

**November 8, 2023**  
**South End Rowing Club**  
**Board Meeting Minutes**

**Roll Call**

<b>Member</b>	<b>Present</b>		<b>Member</b>	<b>Present</b>
F. Hegeler	X		C. Lovazzano	X
C. Bump	X		A. Diaz	X
J. Sale	X		V. Blyth Marlin	X
B. Ip	X		T. Nguyen	X
A. Gower	X		Z. Margolis	X
J. Li			E. Gliebe	X
G. Lazaneo	X		P. Mulvihill	X
S. Dominguez	X		L. Hovden	X
D. Puglisi				
S. Fillipow	X		S. Wintersteen	

**Approval of Minutes**

The October 2023 Board minutes were approved (15 – 0 – 1).

**President’s Remarks**

Fran trumpeted that, since the December meetings are typically quite brief, this would be the last full meeting of 2023.

That good news was followed by her announcement that the Club had received a \$150,000 bequest from LeeAnna Norris Friedman. The donation was unexpected. Fran will be preparing a letter of appreciation to the family.

Fran reported that she is still working on her “nanny note” to the membership but hopes to get it out soon. With each passing week, new topics for the note arise (e.g., the importance of swimmers wearing lights and everyone being careful of each other near the end of the dock and at the opening).

Some dogs continue to be a nuisance at the Club. Cathy will be posting additional signage reminding people that:

- Dogs must be on leash at all times except when on the beach
- Dogs are allowed, while on leash, to transit through the Upper and Lower Boathouses in order to reach the outside patio and beach
- Dogs are not allowed in the rest of the building

Fran noted that our policy of allowing dogs off leash on the beach is inconsistent with DC and NPS policies.

Fran reminded each of the sports commissioners that they should be organizing their year-end sport meeting and that each commissioner should be identifying their sport's award winner for the year. Erika will provide a deadline for getting trophies made in time for the holiday party.

She explained to the Board that she and Pete had put together a PowerPoint deck aimed at members considering board service. They organized a *Board Curious* zoom meeting, but nobody attended.

She closed this segment of the meeting by reminding people what a terrific 150<sup>th</sup> anniversary year it's been. She said she wouldn't be seeking a second term, but that it's been a privilege to serve with each of the Board's members.

## **Members Moment**

None.

### **A. Membership Update**

Catherine reported that we received 95 new memberships in the last 30 days; 535 new memberships in 2023. Total membership currently sits around 2,200!

Brian Cunnie demonstrated a new automated workflow he created that ties together SportsEngine (our membership engine) and PDK (the system that manages access to the Club). He did a quick demo by enrolling a new dummy member in SportsEngine. Once that transaction completed, his workflow posted the new entity to PDK

and sent the new member an email with instructions on provisioning the PDF app on their smart phone. This new integration eliminates the time-consuming, error-prone manual process that we've been complaining about for years.

Next step is to connect SportsEngine and QuickBooks.

Thank you Brian!

**B. 2024 Fees**

Laura reported that an expanded version of her committee (Pete, George, Catherine, Cathy and Josh) had met again since the October meeting. The committee had three additional recommendations following the discussion and decisions in October.

They recommended that proration option 2 be implemented. Basically this involves new member dues being reduced by 1/12 each month until the final quarter at which point they flatten out.

Month joined	Amount due	Initiation	Total	Per Day Valuation
January	\$450	\$125	\$575	\$2
February	\$415	\$125	\$540	\$2
March	\$378	\$125	\$503	\$2
April	\$340	\$125	\$465	\$2
May	\$302	\$125	\$427	\$2
June	\$265	\$125	\$390	\$2
July	\$246	\$125	\$371	\$2
August	\$209	\$125	\$334	\$2
September	\$171	\$125	\$296	\$2
October	\$133	\$125	\$258	\$3
November	\$133	\$125	\$258	\$4
December	\$133	\$125	\$258	\$8

This option was approved by the Board (16 – 0 – 0).

The committee noted that the DC has memorialized an annual CPI increase in their dues. This allows for their dues to be adjusted upward to accommodate increases in expenses without requiring each adjustment to be reviewed and approved by Rec and Parks. The committee suggested that we do the same thing with the understanding that each year the Board could decide to take a lesser amount (which if taken to its extreme, could mean skipping the annual increase). After discussion it was decided to replace the 3% number with the San Francisco-Oakland-San Jose Consumer Price Index (CPI). Laura offered the following motion “Dues may increase each year, beginning in 2025, by up to the amount of the CPI.” This motion passed (16 – 0 – 0).

Finally, the committee proposed increasing day use fees from \$10 to \$15. Fran reported that Rec and Parks informally told her that this would be a non-starter. Nonetheless, the Board felt that some increase was warranted. While the sentiment of the Board seemed to be to increase day use fees to \$15, they instead voted to request an increase to \$12 (16 – 0 – 0) in the hope of gaining Rec and Park’s approval.

It will take a couple of months to (hopefully) get Rec and Park’s approval for these increases so 2024 renewal will have to begin using 2023 rates and then switch once we’ve garnered the necessary support.

In the meantime, the committee needs to pull together the background info requested by Rec and Parks.

### **C. Plan 2023 General Membership Meeting**

George has provided a Google Slides presentation template for use at the meeting. Some of the presenters have inserted their material into the supplied template. All presenters should have their input in by Friday November 10<sup>th</sup>. A trial run will take place on Sunday at 6:00pm via Zoom.

There was some brainstorming around how to present the changes in dues and fees:

- Last time dues were changed
- Increases in expenses
- Graphic comparison of changes in revenue vs expenses
- Incremental cost to each member (with and without locker)
  - Compare the increase to (say) cost of a Starbucks coffee
- Availability of hardship assistance

#### **D. EventBrite Upgrade**

Zach explained that since the Board last discussed EventBrite, new plans have been introduced. For events that include the sale of tickets the choices are:

\$50/event or

\$150/month for all any number of events

Since all of the 2023 events, except for the holiday party, were preloaded into EventBrite earlier in the year, we decided to spend \$50 to load the holiday party (16 – 0 – 0). The Board also authorized (16 – 0 – 0) \$150 for one month to see if we can load (nearly) all of the 2024 events in that one month or if we need to buy 12 months of access in 2024.

#### **E. New SERC Today Exhibition Area**

Cathy reminded the Board that at a recent meeting, during the member's moment, one of the MAX415 members commented on the photos on the walls of the Club. In response to that comment, Cathy has located a barely used bit of wall space that she proposes to repurpose as SERC Today (in contrast to the SERC history that occupies most of the Club's wall space). Cathy proposes:

- To repurpose the wall in the upper boat house, that faces the Hurley barge and currently has tables stored in front of it. The wall contains a map that will be moved.

- To add some lighting to the wall to make it more visible as people are leaving the Club.
- Cathy will form a new committee of 3 to 5 Club members who are interested in curating the new wall. All Club members will be given the opportunity to be on the committee.
- The committee will think through broader issues such as criteria, frequency of change, how material is selected, etc. The committee will share its thoughts with the Board when they're ready.

The Board approved of Cathy's suggestion and thanked her for her efforts.

### **Adjournment**

The meeting adjourned.