

Date: November 5, 2014

**2014 MINUTES**  
**11TH MEETING OF THE BOARD OF DIRECTORS**  
**MICHIGAN ROWING ASSOCIATION**  
**HELD ON WEDNESDAY, NOVEMBER 5, 2014, 9:00 P.M.- 9:55 P.M.**  
**PHONE: 712.432.0190**  
**PARTICIPANT CODE: 608705**

Attendance: **Patrick Finn**  
**Jordan Lubahn**  
**Tony Sifuentes**  
**Ian Gilbertson**  
**Ted Matherly**  
**Frank Sedlar**

**M11.1 Call to Order, Opening Remarks**

**M11.2 Adoption of Agenda**

Prior to the meeting, the agenda is set as follows:

- A. President's Update
  - a. Discussion around Gregg's Head of the Charles meeting and overall fundraising strategy
- B. Officer Updates
  - a. Discussion regarding Wes' email of potential (although I guess not really) fundraising opportunity for the team on December 2nd.
  - b. Bylaws (?)
  - c. Wolverbuck
- C. Fundraising
- D. Other

**M11.3 Next Meeting**

**M11.2 A President's Update**

**Patrick**

Update: We need to think about what the team would target if we ever do have the opportunity to approach several donors with six or seven figure checks. There have been three donors who have approached Gregg mentioning that when the time comes, let them know what they need to do to help. With that said –concentrating on this can distract from our annual fundraising obligations. If we were to target large donors, possible uses of cash would be:

- i) Material expansion of the indoor training facility that is already planned to more fully include the Men's team (versus having access to it) – Price: low single digit million dollar
- ii) Material expansion of the boathouse – Price: low single million dollar, 10+ million to incorporate indoor training facility (Phase II)
- iii) Varsity status for the team – Price: ~\$10 million

Patrick will meet with Gregg and ask for the president and / or other team members to work on a pitch book that would incorporate realistic prices & projections on the outlined above three to four possible uses of funds for large donors. We would envision

Gregg and the Team President pitching MRA with a draft in the near future (early 2015)

**M11.2 B Officer Updates**

**Ian**

Ian shared what Wes had communicated to the coaching staff and some MRA members:

Last night at our Club Sports Council meeting we were informed about Giving Blue Day. Giving Tuesday is the Tuesday after Black Friday that is a philanthropy day. The university is planning on riding on that by having Giving Blue Day. There is an anonymous donor that will match every donation made on the Leaders and Best webpage to a Sponsored Student Organization up to \$1,000 (I believe that is per donation and not per SSO but I am waiting to hear back if that's true). If it's per donation, then we could make this huge for our alumni if we can get as many people as possible to donate on December 2nd.

So I just heard back and there's no limit to how much the SSO can raise, however, you have to be an enrolled student for your funds to be matched by the donor. That same day though, they have a challenge called "Champions of the Grads". Whichever student org. gets the most grads from 2010 to 2014 to donate, will win \$5,000, no matter what size their donation is. I was afraid it was too good to be true, but we can at least raise an extra \$5k through the Champions of the Grads if we just harp on everyone to make some sort of donation.

**M11.2 C Fundraising**

**Josh (via email)**

Balance: \$27,598.84 as of Nov. 2

Update: The intern has added parent emails from the Class of 2014 to the MRA database, and I will prepare a targeted fundraising email to this list to hopefully increase our 2014 totals.

Class reps have been contacted personally about reaching out to their respective classes. I've reached out to some of the more recent classes that have not been donating recently to try and stir some interest.

We have a few significant donations (either matching or through the University) that have not reached our account. I made contact with these donors again, as well as emailed Joe.

A November fundraising update should be sent out to the alumni list shortly (\$27,598.84 as of Nov. 2).

We need to finalize incentive gifts for the late year push gifts. Jordan will contact Josh. Engraves glasses are a possible idea.

**M11.2 G Other**

**All**

**Tailgate** went well. Attendance was up ~50% over last year

**Bylaws** – Ian will look at when the last bylaw update was sent out and will circulate that again.

**M11.3 Next Meeting**

December 3, 2014