

# NAPA VALLEY DIVERS

JOINT BOARD MEETING – MAY 17, 2010

Present: Jackie, Christine, Mike, Stacy, Keith, Pam, Steve

Jackie called the meeting to order and welcomed the incoming Board members. She also thanked Steve and Jayma for hosting the meeting. She stated that Board meetings are generally held quarterly unless needed more often.

For those not aware, Jackie announced that the General Membership voted at the meeting on May 10<sup>th</sup> to lower our annual dues. Discussion followed about growing Napa Valley Divers ("The Club"), offering/organizing more events, diving activities, and arranging for more discounts for our members.

The new Operating Budget was discussed and Jackie explained that all funds for events were eliminated so that we could reduce the membership dues. She also explained the addition of office supplies to the budget, doubling funds for email, and adding the fees to participate in the Chef's Market.

Jackie shared that she made a lot of good connections at her recent trip to Southern CA, so when we get a group to go down there for a trip we will have other sources for helping to fill the boat if we can't get enough heads on our own.

Jackie informed us that our General Membership Meeting dates will now be listed in North West Dive News Magazine.

Regarding the Chef's Market, Jackie will be unable to attend the first one of the season, which is next week, so we won't be participating. She hopes that we will have plenty of volunteers to help work the booth this year. She requested that the Board approve the purchase of a collapsible table and better quality (vinyl) tablecloth for the booth this year. It was agreed that she could purchase these with a maximum budget of \$105. We also discussed the desire for a canopy. Market rules say maximum size is 10 x 10. Keith has one that he might be willing to let the Club use, but it might be 12 x 12. He'll check and report back. Steve asks what specifically the goal of having a booth at Chef's Market is, and it was determined that we want to use the opportunity to increase our membership. It was decided that we will hold a weekly drawing for a free 3-month membership. Christine volunteered to create drawing cards (Name, Telephone #, Email) and she will also provide a container of some kind (dive related was suggested). We will have outside volunteers also help work the booth (from dive shops, dive magazines, etc). Mike will provide an easel and flip chart for the club to use in the booth to market our upcoming events.

Waivers were discussed for any Club activities, for both members and non-members. Steve confirmed that the Club is uninsured. Keith stated that he noticed that other clubs required waivers.

Jackie has made contact with Napa Valley College and we can sign up to use their pool. Cost is \$32 per hour + \$12 per hour for a Supervisor. We discussed using the pool for a refresher SCUBA session (4 hour timeframe) and possibly also just a Club night at the pool. More information is needed

regarding tank availability, date reservations, etc. and Jackie will research further. We would hope to have the SCUBA refresher in late July if possible.

We decided to use a 50/50 raffle to help fund our events, and possibly keep these funds earmarked for events only and not the general fund. Jackie will search for raffle tickets to use for the 50/50 raffle, which will start at the July General Meeting. Jackie will announce this at the June General Meeting and explain the purpose.

Jackie, Christine, Stacy and Mike need to get to the bank together to sign new signature cards. May 26<sup>th</sup> is the tentative date.

Additional upcoming events discussed were the Monterey Picnic tentatively planned for August, an abalone dive/SCUBA camping trip to Salt Point in August (dates will be determined by best weekend with low tides), Shark Diving sometime between October & December, San Diego trip possibly 4<sup>th</sup> of July weekend.

The new Board will have its first meeting on Monday June 7<sup>th</sup> @ 6:30pm at Pam & Keith's, address to be sent separately.

Pam brought up that minutes should be posted on our website and there was discussion about privacy and security. It was decided that minutes will be posted, but only first names will be used in the minutes.

There was further discussion about the website and the desire to freshen it up and keep it exciting. Jackie wants Board Member photos on the site too. Keith is meeting with David this weekend and will discuss our ideas with him.

Steve brought up the need for an email policy, and the desire to clarify which email lists receive which type of email (we currently have several email sources). We need to target correctly and avoid sending emails that are not appropriate for the recipient. Possible solutions are to send out a mass email with an opt-in option so that we know we're only sending email to those who still want it. We can also filter those who sign up online by asking them what type of communication they wish to receive from us (perhaps a choice of two or three), and also that we only send out membership specific emails to our members only.

Jackie asked if the Club needs to file taxes this year. Per Christine, we don't have to file taxes. Steve thinks we do, even if no taxes are due. Jackie is unsure and suggests that we research to confirm.

Current bank balance is \$568.90.

Keith asked the Jackie pose the question at next month's General Meeting "How can we get our name out there?" and get ideas from our members. Steve suggested we can also do that via email survey. Jackie also suggested that Keith ask Colleen because she is good resources for that.

Meeting adjourned.

Submitted by Pamela Reuter, Secretary.

A handwritten signature in black ink, appearing to read "Pam Reuter". The signature is written in a cursive, flowing style.