

September 11, 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	X		L. Hovden	X
V. Blyth Marlin	X		M. Miller	
V. Cornwell			E. Gable	x
J. Li			K. Hutchins	X
G. Lazaneo	X		S. Fillipow	X
F. Hegeler	X		D. Flatow	X
J. Sellers	X			
T. Yarish	X		S. Wintersteen	

Approval of Minutes

The August 2024 Board minutes were approved (14 - 0 - 1).

President's Remarks.

Josh noted that we are trying to run tighter and shorter meetings and did pretty well last month. We announced at the last meeting that you were supposed to get your Holiday Party awards nominations to Erika by October 31st. It is getting close to the end of the year, and we need to appoint someone to run the election. Sue Free has done it in the past and she has agreed to run our elections again for 2024.

Fran motioned to approve Sue Free as our election coordinator.

Approved (15 - 0 - 0)

For the December board meeting we need to book a dinner reservation early as it is difficult to book space. Last year we went to Capurro's. That would require us to move our board meeting to Monday as Capurro's is closed on Tuesdays and

Wednesdays. All agreed that we should continue to go to Capurro's. Erika will connect with Paul Capurro for available Mondays in December.

There has been activity on the walls where people are taking things down, putting things up and moving them around. The board owns the walls and what goes on and it needs to be approved. Please stop moving things around.

6:40 pm- Members Moment

Fran has a board members moment and wants to share a troubling observation. She wanted to make a request. One of the things about our club is that we have no rules. That said, there are norms as a member and as a board. She sees an erosion of those norms on the Board. There is disregard for our policies and procedures, bylaws and our lease. Board members should know and understand our policies, procedures and bylaws. The Board should be a collaboration. When you have a problem, you bring it to the Board, and we support you. But when you decide to act without board approval it is a problem. Fran wanted to remind us that we all ran for something. We have been elected to represent the club. Some are commissioners to advance their sport. For those of you who do not run club wide, we vote for appointed officers, and you are appointed to put the clubs interest above your own. Your fiduciary responsibility is to the club. We are on public land, and we have some really important guard rails. It is your responsibility to know our rules. If you don't know, bring it to the Board. Good communal behavior is important. Pay attention to what you are doing. Socialize your stuff before bringing it to the Board.

Kristine raised that we do have a fiduciary duty to the club if we are going to spend money. The other part is "don't lie". We need to be transparent and honest with each other.

6:45 pm- Agenda Items

A. Alcatraz Invitational Recap (Josh, 5 minutes, not deferrable)

Maureen said we had a really successful AI this year with 505 swimmers.

- Number of swimmers - 505 swimmers, 20 swim angels, 36 spectators
- Youngest swimmer – 11; oldest swimmer - 81

- How many on the waitlist got in – prior to day. 35: Day of: 39 for a total of 74
- Cancellations – 61 prior to Sept. 6 resulting in 43% not registering when told that there was a spot available for them
 - Number of volunteers – 235 land + 45 kayakers + 20 swim angels + 34 rowers = 335 (doesn't include pilots)

Gross revenue - \$152,365 + \$11,700 (day of sales) = \$164,065

Swag sales day of - an additional \$16,000

Net revenue – expenses being finalized but anticipated to be approx. \$50K, so net should be \$100K - \$115K

Date for 2025 of August 31st has been proposed. Need to confirm with the Coast Guard.

New award category - Nonbinary/Gender Expansive was very well received by participants who signed up for that category.

Comments from Maureen as we plan next year:

1. We have hit our stride in executing the event. While there are always opportunities for improvement, I think we are now in the fine-tuning stage.
2. We explored increasing the swimmer count for next year. Concerns about the volunteer load for water support will be significant and the complexity with multiple ferries is much higher risk (e.g.: it took 14 minutes to unload 525 swimmers)
3. Change name from Alcatraz Invitational to Alcatraz Open – reposition it as a swim not a race. Several people inquire if they need to be “invited”. Fran said let's socialize it. It is a long-standing brand name that is recognized.
4. Potentially eliminate timing chips and or awards all together. Neil mentioned this is an event and not a race. He asked if we even need timing chips. He estimates that about 15% really care about their time.
5. Consider minimal fee to be put on waitlist (\$25)
6. Consider increasing fees by \$25; keeping Early Bird and Discounted rates

8. Volunteers infused event with joy and a celebratory spirit

The deadline is that we will open registration on November 1st as we like to communicate it is a great holiday gift. Fran recommended we discuss in October to review analysis and review the options.

Josh thanked and congratulated Maureen, Andrew and Neil on an outstanding job.

B. CRM System for SERC (Catherine, 25 minutes, not deferrable)

Catherine shared that a team have been talking about putting a CRM system in place and have talked to many companies. Clubspot was an option brought to us and we have had several meetings. They have brought many solutions and will review what they can do for us.

Fastest growing platform for private clubs and is the first cloud platform. Clubspot is headquartered here in San Francisco. It was started by club members and former members of clubs in 2017. They have built a flexible platform. They have removed the outdated infrastructure with a modern interface, a powerful interface for automated billing. They offer white glove account management.

The Clubspot team provided a Platform/ Program overview which outline expansive elements including member database, club website, billings, payment, point of sale, member application, facilities, integrates with various apps that we current use, calendar, camps, clinics, reporting and analytics. They have a comprehensive member portal that suits our needs. It would offer the ability to have a member-only website that is self-serve and easy access based on email.

The onboarding process has a kickoff call to set goals and start the transition. From there, it would move to weekly sync which is a 4–6-week

onboarding process in which they build out the website, member app, POS etc. From there move to the Launch and the Go Live date.

When they evaluate pricing for clubs they take into account a lot of considerations. The cost for our program is \$8000/ year. There is no cost for implementation or for ongoing support. They also do not charge for upgrades and new features. They are constantly deploying new upgrades which are all automatic. Mobile apps is the only additional option that is an added cost (\$2K to \$3K annually).

Catherine requested the Board digest this information and would circle back for decisions at a future Board meeting.

C. Investment Proposal (Laura, 10 minutes, not deferrable)- deferred to future meeting.

D. TRI Emergency Addition (Josh, 10 minutes, not deferrable)

Josh sent an email regarding the TRI and the triple threat points. The one thing he cared most about was bringing handball into the TRI. We did a great job negotiating to bring Handball into the TRI. Handball has always been a stepchild, and he doesn't understand why the triple threat can't be for any of the 3 sports.

Erika shared the background that originally the DC team did not want to have any points for Handball and only wanted to have it as an exhibition spot. We came a long way to get participation points and competition points.

Fran thinks it is the original sport and it should be included so wants to understand why not to have it. David noted that they don't want handball to tip the scales. Overall, the numbers are relatively even for handball. David noted the impact if everything stays the same it only gets us 3 points.

Josh said it's not about the points. It's about the principle. From Adan this is a big step to get the sport in and he is happy that it is part of the TRI.

We conducted a Board Vote:

- 9 Board members voted to keep triple threat as is (row, swim, run)
- 2 Board members voted to impose handball is part of triple threat
- 4 Board members abstained

E. Volunteer Dinner (Jeanne, 10 minutes, not deferrable)

We are having a volunteer dinner for our "Super Volunteers" and are doing something that is interactive. It will be Blackjack Night with black tables. They will get poker chips and raffle tickets. Jeanne will be looking for donations to raffle off to the super volunteers. She is using the same company to cater with heavy appetizers and will serve wine and beer.

Two dates under consideration are September 25th or October 2nd. The Board voted to have it on 10/2, allowing us more time to prepare. At least 8 board members said they can attend to volunteer and support the dinner.

F. Naming Committee and Moratorium (Josh, 10 minutes, not deferrable)

Josh noted that there has been some tension over naming boats and events after individuals. The 1873 fund may get a big donation and that person may want naming rights. Josh would like to get ahead of this. He would like to propose that we put a moratorium in place to not name anything until we have a committee review. Josh has assembled a committee led by Brenda Austin with the support of Kim Pross and Sue Free. They will work through the process and come back with how we should think about naming.

Vanessa asked if we could recommend others to be on the committee. She would love to suggest someone who has a deep understanding of the

history of the club. Josh recommended that Vanessa make that recommendation to Brenda.

G. Holiday party (Jeanne, 10 minutes, not deferrable)

For the holiday party we typically have about 325 people due to capacity. Jeanne is working to build more capacity. She tried to store boats at DC but they did not respond. Tim did a detailed analysis to move all the boats outside and make space for a tent.

Jeanne found a 20 by 20 tent to add 50 more people to the event. And the cost could be absorbed into the cost of the tickets. There was discussion about the building capacity and the fire code. Josh thanked Jeanne for thinking outside the box. Cathy inquired about talking about use of the Hyde Street space for storage. Jeanne will follow up with Steve, George and Fran for next steps. Appreciated the support. We will discuss it further at the October board meeting.

H. Davit project (Josh, 5 minutes, not deferrable)

The Davit was installed on Tuesday, and it can now lower boats and lift boats out of the water. There is still some electrical work to be done, and people will need to be trained on how to use it.

I. Dock Project Team (Tim, 5 minutes, not deferrable)

Tim is happy to announce that Steve and George will be available to be on the Dock Project team. Their first order of business will be to select a team of stakeholders as an advisory team. Once they are established, they will build out the parameters for what goes into the project request.

Fran asked if the nature of the project is to redesign or fix the current dock and Tim said all the above.

J. Security and Capacity update (George, 10 minutes, not deferrable)

George recapped the project. Project started with the security guard to understand what was happening at the club and focused on the data. Shout

out to David Flatow for his expert data analysis. George was trying to approach it as an analyst. But really it is about story telling.

We have 1900 members that come in on an average week. 270 people come in daily and 25% of those show up from 6-9am. Imagine 50 people accessing the club and therefore about 27 people in the showers and saunas. Communities have built due to our long existing pods. People want to swim with their friends. It is community coming together and therefore we see busy times around these gatherings.

With the monitor, day use has double or tripled as more people are forced to adhere to our day use policy with the monitor present.

George would like to motion to keep the monitor for modified hours. David asked what George hope to get out of one more month of monitoring. He wants more data to compare.

Kristin brought up enforcement and noted that the Irish Pod had an event in the cook shack on Sunday and brought non-members into the club. Part of the solution is to deal with people individually and have discussions with them to address the issue. Bad behavior should be dealt with peer to peer and one on one.

This feeds into the overall capacity work. Fran asked Vanessa if this feeds into the Capacity committee and Vanessa said yes, this data will be used as they evaluate capacity.

RECOMMENDATIONS

1. Communicate to membership (and when onboarding new members) that early AM swimming or rowing comes with some challenges to establish realistic expectations for access.
2. Strictly enforcing no day use before 9:00 AM and after 6:00 PM (current policy).

3. Consider a prohibition on Members allowing guests in before 9:00 AM.
4. Consider a prohibition on Friday Sunrisers (our busiest AM swim day).
5. Start transitioning paid guard services with volunteers sourced from membership.
6. Consistently message membership about tailgating, proper badging & our desire to be self-reliant, only using professional services when necessary.
7. Requiring a door monitor for all special events, regattas, runs, swims and tournaments culled from the event sponsors. The Commissioner sponsoring an event (Swimming, Running, Rowing, Handball, Entertainment) is responsible for crowdsourcing a door monitor for intake and validating the membership of event participants. Friday handball should monitor access but be allowed to have participating guests at no cost (increasing handball access), provided they get signed waivers. Memorials and Club Socials will be exempt, providing there are provisions in place to monitor guest activities and prevent underage drinking or overconsumption of alcohol.
8. Validating day use with planned and ongoing reporting, auditing and accounting.

George motioned to support one more month for the door monitoring for modified hours.

Approved by the board (14 -1 - 0)

- K. Building remaining projects and service interruptions (Steve, 5 minutes, not deferrable)

Internal Cameras - Thanks to Paul Saab and Allen Luong we have one internal camera monitoring the front door/fire door and one monitoring the lower boat house rear/roller doors. I will communicate procedures to Josh after I review with Paul next week.

New Fire doors - Evan Auchard will complete the new fire doors, threshold and breaker bar work on Sat 9/14. No Tri impact (confirmed/coordinated with Erika)

Cookshack Status - Chris Martin has nearly completed the project!

New Hot Water Tank - There will be no hot water on Tue 10/2 during installation - I expect to have hot water back before 8PM that day. Didrik Hoag is the project manager. Work will begin on boat night - removing boats and removing the door and door strike. I will ask Dolphin to provide services.

(Old) Men's Locker Room Floor. Tim Mooney will project manage the work which will begin on Monday 10/26. The locker room will be unavailable that week and I'll ask Dolphin to provide showers and sauna as usual. Samples of the two candidate flooring products will be glued down in about 2 weeks for comment. I am also working with Evan Auchard to install a new floating dual sink vanity prior to the work.

UBH/Bar Floor - Nov 4 or Nov 11 - Julie Jay will lead this 4-day project which will impact rowing. We'll have Jefferson St access, but it will be modified.

DoS Volunteer Appreciation Lunch is proposed for the end of October 10/27 if that date is acceptable. Chris Albon will drive that - we always need more volunteers for Day of Service so get the word out!

Window cleaning. SF Bay Windows will be cleaning all our exterior facing windows on Fri 10/27 starting at 11AM. The Ladies locker room will be closed for up to an hour in order to clean the skylights. I am proposing 1-2PM

Pre-rain repairs. Before the middle of October we plan on repairing some flashing on the roof, and fixing the leak near the skylight in the lower boat house.

Adjournment Dinner provided by Running Commissioner, Emily Gable.

Next Board Meeting October 9, 2024 at 6:30pm