

Date: August 5, 2015

2015 MINUTES
8TH MEETING OF THE BOARD OF DIRECTORS
MICHIGAN ROWING ASSOCIATION
HELD ON WEDNESDAY, AUGUST 5, 2015, 9:00 P.M.- 10:00 P.M.
PHONE: 712.432.0190
PARTICIPANT CODE: 608705

Attendance: **Patrick Finn**
Tony Sifuentes
Ian Gilbertson
Stephen Lanham
Jon Miller
Ted Matherly

M8.1 Call to Order, Opening Remarks Ian

M8.2 Adoption of Agenda

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

- A. President's Update
- B. Officer Updates
- C. Fundraising
- D. Website Pricing Decision
- E. Board Member Election Process
- F. Data Integrity Discussion
- G. Tailgate

M8.3 Next Meeting

M8.2 A President's Update Patrick

Update: Conversations are ongoing as to whether UMRT / MRA are able to expand the Coliseum to make that a real option for winter training in the future. Rec Sports has been quiet this summer, more to come on that in later months.

In July, Rec Sports wanted to take control of the Gift Account. We believe this has been sorted out and the Gift Account will actually remain as is.

Assistant coach Charlie Sullivan is about to finish his PhD and MRA needs to be prepared to assess his role on the team. A reevaluation of our coaching compensation and the staffing model is likely necessary. By the end of fall early / early winter we should have a view.

For analysis, the Board requires:

- Breakdown of FY2014 expenses
- Peer analysis of what market compensation is for other club & varsity men's rowing programs

Stephen Lanham, Tony Sifuentes, & Jon Miller – volunteered to help with the data collection. The Fleet Plan that was established approximately 5 years ago and is also in

need of a refresh

M8.2 B Officer Updates

Joe

Updates: Balance data is below

MRA Account (Operations): N/A

FOMC Account (Fundraising): N/A

Gift Account: N/A

M8.2 C Fundraising

Josh

Balance: N/A

Update: There are only two fundraising updates: (1) the 2014 donor incentives should have arrived for all qualifying donors; and (2) we have a group of donors interested in learning more about purchasing and naming a boat. As to the latter, here is the information that I have:

Bryon Jesnig and Doug Constantine contacted me last week expressing their interest in sponsoring a boat. As some of you may know, this group of alumni participate in an annual "Up Nawth" extravaganza. Bryon and Doug have solicited about \$1,800 in donations from the group, and they would like to eventually purchase a boat and name it "UpNawth." Doug would like more information on: (1) the donation size required to name a boat; and (2) any other logistics. Doug thinks it might take the group a few years to collect the requisite funds.

Please find a comparison of donor ranges for 2013 and 2014 below. Please note that once all University donations and corporate matches are accounted for, some members in 2014 will move to a higher echelon.

The traditional rule that MRA uses is that if someone or some party is able to raise half purchase price of a boat, we grant them the naming rights to that shell. MRA is very supportive of the "UpNawth" initiative. We will communicate the above, connect the interested party with today's list prices, and offer any additional support that we can.

M8.2 D Website Pricing Decision

Ted

Update: Ted discussed looking at one additional alternative which would be a much higher price point. It was his final recommendation that we stick with the Wild Apricot service. Patrick proposed a vote to confirm keeping Wild Apricot. Ian

seconded the motion. It was unanimously accepted.

M8.2 E Board Member Election Process

Ian

Update: Ian is working on a formal email to send to all MRA members to seek nominations for the upcoming Board of Directors elections. Ian will send out a draft for feedback, but look to have something sent out by the next monthly meeting.

M8.2 F Data Integrity Discussion

All

Update: The discussion from last month surrounding the continued importance of integrity with our database and contact information continued. It was further heightened with the fact that our Wild Apricot subscription caps the number of members at 2,000. We are currently at ~1,950. Every individual that donates is considered a member for recordkeeping and MRA is not looking to separate that process. While we are still uncertain the best course of action to keep member under 2,000 – we are all in agreement that deleting data is not an option.

M8.2 G Tailgate

Tony

Tony Sifuentes has created a Facebook page with information regarding the 2015 MRA Alumni & Friends Tailgate (+ Coaches Happy Hour). Tony is currently putting an email together that can be sent to our members describing the details of the event (Saturday, October 10 for the Michigan / Northwestern football game). Tony expressed the idea of continuing to utilize other forms of social networking to connect alumni.

M8.3 Next Meeting

September 2, 2015