

Agenda
JEB Stuart
Crew Boosters Board Meeting
August 17, 2016
7:30 p.m.

Attendees:

Mari Mullane (Vice President)
Linda Manning (President)
Andrew Riester (Treasurer)
Mike David (Head Coach)
Paul Taylor
Bob Finley

Heidi Gioseffi
Pasha McGuigan (Captain)
Vince Gioseffi (Captain)
Parker Leonard (rower)
Caroline Reze (rower)

Treasurer's Report

- Andrew presented budget proposal for the 2016-2017 season. He based the income on 30 paid rowers, but last year we had several more than that. Budget includes \$7,500 already set aside for capital purchases. Budget needs to be updated to actual rental amount coming in from Resilient.
 - Action: members should review the budget and come back with any questions or refinements at the September meeting.

Equipment

- Kanghua has a slightly used, bow-coxed four (A level) for \$10,000. They also have a new A+ level in stock for approximately \$15,000. Coach Mike has a current price list. A four would be the next logical boat purchase for the team. Kanghua has not given us any timeframe for the offer for the new boat.
- Coach Mike is still working with Kanghua for a paint match for our existing boats.
- Dock repair at Sandy Run. Bob Finley has started to put together a cost estimate for the needed repairs at Sandy Run including removal of old deck. Preliminary costs are about \$1,000 for removal of old dock and about \$900 for hardware and decking for each section. Suggestion is that JEB Stuart Boosters provide labor for the dock and as other schools to pick up cost for materials, etc. Ideally we would like to do this in October, but there is concern of overlap with wreath and poinsettia sales. Bob Finley willing to lead the effort, but would prefer a small team of people he has already worked with.
 - Action: Linda to talk to the park about access, demolition, etc.
 - Action: Bob to develop a more formal, researched cost proposal. Linda to reach out to the other schools once we have a better cost estimate.
- Miss Fairfax. Paul Taylor suggested contacting Rat Island Rowing and Sculling club as they specialize in restoring old Pocock boats.
- Need to do a lot of oar painting this fall.

Green Days and Recruiting

- Green Days went well – great organization and participation, even though the weather was extremely hot. The response was good and the potential new rowers that came were engaged. Our existing rowers did not get as much time on the water, but were great helpers for new

rowers. Big thanks from Coach Mike to Mari for organizing swim test for coordinating last minute sign ups. Lessons learned for next time – we need to have a preregistration deadline for paperwork, swim test and video. Second, we should also reach out to Corpus Christi.

- There is still interest in starting an erg program at the middle school – there may be a new parent whose 8th grader attended LTR, who may be able to help out. We would have to develop a curriculum and get a few ergs for the program.
 - Action: Linda to follow up on coordination with the new after school coordinator at Glasgow.

Fundraising and Promotions

- Wreaths and poinsettias. Heidi and Mari put together a 7-page document regarding the whole wreaths and poinsettia process. Heidi is spearheading the promotional components (brochures, email and outreach, social media). Need 2 people to be responsible for data entry and validation as the orders come in. The online data entry system has a trigger that lets data entry person know that there is information missing so that we can track down missing information early. Andrew will take on the task of organizing the delivery end of the system. It would be good for someone to step up and shadow him on this event as he is aging out this year.
- New website redesign is complete and launched. Heidi showed example screen shots at the meeting.
- Agreed to put an advertisement in the fall sports program targeted to fall actions. Agreed to put regatta dates that we know (guess) about in the program.
 - Action: Heidi / Mari to develop and execute program/calendar ads and submit by 9/24
 - Action: Heidi to continue to set up and test storefront products with Pete Marcotty
 - Action: Linda / Mari / Heidi / Andrew to follow up on wreaths and poinsettias.
- Car washes. Confirmed car washes for the fall – all Sunday afternoons. Dates are August 28, September 11 and October 2.
 - Action: Mari will put up Signup Genius and bring supplies. Linda will bring tables and tent from the trailer.
- Restaurant Nights. Mari suggested that we talk with Vicky Carmody to see if she would be willing to plan a few additional restaurant nights in the fall and winter. Also wanted to see if Vicki could get a donation from Chipotle or somewhere else for the open house in September.
 - Action: Linda to email Vicki
- 50th Anniversary Event. Linda spoke with Olympic Coach, Cam Kiosoglous (men's LW 4), who may be able to speak at an event for us. He is a former assistant coach at JEB Stuart
 - Action: Linda to report back on progress at the September booster's meeting.

Fall Schedule Review and Planning

- Raider Day – 4:00 to 6:00 on September 1st.
 - Action: Heidi will bring display, tablecloths, new contact cards, promo material. Linda will bring an erg, tent, banner, sign up sheet and pen for interested rowers
- Green Days. Reviewed the potential green days we have penciled in on the calendar and decided that the Green Day on September 10th is tentative at this point, due to Coach Mike's schedule. The September 24th Green Day should work, with the Open House at Lake Barcroft the following Sunday.
 - Action: Bob Finley going to ask Lake Barcroft Association if we can use Beach 4 for the Open House.
 - Action: Coach Mike to see if he has coverage from other coaches on September 10th.

- After school interest meeting changed to September 13th. Location last year was in coach Rob's room D69. Captains ran the event with goal of getting kids to sign up on an interest list.
- Fall Crew Interest Meeting and Introduction Session. Moved interest meeting to November 2 (this decision was made after the meeting due to a conflict with the Band Concert)
- Back to School Night table 9/29. Boosters man table to promote WPC sales and recruit rowers. Setup includes crew brew coffee samples, possibly \$10 gift cards to support Principal Penny Gros' Thank You program, crew flyer, contact cards, and WPC brochure.
- Moved crew booster meetings to the 2nd Tuesday of each month, starting in September.

Board Elections Planning

- Plan for formal board elections at September meeting.