

August 14, 2024
South End Rowing Club
Board Meeting Minutes

Roll Call

Member	Present		Member	Present
J. Sale	X		C. Lovazzano	X
C. Bump	X		A. Diaz	X
E. Gliebe			L. Hovden	X
V. Blyth Marlin	X		M. Miller	X
V. Cornwell	X		E. Gable	X
J. Li	X		K. Hutchins	X
G. Lazaneo	X		S. Phillipow	
F. Hegeler	X		D. Flatow	X
J. Sellers	X			
T. Yarish	X		S. Wintersteen	

Approval of Minutes

The July 2024 Board minutes were approved (16 - 0 - 0).

President’s Remarks.

Awards: Time to start thinking about that. For commissioners, get them to Erika by Oct 31, 2024 to be made in time.

6:40 pm- Members Moment- Will Benjamin

We hear from members “my voice doesn’t matter, so I don’t care” How to make South enders more engaged, because the board has good intentions, but it’s not translating.

The board says “we’re going to put up indoor security cameras.” The board doesn’t care what I think, they’re burying the announcements. The google group is locked down, I can’t make a comment there. Yes, it is true the board gets to push things through. The membership cap and dues increase, were both aggressively pushed through, with a token listening session. Don’t be surprised if people are pissed.

Robbing our members of the two assets of the club: culture and enthusiasm, people caring, that is the glue that holds people together. How can we enhance the Southend culture? I’m fine with some rules, but don’t substitute the culture-based norms. It’s hard to reverse engineer bad attitudes.

We edge closer to being a Crunch Fitness experience. To foster engagement, people would like to have a community conversation and have a place to discuss. The Dolphin Club has a common online forum. There are ways for the google group to be a forum, that holds our club together. I know that you (the board) don't manage it. Share rationale and foster discussion. How to get members to care more, in as many ways as possible. For people to be truly heard.

In closing, we want to maintain being a Pirate Ship that runs on culture and enthusiasm.

Vanessa supports Will making this statement, it takes guts. Even though there is conflict, let's not lose sight of all the good.

Kristin asks if Will was at the April board meeting when the membership cap was discussed. He was not at that meeting. He did attend the members meeting last year.

Jing: there will be communication coming about the community focus groups in September. Acknowledge that the google group is a central hub, but it's hard to keep up with it. Agree with Vanessa that it's nice to have you here.

Will: a focus group isn't everyone. I understand that when people are talking, across pods, it makes us better. There needs to be a willingness to hear feedback.

David: yelling at people on a listserv isn't it, it's a bit toxic. I'd recommend connecting with folks (including board members) in person to let your voice and opinions be heard.

Will: it's a both/and thing. You chose to read it or not. The google group must be all or none. If there is no outlet, that's how we've shared stuff in the past.

Laura: One of your points is that the board does put a lot of thought into decisions, but we don't respond on the google group.

Will: if you have presented to me, what was going into these issues, I just, I don't even know what is happening.

Josh: reminder that the members voted on the dues increase. The google group is not run by the board, it is not a creature that we have any role in managing.

Will: People were yelling at the meeting (Will wasn't there). Will was at the members meeting last year. He was not at the April board meeting.

Marissa; What you're seeking is communication. Maybe there's more communication that we could offer as a board, ie "we have a lobby monitor".

Will: People get upset when they don't know what's going on. There are individuals who are problems, regardless. Help out the big middle.

6:45 pm- Agenda Items

A. Revisit Camera at Back of Club (Josh, 10 minutes, not deferrable)

Josh: We agreed that the internal cameras would move forward. Decided we didn't want the back of the club.

We have had the second occurrence of someone jumping over the back wall. Jumped over the fence, one of our members saw this. Our member followed the guy into the club, went out and went over to Dolphin and exited out their side gate.

The fact that this is 2 times in 2 months. The fact that the guy knew the path between the two clubs, some familiarity with the place. The question to the group is do we want to revisit the decision to not have cameras on the back of the club.

Fran: It might be worthwhile having it just at the doors. People get up to stuff. There was the guy sneaking into the club while his boat was here. It doesn't prevent crime but might help us catch people. I don't want it on the beach.

Josh: These are 360 cameras that you can shield off areas that we don't want to see. IE blocking the beach.

If we do a camera downstairs, it would not be part of the city camera.

Marissa; even "under surveillance" signage would help.

Josh: first person pulled their boat up on the beach.

David: if it happened during the day, maybe the park service had it.

Emily: I am anti-camera. They're not going to prevent anything from happening.

Cathy: 2 thoughts. What cameras do the park service have on Hyde St? If it doesn't prevent people, it does alert us to an issue. Skeptical that we could actually catch someone. Would tell us that there is a problem.

George; where is the park service plan?

Fran: they are saying in general, the boats are moving in September. The Balclutha going in September. They are doing a design project. Nothing is happening right now.

George: with the exception of Blue Angels/4th of July, they're not taking responsibility. We need to come up with a countermeasure.

Fran: we did have that security meeting. Suzanne Greva is working on the initiative with the neighborhood cameras.

Josh: it seems like there are 3 options: 1. Do nothing, leave old decisions alone. 2. Put a camera at the back door, one of our own. 3. Tell the city/neighborhood group that we want the 360 camera on the roof to cover the back of the club (even though we said we didn't want it before). Would have to validate what it would cover. That is not the current plan.

Straw poll:

Do nothing: 10 ppl

Camera on back door: 0

360 camera: 1

Marissa: have camera facing the Wahine beach. An alternative to our beach.

Josh: check with Steve about what is possible with wi-fi etc.

B. Member Meeting (Josh, 10 minutes, not deferrable)

Wednesday November 20th. Please mark calendars.

Each commissioner needs to prepare a couple slides.

Josh: one potential bylaw change, the city directed us to put a cost of living adjustment in. We included that in the motion last year. Giving the board permission to implement cost of living adjustment if deemed appropriate. Tom Carter said only members can increase dues. Members give the board authority to implement cost of living increases. It might be something that we would want to tidy up the bylaws to say that members control the dues, but delegate the cost of living increase to the board.

Laura; we need to have a discussion about whether we want to include it for 2025.

Josh: Yes, we need to decide that.

Van: I don't understand the concern. Cost of living adjustment annually was approved, but bylaws don't reflect that.

Josh: like the supreme court deciding if congress has authority to delegate decision making to agencies? Our ground could be stronger.

Fran: the city told us to do it. It was in the resolution for our lease.

Josh: we still have to implement/execute the increase

Cathy: We could amend the bylaws so that it says “membership votes on dues” and “membership authorizes the board to implement cost of living.” What was the default?

Josh: we need to look at the resolution.

Laura: what if the membership voted against it? And then what?

Josh: it’s the only thing in the bylaws. Maybe agree that we don’t touch it for now.

Catherine: commissioner updates, and a capacity discussion .

Make sure we order pizza.

C. Private vs. Public Facing Website (Kristin, 15 minutes, deferrable)

Kristin: concerned that our website is publicly facing, including calendar and links to board notes. Other clubs have a public website and a members portal. This has become a bigger issue, as I’ve been working with Catherine to doublecheck people signing up for swims, and have had a number of people register that are not members. Wow! In addition, we’ve have heard stories in the past and it’s hard to manage this. We’re lucky that we have a diligent membership commissioner. If I am catching that many, I suspect that has been going on for longer. Random Joe Public is able to sign up. The volunteer spreadsheets have peoples names and phone numbers. Some of them are also going out in the monthly email blast that is more people than the members.

On Josh’s suggestion, reached out to John Gower. Each member needs a profile. Talked with Catherine and Brian, it is a big lift for people who are already weighed down.

Emily: I think about that all the time. And thinking about what Will brought up. It seems like it would be amazing to have a communications commissioner. Someone managing the website and maybe a member portal like this. All of that personal information is really creepy.

Marissa;. Rowers are often looking for registration sheets and it would be helpful if there was a password protected area on the website where we could post these.

Tim: Bay Area Sea Kayakers has a website with a members layer. A trip planner that is publicly accessible- tides, currents, winds.

Kristin: I love these ideas. But right now we thinking about money for the website, particularly. It would be easier with the CRM.

Vanessa: we're bringing the CRM idea to the board next month.

Catherine: Managing individual member logins would be a huge waste of my and Brian's time.

David: Strike a balance with being discoverable.

Jing: we have the tech talent here at the club we can leverage.

George: just a reminder that there is no precedent for having added 1200 members since the pandemic. Reminder to have people called upon.

D. DC SERC TRI updates (David, 10 minutes, not deferrable)

Tri+ Update from David Flatow:

- Things are moving along quite well.
- Handball has points for final in participation (a big win).
- We have 3 points for triple threat, and 4 points for quad threat
- No second barge or coastal doubles to enter
- Timing chips, Erika got a good deal on those. Allocating 300 to each club ,can reuse for the run and the swim.
- More age groups this year. Olive branch to Dolphins. Now there are competition points in the 6 age groups and by 3 gender identity.
- Age groups by gender identity man/woman, and separate bucket for trans/non binary/no answer
- Walk is 60+, more participation points if you run and place
- Cut off for the run is 2 hrs (David to confirm)

Want to make it more competitive and more fun. So we're not crushing them every year.

Agreed to 50 "day of" registrations (believe it is total not per club)

Aug 15, 2024 will send out registration and volunteer links.

Josh: start promoting it with your sports, Commissioners.

E. Marty Maricle Feral 100 Running Plaque funding (Emily, 5 minutes, deferrable)

Emily: Running program has grown. We would like to see that continue. Would the board consider a plaque for the Marty run? I hadn't budgeted for it. It would \$250, similar to the 100 mile club plaque, and hang it here in the dayroom.

I am asking the board for the funds, to benefit the club for the future.

Kristin: do we have space?

Josh: where there is a will there's a way. If we have the plaque, I'm sure we can find a location.

Fran: I love the idea, but I've heard of so many other plaques. It could run wild. Law of unintended consequences.

Jing: who governs the wall space? There's been controversy.

Cathy: yes, the women's wall and the rotating wall were passed by the board. People have put up their own plaques willy nilly. It's really up to the board.

Approved (15 - 1 - 0).

F. Investment Proposal (Laura, MOVED TO NEXT MONTH)

G. More Sister Club Relationships (David, 15 minutes, deferrable)

More Sister Club relationships

David: More context: David and Britt went to Copenhagen, and also went to Bondi.

Trying to find folks to train for his upcoming Tahoe True Width. While in Copenhagen, met the Copenwater swim club there. Thought it would be neat for them to come visit us.

While socializing the idea a few weeks ago, Josh brought up larger questions of whether we want more of these sister relationships? Bondi and Kiel groups have been very rewarding in many ways, but there have also been challenges.

The idea of a reciprocal relationship has come up as a different structure, rather than our current sister club structure. Van may have some ideas about this.

Would like to focus on what a reciprocal relationship could look like, what the right size would be.

Josh: I encouraged David to take the temperature of the board.

Van: I love the idea. I love the sister relationship. We have other clubs that we have relationships with that most people don't even know about. It takes effort. Somebody has to be the contact person.

I thought about it, and I don't want to take energy out of what you're talking about. But there's a worldwide growing interest in open water swimming. I wonder if there's a way to thoughtfully connect many of them.

David: Maybe I didn't mention, capacity and doing this is the right way for our club is top of mind. As I was designing a pilot program for the Copenwater group I took these challenges into account. We don't want to launch another Bondi-size relationship. Hinting at maybe something with effort up front, but have a casual relationship. We can go there, they can come here.

Thank you to Kristin, Erika, and Josh for helping to talk that out.

Kristin: Really exciting. Also a concern about resource drain, time and energy of volunteers. Something to be found out. The degree of reciprocity. It is high with Bondi, but not as much with Kiel. It's hard to walk something back in a tactful way if it's not working for us.

David: We need to scale it back, I'm excited about it right now, but would need to pass it off.

Tim: We can't open the floodgates on this. Is there a filter, or a way to quantify the candidates. Will this truly be reciprocal?

Marissa: That's how yacht clubs work. SF Yacht club has a protocol officer who handles all the relationships. Visiting members from other clubs send or bring a letter of introduction from their club if their club is not already on the approved reciprocal clubs list. We still want to welcome people.

David: Olympic Club, they have reciprocal relationships. But we're not at that level.

Jing: a lot of people come here to train. We are uniquely positioned as a club. When I meet someone one-on-one. I met someone from Mexico training here, and now we are friends.

David: definitely want it to be intimate. Like when we go to Bondi, there are so many of us. Copenwater was cool, because it was a small group.

Kristin: I get a lot of requests.

Marissa; we get requests, we welcome people. I'll find a rower who will take them out. It's a standard thing for rowers when they are traveling.

Vanessa; I've cold emailed rowing clubs. We hosted Matu from Tahiti, we had him in a regatta. Now we can go visit his club in Tahiti.

Jing: USMS has drop-in list on its site.

Josh: seems like there is enthusiasm, but with some restraint. Suggest David gather interested people.

David: would like to have Copenwater, 10 or so people come over in 2025. Be mindful of capacity, not taking all the spots on a weekend swim. Give them a feel of what it is like. Reciprocal relationship with limits. How many of us can visit? How many people?

Will put together a more formal proposal.

Josh: difference between reciprocal and symmetrical. Like Kiel, there's no "there" there. Part of the symmetry is that if we go to Copenhagen or Tahiti, there's what our members are going to find at the destination. It doesn't have to be identical.

Cathy: when we first started with Bondi, there were 7 of us. The bigger difference between that and Kiel, Kiel initiated the relationship. There has never been a real champion here. Avid people. It's more complicated than them having a boat house or not.

Informational Items-emails sent but not covered in the meeting

A. Building Update (Steve emailed informational update)

Cook Shack - Thanks to Chris Martin who continues to drive the floor renovation - Aug 25 thru Aug 31. We have consulted with Dave Plant on the type of floor for the dining area and have decided on polished concrete (more like the day room) rather than epoxy. With Jeanne's feedback, the color chosen is a neutral/concrete. We have flexed our Day of Service and Cook Shack plan to support the Wooden Boat Classic. A crew led by Rowing will support Chris in moving everything out of the Cook Shack in the afternoon. When that work is done the Cook Shack (and the patio) will be off limits through Friday Aug 30th. On that afternoon, a group of volunteers (and contractors as required) will restore the cook shack and get it ready for Saturday's memorial service.

Security Cameras - I do not have a committed date for the installation of the internal cameras but all of the equipment is on hand or on order. I want to thank

volunteers Paul Saab and Allan Luong for their leadership in driving this project. As soon as the remaining hardware is available, Allen will tell me when he can perform the installation and what additional volunteer assistance he will need.

Hot Water tank replacement - I have identified a volunteer project team to replace our aging hot water tank. I plan on scheduling the vendor Monday Sept 30th. The project will take one full day and will involve shutting down hot water to men's, women's and ADA locker rooms while the work is performed. We will also need to move a couple of boats out of the way of the boiler room door in the upper boat house. If I can make hot water available for early swimmers, I will let the membership know after we've met with the contractor. As usual, I'll work with the Dolphin club to get access to their facilities.

Men's Locker Room floor - Tim Mooney has volunteered to lead the project team to replace the aging men's locker room floor. We've asked the vendor to pencil in a start date of October 28th - the work is expected to take the full week and the old locker room, bathroom, showers and sauna will be closed. Again, I'll work with Dolphin Club to make showers and sauna available.

Refinishing the UBH and bar floors. I'm still looking for a volunteer project manager to lead this two-day project! I would like to get this done on Tue/Wed Nov 19-20 so as not to interrupt boat night or the Athletic Achievement Happy Hour....and before the holiday party! The club will be accessible both days and the ADA bathroom will be unavailable one of the days. Please put the word out and direct volunteers to building@serc.com.

The new day use lockers above the bar are available and signage is posted. Thanks again to Chris Martin and John Gower!

B. Update on Capacity & Lobby Guard (George emailed informational update)

BEAM COUNTER

The front door beam counter authorized at the July Board Meeting was installed Friday, July 19 and started providing data immediately.

LOBBY GUARD

The lobby attendant authorized at the July Board Meeting started reporting at SERC 8/1/24. The onboarding documents and scope of work were created by George Lazaneo and reviewed (or co-authored by) Steve Filipow, Catherine Lovazzano, Kristin Hutchins and Van Cornwell. The guard's actions the first week will be spent interacting, observing and reporting back data, then politely enforcing door protocols (with) a focus on registering guests and managing collections for day use in subsequent weeks. This will be a progressive process as more data develops showing specific dates & times of irregular door counts.

INITIAL IMPRESSIONS (USE)

Pearl beam counter validates prior assumptions of SERC capacity during our normal hours of operation.

-Low levels of activity noted from 12:00 AM to 4:00 AM and 8:00 PM to 12:00 AM.

-Surge times are from 6:00 AM - 9:00 AM.

-Off peak capacity surges appear to be driven by club sponsored events.

ProdataKeydoor (PDK) system is an exceptionally accurate and capable tool to capture member use. The Pearl beam counter only captures traffic in/out to help identify potential tailgating, day use and guest activity. You can make this distinction by imagining a key swipe as an intentional act and passing through the beam counter as a passive act. Passing through the beam looks to be a more accurate accounting of our overall hourly, weekly and monthly capacity. Data suggests that relying on PDK counts (current and historic) alone as a SSOT (single source of truth) may under-represent our capacity from 18%-46% on any given day.

INITIAL IMPRESSIONS (CAPACITY)

PDK Data Shows an average of 1,800 users weekly (7,200 monthly).

Pearl Data Shows an average of 2,450 users weekly (9,800 monthly).

Surge times are similar with both data sources. Our busy days are Fridays and Saturdays and 6 - 9 AM is our busiest time. This is all preliminary information and more time is required to identify specific issues and potential corrective actions, but data suggests that the problem is guest policy abuse and tailgating specific to club sponsored events on weekend days and weekday evenings. The discrepancy between PDK and Pearl counts will have to be qualified by in-person observations with the lobby guard, supplemented by volunteer door monitors.

GOOD NEWS, BETTER NEWS

The lobby guard is making a difference as evidenced by our parallel door counts progressively leveling off.

We are busy because of aggressive sports programming. We should perceive this as a measure of success (Sports Commissioners positively engaging with membership).

Other than having to wait for a shower or sauna in the early mornings (which can be anticipated and communicated out to membership), there are no signs pointing towards a requirement for capacity or membership restrictions over the near-term.

David Flatow is creating data visualizations and assisting me with this project. We will make a more formal presentation with findings & recommendations at the September Board Meeting.

Adjournment Delicious cioppino and salad provided by Rowing Commissioner, Marissa Miller.

Next Board Meeting September 11, 2024 at 6:30pm