

TCOTC Board Meeting Notes

06/14/2022

TCOTC Board Meeting (6/14/22)

Meeting called to order at: 7:04pm

Members present: Anne Schenk, Joyce Carlson-Rioux, Karen Radford, Mary Steinbauer, Chris Mosley, Meera Kannan, Marsha LeDuc, Anitra Francis, Vanessa Niemi, Jane Jacobson, Cally Samson,

Excused Absences: Carol Ouhl,

Officer & Staff Reports

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

- Scorecard
 - Flat membership numbers partly due to less puppy adoptions
 - Some are registering for classes, paying, then not showing up or cancelling after only a class or two
 - We retain membership fee if they cancel
 - Corrie or instructor may reach out to them to find out why

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1		2021	All Obed			2022	All Obed				2021	Pup/Tween			2022	Pup/Tween
2		Max	Actual			Max	Actual			Max	Actual			Max	Actual	
3	January	157	149	95%		264	194	73%		80	79	99%		54	48	89%
4	February	163	138	85%		262	219	84%		72	71	99%		54	49	91%
5	March	96	91	95%		106	86	81%		64	63	98%		72	61	85%
6	April	145	133	92%		237	198	84%		32	32	100%		54	50	93%
7		561	511	91%		869	697	80%		248	245	99%		234	208	89%
8																
9		2021	Basic/Puppy Basic			2022	Basic/Puppy Basic									
10		Max	Actual			Max	Actual									
11	January	95	92	97%		54	49	91%								
12	February	65	65	100%		90	82	91%								
13	March	40	37	93%		27	25	93%								
14	April	71	69	97%		73	69	95%								
15		271	263	97%		244	225	92%								

- Membership satisfaction doing well
 - Volunteerism is good
- Will be setting up Lending Library
 - Several recent donations
 - A member will put this together for us using iPhone and scanning codes
 - Request to scan topics to ensure "fitness" for our training philosophy
- Community Outreach
 - Mission Animal Hospital - Mission Palooza - we set up a booth
 - Successful
 - Hoping for more opportunities like this
- Rather large and generous donation from a former member
 - Donated many items of all kinds
 - Dept Heads to look thru items to see what Club would keep
 - Idea to create an online Garage Sale to raise money for Club
 - Perhaps offer to Members first, then nonmembers
 - Will need help - especially photographing and cataloging
- Idea to start Nosework sessions on Thursdays
 - Not classes, but people already training to come and practice
 - An hour session after Marsha's agility class
 - Will have to coordinate with Camp K9, which may start up again on Thursdays
 - May do outside searches, such as vehicle
 - Suggested \$10 members, \$15 nonmembers
 - Gain more knowledge from each other
- **Treasurer's Report – Mary Steinbauer - 5 minutes**
 - \$16,000 ahead of budget at this time
 - Do not foresee any big surprises or big seasonal expenses
 - Marsha moved to approve; Meera seconded
 - Karen abstains - out of town, has not had a chance to review
 - Everyone else approved
- **New Member List – Anne Schenk – 2 minutes**
 - Marsha moved to approve; Meera seconded
 - Karen abstains - out of town, has not had a chance to review
 - Everyone else approved
- **Staff Report –**

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- **Chris Mosely – 5 minutes**
 - Sent report out ahead of time
 - Things are good
- **Jane Jacobson – 5 minutes**
 - Anne did some class information
 - Thanks to Chris and Anne, Mike Teh will be Trial Secretary for this fall's Obedience Trial
 - Will contact Mike about next spring's obedience trial

New Business

- **Meeting Minutes - May 2022 - 2 minutes**
 - Marsha moves to approve, Meera second
 - Karen abstains - out of town, has not had a chance to review
 - Everyone else approved
- **Opportunity for TCOTC to sponsor plaque(s) as awards for 4H winners in dog sports including: Agility, Obedience, Rally and Showmanship - 10 minutes**
 - Tonight's objective: decide if club should sponsor plaque awards (\$ 40 each) and if so how many we want to sponsor.
 - Suggestion to do one trophy in each of 4 areas - rally, obedience, agility, conformation.
 - Meera motioned, Joyce seconded
 - All approved
- **Request for Reimbursement of Professional Certifications - 10 minutes**
 - Behavior Trainer requests reimbursement for the following certification renewals:
 - PPG - \$70 (renew now)
 - APDT - \$160 (renew in September)
 - IAABC - \$85 (renew in September)
 - Benefits of maintaining certification: APDT membership allows us to get discounted rates on insurance. Other memberships allow trainer to get discounts on webinars, services and use their advertising materials.
 - Total for all three = \$ 315
 - Tonight's objective: review request and respond
 - These are annual expenses
 - They also allow her to obtain discounts, such as on future classes or insurance
 - Vanessa is still doing consults. She donates her time to the club.
 - Helps us differentiate our instructors from others
 - Selling point to general public
 - Comparable - Nosework Certification \$2,000
 - Karen moves to approve; Meera seconds
 - All approved
- **Status of Expansion Project Planning - 10 minutes**
 - Any news from conversations with Capp?
 - Any other rental space ideas?
 - Need to clearly define who we are and what we want.
 - Tenant is nearly moved out, then Capp will get a key to assess
 - Capp estimate is higher than what we came up with
 - Main issue is HVAC
 - Need air conditioning, not just air exchange like we currently have downstairs
 - Capp getting floor plans for all buildings in this area (4 buildings)
 - Possibility they will put entire complex on market within 2 yrs
 - Their children don't want to deal with buildings, so selling is likely
 - These buildings are likely not usable for modern industrial users
 - Would likely demolish buildings and rebuild
 - So we would still likely need to relocate
 - Could possibly buy us out to proceed with their plans, but would cost them money
 - Our Lease is up 06/2025
 - No renewal options we are aware of at this time
 - Fine thru end of lease, but cost may go up with new owner

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- Options: Long term lease to protect ourselves if new owner, or start looking for a new place
- The other space we had looked at is now rented
- Suggestion to do both - look at new spaces AND renew/refresh/redefine our identity
- Suggestion to hire a Broker both do "leg work" for us, and to negotiate on our behalf
 - Generally a dollar amount dependent upon term of lease, such as a %
 - Suggestion to bring this up at annual meeting, so we can have that in our back pocket
- Anne can talk with Capp further to see if any additional information is forth coming
- **Discussion of SCORE Presentation on Branding: Kesha Lien, Brickhouse Consultancy - 30 minutes**
 - What did you take away from watching the presentation?
 - Would this framework be a good tool for us to use to begin to chart our course?
 - Seems doable
 - Tonight's objective: identify next steps we want to take and set these in motion.
 - Important to know what others think of the organization
 - Particularly those who are not yet members
 - How do we want people to remember/know us?
 - Look at what competition has, and how we can differentiate
 - Experience of staff is important, and advancement of their own skills
 - Age and history of club itself is important
 - Suggestion to redefine instructor information and bios
 - Chris will connect with Agility instructors
 - Suggestion to hire an actual web developer to fix website
 - Worth the investment
 - Particularly when creating visual representation of our design
 - Current website done in 2015 > it's time to update
 - Would also include social media presence
 - Analysis
 - Competitive - Top 5
 - Environmental analysis - what is our unique position?
 - Then build out brand
 - Suggestion to divide into those two buckets
 - Suggestion to have these sessions in person
 - Suggestion to have moderator/facilitator
 - Keisha's fee for branding = \$800
 - Anne will contact Keisha for options and let us know what she offers
 - Then decide next steps
- **Unfinished Business**
 - **Camp K9 - Current Situation Report - 10 minutes**
 - Anne met with Angela who is Admin (scheduling, enrolling clients, invoicing)
 - Working out communication kinks - internal, not affecting client services
 - Christina did not take Lead Trainer position
 - Currently only operating on Monday and Wednesdays
 - Angela may start instructing Thursdays and Fridays - still considering this
 - Candidate from River Falls interested in working at TCOTC
 - 4 dogs in morning, 4 in afternoon
 - Schedule appears full for month of June
 - Anne will get Mary a firm schedule on who should be paid for what activity
 - Also need to know who should have started at what rate
 - **Emergency/Safety Plan - Update - 5 minutes**
 - Anne advertised in newsletter > got one positive response from new member that will help
 - 3 people would be nice to do Red Cross plan
 - Joyce willing to help also
 - **Staff Recognition Event - Where? What? When? (Need a small group to work on this) 15 minutes**
 - Karen offers to help with food
 - Cally will look into places

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- Suggestion to Forgotten Star Brewery
 - Suggestion to ask Prairie Skye
 - Likely Sunday late afternoon
 - Anitra and Cally will look into dates
- Adjournment
 - Marsha moved to adjourn
 - 9:02 pm