

TCOTC Board Meeting Agenda/Minutes (09/12/2023)

Meeting called to order at 7:04 pm

Members present: Meera K., June M., Anitra F., Charlie L., Joyce C-R, Anne S., Mary S., Julie S., Sara Z.

Excused Absences: Tonni-Sue K., Jane J.

Officer & Staff Reports

Managing Director's Report – Anne Schenk – 10 minutes

- Heat had big impact August – 3+ closures, complaints – drop out due to heat, delayed enrollment due to heat and travel
- In '22 we bounced back a bit after Labor Day, we haven't seen that yet
- Price increase is now in effect, except for conformation classes (instructor hesitant to increase based on what other schools charge)
- Puppy and Tweener enrollment now at 100%
- Shelters, rescues per news have more surrenders due to less affordable housing

New Member List – Anne Schenk – 1 minute

Anitra moved to approve, Meera seconded, Passed unanimously

Treasurer's Report – Review email sent from Mary

- Approve July and August reports – *Anitra moves to approve, June seconds, all in agreement*
- About 60% income from obedience classes – might make sense to look here to increase revenue

Staff Reports

Agility – Sara Zislin (shared by Anne from Sara's notes)

- Cancellations due to heat
- Adding working on agility for fun and has an instructor
- Instructed open ring going well
- Need an agility judge concierge for November trial

Obedience – Jane Jacobson absent.

- Anne reported that puppy/tweener enrollment now 100% and hope is that enrollment in other obedience classes will bounce back now that summer is over.

Therapy – Carol Ouhl (only if new info)

New Business

Revenue/Financial Status Discussion - 30 minutes

In July, the board voted to increase class fees, conformation fees, and open ring fees. Our financial status is still a concern though and we need to focus on a plan to address the gaps.

- Club seems to lose people who are looking for pet training, ex. Teaching how to decrease treats during daily activities
- In past there was a "make your own curriculum class"
- Other clubs often organized around the classes of formal obedience
- Increase mentorship possibilities for pet training and for performance sports
- People coming for first time do not understand why there is a membership fee
- Use social media to create enthusiasm for entering trials, participating in activities
- Perks for novice entrants such as "novice bags"
- Have a member take the show secretary role – might be easier for obedience instead of agility
- Obedience show and go, scent work sniff and go
- Informal sports for fun opportunities
- Possibly offer behavior consults again as another club offering

- Decorate club for holidays, themes
- Offer video opportunities for filming for video trialing
- Offer WCRL rally trials 2-3X/year
- Look for weekends when there are no trials as opportunities to reach out and do a fun activity for pet dogs and competition dogs
- Revisit pricing of CampK9 – changes in structure (# dogs per trainer time has decreased) such that current price schedule is not sufficient -we're just breaking even now
- *Anitra proposes to raise CampK9 fees by \$ 5 half day, \$ 10 full day to go in effect Oct 1, Charlie seconded, passed unanimously*

AKC Club Promotion Mailing - Charlie Leavitt - 15 minutes

An update on how AKC can work with us on club development.

- AKC will make a mailing on our behalf if we make a club flyer to AKC registered dogs
- AKC suggested a mix and mingle event
- AKC defines our area as Minneapolis
- AKC needs about 60 day notice to do this

Unfinished Business

Approving Minutes from July and August 2023 – 5 minutes *June moves to approve July and August minutes, Meera seconds, all approved.*

Proposed Evacuation/Safety Plan Approval Vote – 5 minutes. *June moves to approve, Meera seconds, all approved.*

Safety Committee proposal for evacuation/safety plan reviewed in June has been updated - Need to vote to approve

Tentative: Strategic Planning Goal Updates – 20 minutes Tabled until next board meeting

Feasibility of Moving to a Different Space

Marketing Plan

Improving Member Engagement

Business Item

Item Discussion

Actions Taken

Future action items

Anitra moves to adjourn. Meeting adjourns at 9:05 pm