

COC Board Meeting July 18, 2013

Originally scheduled as a topical deep-dive with half the board missing, this became a formal board meeting with acceptable quorum in the final minutes when we needed to formally vote on one issue.

Location: Razzi's. **Attendees:** Debbie, Chris, Bob, Mike F., Jana, Rebecca, and Harvey.

NOTE: 6 action items before August meeting (2 for Bob, 2 for Rebecca, 1 for Mike, 1 for Patrick).

Improvement-related topics

1. Locking the locker. Check that locker is locked when closing (we missed that recently). We should put a note on the sign in/out sheet.
2. Inventory sign in/out. Make the sign in/out sheet a formal inventory pad of the items needed for a meet, with a page each for meets, cover meet director, course setter, and finish personnel checklists. This also ensures that we remember the full set of materials when leaving the locker. Include date/time/name item. The less writing the better. [Bob will do and route to the group].
3. Membership. We don't want to put limits on what is a family or household membership. Students are part of family but may not have the same address. No limit on number of kids. Families may have more than two adults (adult children, live-in parents). Leave it open to interpretation until there is a problem, but each family gets only two votes.
4. Membership renewal. Membership renewal date is an easy addition to mailing labels, as it is derived from the same data.
5. Meet improvement. Rebecca's full-color orienteering article just came out in WTA magazine. WTA is further supporting the activity with online links. The possibility of an additional 50 newcomer attendees at a mentioned meet—or a noticeable uptick at an unmentioned meet like August 4—is a serious possibility. How do we prepare the best way possible?
 - Newcomer group instruction. Quantico Orienteering Club does its newcomer instruction at a specific time, with a small demo loop so newcomers can actually get guidance finding controls. This would work better with CYA than Winter O (no 9th course), but here are the advantages:
 - More time for beginners to orienteer (including a possible 2nd course)
 - More prepared beginners, with actual led groups
 - More focused training (and easier counting, as now required by OUSA)
 - More camaraderie, including connections with other beginners
 - Map implications. With more beginners, and more in training, we can expect:
 - Need for more beginner maps. 50 more? Online registration is important.

- 4 demo maps for each event (Old course for Winter O, demo loop for CYA)
 - Event signage. With more beginners, we can expect more people getting lost or confused:
 - New large directional road signs needed. We have blank plastic panels and holders. Just need silk screening. Pat Kelley's wife? Make them two sided...and pointing the same direction!! [Mike F. to handle this.]
 - Feather banners. Patrick has plan for these. Need to vote online for funding before August COC meeting.
6. Marketing. Free bump from WTA article will peak, then end. What then? If we spent \$15-\$30/month (2-3 new orienteers/month break-even), where would we spend it? Need to discuss goals, prioritization, and budget at next board meeting:
- Facebook allows boosting of specific messages/announcements for \$5-15 per announcement. Can't draw a direct line to sales, but from Mergeo, Rebecca can demonstrate a 20X improvement in online engagement after message boosting—and engaged people participate in events more.
 - Meetup gets more people engaged and has a following. Free for users, cost for group leaders. Previously discussed a "Northwest Navigators" or "Cascade Navigators" focus.
 - Communication. More than a marketing function, this is about basic connection with user base. Right now, we miss 2/3 of our members and even more of our participants with every message (upcoming event, volunteers needed, lost & found, etc). We need a coordinated way to communicate with all participants that still respects recipient wishes and allows people to decline to receive mails in an easy way if desired. We have discussed Constant Contact before, but Rebecca has experience with MailChimp. She is getting costs, and we will discuss at August meeting.
7. Other reaching out. Not exactly marketing, but still reaching out in a coordinated way. May or may not require a budget:
- WTA Work Party. Washington Trails Association has worked with us in a big way. Need to reciprocate in the relationship ASAP before August meeting. Rebecca coordinating.
 - Family Day. Quantico Orienteering Club has one meet every year focused on families orienteering. It's promoted that way, there's a String O course, prizes, competitive events for families, and it is very well attended with a lot of newcomers. Does this make sense for us here? We could promote to daycares to reach families. Good topic for discussion at annual meeting.

8. Ultimate O' finances. Years ago, we decided that Ultimate O' was not required to break even, but could operate at a deficit to reach the choice orienteering venues across Washington. This season, Ultimate O' actually finished the year with a surplus of \$16—woohoo!—before deducting the amount of the April meet that was committed to OUSA teams as a fundraiser. Don needs to write a check to OUSA for \$250.

Part of the reason for the break-even season was the phantom portapotty at Salmon La Sac. It was ordered and never arrived, but the company said it was delivered. There were later rumors of a lone portapotty elsewhere by the road, which become a stolen portapotty that the ranger later found heavily used by campers. The company recovered its lost equipment and declined to charge us for equipment that we never had.

9. Bylaws. Although the bylaws had technically passed a board vote with three abstentions, we reopened the topic to understand the reasons for abstentions. They were primarily due to the length of the document. Those concerns were mostly eliminated by this meeting, but Mike identified that the term “directors” now appeared in Articles 13 and 14 without previously being identified. We fixed this in Article 6.1, changing “shall constitute the Board” to “shall constitute the Board of Directors.”

With this change, we now needed to formally vote on the amended bylaws, which meant having a formal meeting.

9:34 – 6 members of the COC board called to order. Under 6.3 of the old bylaws still in effect until this revision gets general membership approval, 5 members of the COC board constitute a quorum (The new standard requires 2 officers and 3 elected representatives).

- Chris proposed a motion that the bylaws be accepted for COC membership voting as amended. Debbie seconded.
- No further discussion needed, although Harvey shared his continued rejection of the board naming terminology. This objection was noted but perfunctory, both because the larger COC board had previously agreed on this matter and Harvey had not been appointed to the 2013 COC board.
- VOTE: 5-0. Motion carries.

9:36 – Motion to adjourn (Chris/Mike). Meeting closed.