

# MINUTES

USSPWDC

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11/17/2020 7:00 PM | *Meeting called to order by* Vickie Baker

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## In Attendance

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Debbie Jackson, Meg DeFore, Karen Childers, Nancy Vencill, Vickie Baker, Leigh Stafford, Lizette Wagoner and Letitia Dort joined shortly after the meeting had started.

ABSENT: Marilu Novy, Nancy Nelson

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## Approval of Minutes

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The minutes of the last meeting were reviewed/addition's/corrections made and approved via email vote on 10/18/2020. No discussion at this meeting.

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## Report of the President – Vickie Baker

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Review of the Board Director/Officer and Committee Positions:

- This is the last Quarterly Meeting for Meg DeFore, Nancy Vencill and Letitia Dort – Thank you for your service to the Club. Meg commented that it would be nice if we continue to look forward to the future and continue to look for qualified people to be on the board. Meg stated she is very impressed with where the club has gone in the past eight years. We need to continually look for new Board Members as they have new ideas and help to continue to make the Club grow.
- Secretary Position – Nancy Watson resigned her Board position on October 13, 2020. Vickie asked a Board Member to fill the Secretary position. Debbie Jackson requested that the job description (roles and responsibilities) for the position be sent out to the board members.
- New Board Members for 2021 - Nancy Nelson – who is acting Communication Chair has agreed to take over Membership responsibilities from Nancy Watson. Karen Childers – Water Activities Committee Chairman has agreed to join the Board to keep us up to date on all water activities. Three Board Members rolling off, one resigned and two new members to be voted on at the Annual Meeting.

Reminders:

- Membership Renewal started the first of October. To date, roughly 65 out of 153 members have renewed (that's approximately 40%). More e-mails will come out in the next two months. Meg DeFore requested an analysis of the conversion rate of Qualified New Puppy Owners (QNP) to paying members. Nancy Vencill replied that 2 have become members to date.
- Annual Holiday Fun Day – Dec 5, 2020 at Meg and Bud DeFore's in New Smyrna Beach. Lizette and Meg have worked really hard at putting together an ACT1&2 and Rally event for our members, in addition to the dinner. This is a great way for teams to get their agility and rally runs video'd and submitted to AKC for approval. We have 8 people and 10 dogs signed up to date. Lizette is

documenting the progress of the building of the A-Frame and agility equipment on Facebook. Bud is building a COVID safe buffet table (with splash guard) for the lunch to protect participants and the server. Please let your participants know if there is something they need to bring to the event.

- Annual Meeting Conference Call Monday Dec 7<sup>th</sup> at 7 pm. Vickie Baker to send out conference call number the first week of December.

#### Review of 2020 Goals:

1. Run two successful Callaway Water trials
2. Secure Boats for Camps and Trials
3. Set up Non-Water Events in Ga and add 2 non-water events in FL and the Annual Party
4. Increase Membership at our scheduled events by offering other types of venues, i.e.: Scent Work, CGC, Trick Dog, etc.

Here is a high-level view of what did happen:

1. COVID's emergence in March 2020 did result in cancelled water camps early in the season and extra costs for water trials (masks, sanitizers, Beach Fee's at Callaway) etc.
2. We implemented COVID safety protocols at all three of our water trials. And held 3 successful Water Trials, 2 Callaway plus a four day trial the Jamboree in Seneca, SC with Movers and Shakers.
3. The club bought a new Boat and Leather and had it outfitted by Tom Leather \$4,600.

The impact of the unanticipated events is reflected in the Club's finances and we will discuss that later on the meeting. But it is interesting to look at what we had planned for 2020 and how we successfully navigated the waters as they say. We did a tremendous job and congratulations to everyone and especially Karen Childers and the WAC in doing a wonderful job in keeping everything moving and together.

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#### Report of the Vice-President- Marilu Novy

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No Report

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#### Report of the Secretary – Vickie Baker Acting Secretary

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Four (4) Electronic Votes taken beginning with:

10/07/2020 – Vote to separate Holiday Fun Day and Annual Meeting and have annual meeting as a conference call	Yes-7, No-1	PASSED
10/09/2020 – Patti Holma New Membership for 2021	Yes-7	PASSED
10/18/2020 – Callaway Dates and Judges	Yes-7	PASSED
10/18/2020 – Approved 3 <sup>rd</sup> Quarter Meeting Minutes	Yes-7	PASSED

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#### Report of the Treasurer - Nancy Vencill

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2020 Budget YTD thru October 31, 2020 were sent out to Board Members for their review prior to the meeting. When you look at what we budgeted for in 2020 versus what we spent year-to-date in the P&L shows a loss of \$4300. \$4600 due to purchase of boat and trailer, \$2k net loss on 3 water trials, \$2k income on Water Camps even though some were cancelled due to COVID. We purchased \$2500 awards at end of year which is in inventory. We experienced increased costs due to COVID in supplies, beach fees, masks, etc.. We do need to re-evaluate some costs for 2021 because even though we are a non-profit we still need to break even on our

water trials and at a minimum year over year. We agree as a Board that we need to look at raising fees on water trials, water camps and/or reduce costs to ensure we don't continue going into the red. Vickie and Karen have discussed this and Karen will go back to the WAC to come up with some potential actions for 2021 which include marginal increases in water camp and water trial fees, increasing T-Shirt and lunch fees, reducing costs of awards. The Board will address the potential for increasing membership fees in 2022. Note also that we didn't have a raffle at our water trials this year, which reduced income and the boat come out of our P&L on a cash basis but will last for many years. Merchandise is also a place where we have made money in the past and we intentionally didn't make a lot of purchases this year (only \$1700 in 3-Ring Binders). We did get \$289 from the M&S raffle at the Jamboree. Lots of good ideas to evaluate going forward.

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## Committee Reports

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- **Membership** (Vickie Baker for Nancy Nelson)–Membership renewal period started the first of October. To date, 65 out of 153 members have renewed to date (40%)
- **Communications** (Nancy) – No report
- **Website Administration** (Vickie) – in New Business on website refresh.
- **Event- GA** (Marilu Novy) – No Report
- **Event FL** (Leigh Stafford) – will look at fun days for 2021 to put on schedule.
- **Merchandise** (Debbie Jackson) - Vickie has the merchandise at her house and has competed a full inventory. Debbie Jackson is looking at on-line ordering system for t-shirts, she needs the art work (vector format) and is evaluating the costs. We will start small with T-Shirts, short sleeve and long sleeve and see how it works. Vickie asked the Board if there is something they think would be a hot item in 2021? Karen Childers indicated that the tall 20 oz. tumblers were good sellers. But we need a new image. Bottom line less quantity and sell it all. We need to price appropriately! Karen has the logo in a vector format and will send to Debbie Jackson.
- **2020 Achievement Awards** (Vickie for Pam Oberst) - Pam Oberst agreed to do achievement awards. We will purchase tags again and ship them out. E-mail for 2020 performance achievement awards to come out first of December. Roughly \$700 for the tags and \$300 for the mailing, \$1K event. In 2019 we had 90 dogs getting titles. Likely due to COVID there will be fewer dogs with titles.
- **Water Activities Committee** (Karen Childer)
  - We had a very successful year!
  - According to the PWDCA Website, USSPWDC held 3 of the 9 (1/3<sup>rd</sup>) of all water trials sanctioned by PWDCA and hosted in 2020.
  - We had successful water camps and we made \$2k and this was the first year we ran our camps and trials without the guidance of Tom and Judy Leather.
  - Water Trials and camps were not the same because of the COVID protocols implemented but we did a great job and they were all successful!
  - Net for the three trials resulted in a loss of \$2k (beach fees, covid expenses and \$2500 Awards in inventory Tervis tumblers, ribbons and awards.) The issue with the Jamboree was that because we didn't have Jamboree specific clubs – each club had to give a qualifier a WWD Buoy CWDX Buoy so we bought a large inventory – we have \$2500 of awards in inventory.
  - Karen asked the WAC members if they wanted to remain on the committee and they all want to stay. That is good because everyone learned a lot. But if you stay on the WAC you have to have an active position.
  - Biggest negative right now is we may not have Callaway Water Trial Site for 2021. Marilu is setting up a meeting with Callaway to review the past ten years that the USSPWDC has been

attending. Apparently, there was a Boston Terrier Specialty and Callaway experienced a lot of damage in their cabins so their Corporate came out with a NO DOG Rule.

- WAC is looking at other sites, a site in LaGrange, a site in Alabama, a site in Elberton, Richard B. Russell – used as the Olympic rowing site, a site in Seneca and St. Mary’s.
  - We do have our judges (Susan Malik and Julie Asbed) and dates for 2021, but they may be subject to change depending on our site location. They have not been told yet about the issue with Callaway.
  - WAC is working on securing WT Sites, get water camp dates and Nelson’s have offered to do water camps in NC. Once we get a site nailed down then the WAC will look at pricing and fees. The Board needs to decide on breakeven for the year or should every event breakeven.
  - WAC responsibilities will be issued
  - Dry Land Training is being discussed by the WAC
- **Supported Entry-** Debbie Jackson- no report

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## Old Business

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- Non-Water Events - Tracking in Fl has been postponed for 2020

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## New Business

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- Schedule and pricing for water trials – the Boards needs to make a decision about does every water trial need to stand alone and break even or do we make a profit at water camps to cover losses on water trials. Agreed to target breaking even on water trials and set a goal to achieve a profit on water camps as a buffer. We need to factor in all judge costs (flights etc.) cost of locations, on-line raffle and water camp pricing and
- Discussion of increasing membership fees in 2022. Vickie will evaluate the past three years to ensure membership fees are covering our operations costs (website, administration, operations, website, state fees, insurance, etc). Not sure the last time the club increased membership fees. We will have a discussion in Q1 of 2021 to review membership increases in 2022.
- Website Refresh – Vickie Baker met with Colleen LeMaster’s and solicited her and Jeremy’s expertise to rehost the Club’s Weebly website, \$300, Jotform \$250, \$160 constant Contact, and \$300 on intuit (annually). It will cost roughly \$500 for Colleen and Jeremy to help me do it - Site Ground (\$150) and word press. With their help we would do a complete refresh, colors, look feel, navigation, fonts, etc. We would integrate the Water Trial Modules that Colleen and Jeremy used at the Jamboree – which is built to allow a seamless entry to catalogue. The goals for the website refresh are:
  1. a new look and feel - new colors and fonts and organization
  2. integrated water trials forms from sign up thru to the catalog
  3. ability to create other forms for other events
  4. integrated email platform if possible

Vickie will put together the goals and costs and savings and send out to the Board for their approval.

Next meeting:

- Annual Meeting Scheduled for Dec 7<sup>th</sup> 7 pm.

Motion to adjourn was made at 8:09 pm by Vickie Baker, seconded and passed.