 - Codes for different shelters are already set up so we know where customers came from
 - Go to vets and offer \$5 discount on pkg rates
 - Doing quick demos about what we train - put on YouTube, FB, etc.
 - Improving website presence
- **Emergency/Safety Plan - 10 minutes**
 - **Initial steps taken using the Red Cross Ready Program. Initial survey shows TCOTC lacking in several areas. (Need to recruit help from members to work on this)**
 - Anne already sent out a copy for board review
 - She will put a blurb in newsletter to ask for members to help
- **Staff Recognition Event - 15 minutes**
 - **Where? What? When? (Need a small group to work on this)**
 - Suggestion to table this until the next meeting

Marsha LeDuc moves to adjourn. Meeting adjourns at 9:29 pm

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Business Item

Item Discussion

Actions Taken

Future action items