

JEB Stuart Crew Boosters Board Meeting Minutes

March 14, 2017

Open 7:30 p.m. Adjourn 8:45 p.m.

Attending:

Linda Manning, President
Mike David (Head Coach)
Mari Mullane (VP and Registrar)
Andrew Riester (Treasurer)
Heidi Sakai Gioseffi (Dir. of Communications)
Catherine Dubas
Trisch Aust

Treasurer's Report

Andrew: Still fine on cash flow. Winter fundraiser [WPC] exceeded budget; helping offset recent costs

- Watching paid registration; under budget. Budgeted for 34 rowers
- Bus went up by \$50/day to \$450/day
- VASRA paid; hopefully they have updated their contact records; Linda to send them a message, seeking acknowledgement and confirming contact information
- Not paid: Crew council; having trouble connecting on POC. Linda to pursue
- Coach Mike has purchased for a few items out of pocket; booster reimbursed Coach Mike for the Vespoli expenditure
- Heidi suggested putting up a promotional post for specific donations we seek; 50th anniversary mugs in homepage slider currently

Registrar's Report — Mari

- Final paperwork for VASRA done. Debbie O'Rourke indicated she submitted the MEL.
- Chasing down payments from a few rowers. Mari pursuing.
- Coach Mike chasing down SRAA HIPAA forms for the lightweight rowers. When completed, forms go to Korey, to allow upload of weight data to SRAA website. Coach Rob has boys' forms; Coach Mike will handle girls' forms

Coaches Updates and Topics – Coach Mike

- Injured rowers; being careful to not negatively impact rowers and still have them active
- Parking passes question: In the past, VASRA provided 2-3 coaching passes as windshield stickers. But this year packet only has windshield hang tags (for the VASRA volunteers?). Passes for the coaches?
 - Per VASRA minutes: "Parking passes will not be distributed until all contact information provided; up to 5 parking passes." Linda to pursue.
- Launches: Replacement stickers are in for the green Jon boat; awaiting new stickers for the donated Barcroft launch and one of the V-hull launches.
- Launches: Need to have the registration numbers and letters on the bows; some are badly worn. Coach Mike to pursue with Bob Finley.
- Instead of VSRC day 1 we will go to Mathews. Coach Mike committed by email to the Mathews Regatta Director to attend on May 6th.
- Entries go in next Tuesday night for Polar Bear. Coaches routinely set regatta lineups on Tuesdays
- If rowers will be absent, need to know by Tuesday. Coach Mike registers the team's regatta entries on Tuesday night; VASRA produces a draft schedule Wednesday/Thursday which is typically shared with the coaches on Thursday.

- Stotesbury: Time trials early Friday. Identify which students have IB exams (French on Friday A.M.; Geography on Thursday A.M.)
- Still need to get the Pilot down and rigged
- Saturday: Parents Day, boathouse tour and take a walk to the grandstands. Practice 9-11:30am.

Planning Spring Events

- **Moose Lodge Potluck on March 24th** (food/set up/agenda/spirit wear). Nancy Witowski POC.
 - Slideshow (Linda to bring laptop and screen; Heidi to provide slideshow)
 - Sign up genius filling up
 - Need Nancy to hand over the reins along with documentation for the next year
- **Earth Day, April 23rd**
 - Catherine POC. And find a parent to co-lead (Jimmy Sidney's Mom?)
- **VASRA Volunteer Positions**
 - Two more non-driving positions to fill
 - + Driving slots to be filled; Holly reaching out to other teams to swap; Andrew suggested we reach out to our team one more time; slots leftover will try to swap. Bring up at the potluck.
 - First slots open is April 1
 - Sign up on website; add to the website. Heidi to add. [done]
- **Spring Festival, April 7th**
 - Race-A-Rower activity. All rowers participate (wear Stuart crew grey Tshirt)
 - Coach Rob has been point of contact with Miss Buff (Activities Chair)
 - Heidi already sent email to Coaches Rob and Lexie.
 - Coaches provide note for captains to be released 10 minutes early to set up table and 4 ergs
 - Boosters provide 2 cases of water (3 total if a hot day forecast; leftover water goes to Mathews).
 - Cost is \$1 per race or bottle of water
 - Winning time of challenger wins \$25 gift card (1 for boy challenger; 1 for female challenger)
 - Gift card ordered through Sonja scrip program
 - Heidi to create poster and flier and route through Coach Rob to Miss Buff for SGA approval
 - Instructions on Google docs
- **End of Year Picnic**
 - Possible Sunday, June 11 (possibly June 4)
 - Location: Broyhill Crest. Linda to pursue

Fundraising

- **Restaurant night**
 - Vicky Carmody arranged them last year; would be good to have a second parent. Mari to consider and pursue second parent.
 - Flippin' Annandale has closed, a lucrative opportunity lost
 - Need to sponsor event that will generate alumni interest
 - Chipotle is once a year; need to wait mid-year before we go back to them
 - DogfishHead as a possibility? 15% return? Linda to pursue rate
- **Car wash**
 - Need leadership parent [team] to schedule and make arrangements
 - Two car washes in the spring; two in the fall
 - Location. Andrew to check with church for dates and get back to boosters

Recruiting

- **Visit Glasgow**

- Linda reached out to Glasgow to do demos during gym class
- Coach Mike: Goal to recruit 10 boys and 10 girls in order to compete in novice category
 - This year there are not enough novice boys to field a novice boat
 - They will have to compete in more experienced junior category
 - Need to connect with 8th graders as a starting point
- Mari: Jerry and Blake willing to go over to Glasgow in concert with the gym teachers
- Coach Mike also willing to go to Glasgow and meet with gym teachers
- Trisch to look into Stuart Activities Fair at Glasgow; Coach Lexie to pursue with Mr. Garvey
- **Summer Mini-Rowing Camp/Learn to Row Program** (7th and 8th graders)
 - Let's set a date early so that we market and administer better (waivers, swim test, more)
 - Coach Mike to discuss with coaches. Green days a possibility; depends on availability of coaches
 - Need to name/frame to be able to offer to rising 8th graders as well as rising 9th graders
- **Marketing Thought Starters**
 - Highlight the successes of previous rowers, and the scholarship opportunities
 - Show video; bring the ergs over to Glasgow
 - Create a recruiting video; add a few interviews; play on a loop. Heidi to pursue
 - Cards "what rowing means to me" to collect from current rowers and parents. Mari.
 - America Rows piece is good for the Stuart population to raise exposure

Post Season

- Hotel reservations made for coaches for Mathews
- Rooms reserved for all away regattas

America Rows application.

- Linda has application ready for review. Will circulate to Coach Rob and booster leadership
- Coach Rob and Linda to sit down with Principal Gros and possibly Mr. Brian Garvey to review proposal and seek suggestions for improvement on approach
 - Coach Mike suggested they take the opportunity to discuss with Principal Gros how to reach more kids at the school
- Next step is to create a plan for recruiting
- Program is more geared to community rowing as opposed to a high school; we're not a perfect fit for the program; seeking approach to make application successful

Adjourn