Annual Spring Meeting Minutes

Williamsburg, VA
March 28, 2015

In Person Meeting Attendees:

- Erin Dunlop Velez
- Michael Duarte
- Matt Connell
- Matt Fiordaliso
- Ian Wilkinson
- David Sperry
- Katie Oberg
- Lou Zhang
- Jamie Lewis
- Marshall Irby
- Tiara Jackson
- Emma Rudebusch
- Jessie Viss
- Scott Klein
- Nic Querolo
- JT Blaue
- Megan Wagner
- Sean Koebley
- Mark Miller
- T.J. Wallin
- Travis Moore
- Bob Morrison
- Jason Mitchell

Conference Call Attendees:

- Emily Schultz
- Travis Hall
- Liesl Voges
- Justin de Benedictis-Kessner
- Rose Dziedzic

Welcome – Mark Miller

- Introductions around the room and on the conference call

Website Summary – T.J. Wallin

- Documents on our website
- FB is the best place to reach our alumni
- WBC Juniors is tied to us too now – can directly donate
- No more exclusive content
- Most people going to photos
- A lot more search engine traffic compared to facebook
- Grown about 10% last year but not that good, we should be getting more current rowers to join
- Slightly women heavy in FB demographics
- In general best reach is at night
- Peaks in views around races
- Letter campaign was a peak as well
- Please "like" our posts! Charity likes are ok
- We don't like to spam people, and we have received zero negative feedback which is good
- Donations spike in March for March Madness
- Donate tax refunds
- Letter drive brought in donations
- Keep improving the website content
- Videos and race info is popular
- Keep updating archives
- Need new banner pages
- Back-up for photos? Dropbox

Financials – Travis Moore

- http://williamsburgrowing.org/wp-content/uploads/2015/03/FWR-2014-Financials.pdf
- Overview of organization
- Alumni-based fundraising
- First person you think of when you're needing something to get done
- March Madness and Fantasy raised good money and got people involved
- Letter campaign was successful
    - New people back into the fold and new donors
    - Very successful
    - Holiday card was an effort to stay connected
- Endowment – goal is $50,000 before we determine if we should take money out or not and how
    - Expected annual rate of return
    - New since the boathouse
- Open communication with Jason about state of WMRC
- Income statement
    - WMRC summer camp is the biggest donation line and that is almost directly returned to WMRC
    - Paypal fee is reasonable
    - Overview of document
    - General expenses – very low
    - Subscribers – number is going down but amount is going up
- Donation Data
    - By class year
    - Mostly just interesting data
    - Where we need to do outreach
    - Most impactful when it comes from people that you know
    - Focus on your year, target those people
- Questions?
    - Camp used to be treated separately

- Used to use google checkout
- Easier through paypal
- Primarily corporate matching is "corporate"
- 54 donors this year in total
- 300-400 contacts
- AmazonSmile – free money
- Summer camp discussion – what to do with the revenue? Go to endowment?
- Last year, repairing old equipment and back-ups for inventory

WMRC Coach Update – Jason Mitchell

- Profited about $25,000 from the camp – successful but a lot of the $72,000 went to funding the camp
- Going to stick to 3 weeks again, maybe do 4 weeks in the future
- Hosted regatta in the burg
  - Chick Chase
- Erg sprints – 300 kids, ton of people
  - Previously didn't charge anything
  - But might turn it into a fundraiser
- Regatta updates
  - On facebook, immediately
- Losing kids in the spring
  - Start high in the fall, then drop off
  - At 43 right now
- Trying to keep numbers up
- Negative impact – addition of regattas
  - Head of the South – 2 years in schedule
  - ACRA – staple of the schedule
  - Increased regattas = increased costs
- Keep up with payments – split up dues so it isn't one chunk and the treasurer stays up with getting those in
- Exclusive weeks for camp

WBC & WBC Junior Update – Bob Morrison

- Youth group
  - 28-29 kids
  - Working on having enough equipment
- Boat accident recently
- Masters program is growing – parents of juniors getting involved
- Looking into becoming their own 501c3
- Increase visibility
- Advantages
- Separating from FWR
- Fundraising would be difficult, need to take the time to do it
- Parents say they want to donate but then it doesn't happen
- Wish list is nice because everyone wants to buy "stuff"
- No space in the boathouse
- Need a more advanced racking system
- Local races for the juniors

Opportunities for Growth – Liesl Voges

- Increase involvement
- Class representatives

- Keep people involved from 2010 and more recent
- Virtual organization
- Not many actual get togethers
- Little opportunity for involvement
- Hard to stay involved with limited physical interactions
- Delegate more to directors
    - Dedicate directors specifically to event focus
    - Young Guarde weekend for Annual general meeting
        - Still know people on campus
- Keep seniors involved immediately
- Subscriptions and events
- Head of the Charles event
- Assign one person in FWR to reach out individually to each graduating member
    - Tell them about FWR and that they are a free member the first year, start subscribing after

Elections

- Members of good standing
- Nominated & Elected for Director positions
    - Liesl Voges
    - Jaime Lewis
    - Sean Koebley
    - Bob Morrison
- Nominated & Elected for Executive Board
    - President: Liesl Voges
    - Vice President: T.J. Wallin
    - Treasurer: Travis Moore
    - Secretary: Emma Rudebusch

Open Floor/Closing Remarks

- Alumni Listserv – figure out who is in what area
- Regional lists
- Thank you for joining the meeting