

Meeting Minutes Qajaq USA

Opening

A meeting of the Qajaq USA Board of Directors was held on Wednesday, April 29, 2020 via a phone conference call that commenced at 8:00 p.m. EST.

Present Were

Directors: Helen Wilson, Joanne Barta, Christopher Crowhurst, Kevin Kehoe, Fern White, Greg Stamer, Henry Romer, Renee DuFresne

Advisors: none.

Absent Were: Ben Fuller

Helen Wilson acted as Chairman of the meeting, and Fern White recorded and submitted the minutes.

This meeting was called to discuss the following Agenda:

1. Financial Update—Ben
2. Membership Committee Update—Renee
3. Events Committee Update (including COVID-19 event cancellations) Joanne
4. Merchandise Committee Update - Joanne
5. Outreach Committee Update (including Facebook and *The Masik*)—Helen
6. Website Update (including forum use/disuse)—Christopher
7. Qajaq USA Fleet Inventory - Fern
8. Guidely Discussion - Joanne
9. Store Inventory - Compare to Website - Helen

Opening:

- Helen opened the meeting and stated that a lot got covered in email and we will touch base on these agenda items. Are there any questions or further discussions?
- She stated that Ben send out the Financials for review by the Board. Christopher enumerated the emails shared on the agenda items as a recap.
- Helen said she will discuss the Outreach efforts and ask Joanne to talk about Guidely.

Financial Review – Ben

Ben sent financials out on 4/22/2020 and communicated his status via email:



- Go Daddy kicked up about \$100 this quarter. Club Express runs between 80 and 85 in the month.
- Sue shipped the back issues of the Journal to Lynette. I have no idea when we will be able to print more V6; I shifted the printing budget to next quarter. It might be worthwhile to get a store report. I am not sure if everything we have is on the web site.
- After we look this over and deal with any questions, I will send copies to Chuck and the Ropers. To switch the Treasurer job, I need to set up a bank account with one that they can get to as it makes transactions easier. However, nearest branch to me is about 50 miles away and that's 'a problem right now.
- As of the end of March we have \$16032 in checking and as of this day \$5400 in Paypal.

Membership Committee Update – Renee

- Renee stated she is viewing 258 active 2 pending memberships, down perhaps 25 from 2019. She said that new platform is somewhat working but is trying to work out details when it is wrong. She is having a problem downloading renewals in CSV for printing and therefore disappointed with the platform. She stated that if addresses came thru from Paypal it would not be an issue. She let the team know that she wrote addresses by hand and is caught up now, and numbers are a little lower. A few memberships renewed with lifetime membership. She is unsure if there is a welcome letter online and membership card online.
- Brochures and stickers for renewals are ordered (smaller to fit envelopes).
- Renee expressed some concern about not receiving all the membership emails. Renee is unsure if she is receiving all the notifications and emails for membership. Christopher checked on the forward path and confirmed a correct email address for Renee. Renee noted that she is receiving them but not in her expected email folder so she will look at that on her side.
- membership@qajaqusa.org emails are going to Renee and Helen. Renee's goal is to download to mailing labels. Christopher stated there is report 'membership info report, members by member's last detail. Select time period, open as CSV, and it goes to excel. He continued that there is a report for new members (2 reports). 3 new members for April. 18 renewals for April.
- Christopher has a digital welcome letter and will send to both Renee and Helen.

Events Committee Update – Joanne

- Henry Romer reported in an email that "SSTIKS had 21 signups when we decided to cancel. About half took refunds and the rest elected to let their

registrations cycle to next year. The two vendors with which she had deposits agreed to again let the deposits transfer to next year. So, despite a low crowd last year, we are still financially sound going into 2021. We were having trouble securing mentors this year, but that may have been scheduling conflicts that are not annual.”

- Kevin Kehoe reported in his email “At our HRGF meeting today we decided to cancel this years’ event in mid-July. We will be considering other options as replacement.”
- Christopher Crowhurst reported in an email “Qajaq Camp had 47 people signed up when we cancelled, only 8 asked for a refund, the rest rolled their registration forward to 2021. We were able to move our site reservation and fees forward a year and we also were able to get the insurance refunded. Our only non-refundable was two round trip tickets from Oslo for guest mentors. We have sufficient funds to cover that loss.”
- Chris Beckman from Delmarva Paddlers Retreat reported to Joanne that they are in the planning with caution phase with no guests from out of the country. “I think our biggest concern would be to get geared up under whatever new guidelines are in place only to get shut down by a fall resurgence. We will also abide by any protocol Camp Arrowhead puts in place. We would have to commit to them by about August 1st so that is the drop-dead decision date. The Camp is currently in flux as their whole summer season is in jeopardy.”
- Fran Symes representing TIPS did not offer a reply of status for this report.
- Joanne reported that TRAQS had a financial hit about \$2k and she offered to be of assistance where she could and talk with vendors. Kevin suggested that Ed sell his printed T-shirts online. Joanne said that Ed will hold onto them for next year as it was a special edition.
- Joanne reported TC may not run due to venue not opening (Camp Lookout); Delmarva is watching/waiting; HRGF will move to next year; Kevin has made repairs on the gear; QC lost \$1850 on flights but is solvent with \$4500 in the bank.

Merchandise Committee Update – Joanne

- Joanne received some great ideas of stickers and costs and will email that out to the rest of the Board.

Outreach Committee Update – Helen

- Facebook going well, Fern handling most of it with occasional posts by Madi. Madi has been posting event updates and news.
- Spring/Summer Masik is coming together this week and will then enter design phase. Her goal is to have the content ready late this week or next week.



Website Update – Christopher

- Christopher emailed the following: “We had a few teething problems with renewals and lifetime members getting renewal notices due to data issues with the migration. We believe these are resolved.
- The confusion about renewal/dues seems to have been cleared up with rewording the emails.
- We have a request in to Club Express, the platform vendor, to modify a report to simplify the membership director (Renee) role in terms of sending out welcome letters and merchandise.
- The store is functioning as expected.
- The forum is now functional for nonpaying members, registration is needed but there is a free forum only option now. In term of forum activity, it is at the same level as it was prior to the move, we are seeing one or two threads created each month and a few members will responds to each thread. It is a lot less activity than say 4 years ago but it is consistent with pre migration.”

Greg asked if Auto-Renew was working. Christopher said he did not know and will investigate that. Greg believes it would increase membership. Greg said he is keeping an eye on old host charges which is a small fee, but we are still using old archives and lists so carefully done. Christopher updated on 4/30/2020 via email: “Autorenewal is enabled for people who store their credit cards. Nick Steffey is going to run a test to find out how this works.”

Ken Taylor Frame - Ben

- Ben communicated status by email and said, “The Ken Taylor frame is still at Mike's and there is no chance of getting it north until travel is again possible as the Segals are not headed south.”

Qajaq USA Trailer & Fleet Inventory – Fern

- Fern stated the following in an email to the Board: “I worked with Joanne to obtain all available data from every event and created a spreadsheet that has been uploaded to the Documents Library for Board members. It also resides on Helen's Google Docs cloud. The spreadsheet is in a format which allows updates to maintain a view of the fleet.
- We can assign a number to help manage and track each (and for insurance). That detail can be added to the spreadsheet if undertaken.”

Guidely - Joanne



- Joanne talked about Guidely and thinking about down the road to increase visibility and be the expert that we are for traditional kayaking in NA.
- Not looking at this specifically but conceptually for 1 stop shopping. As times change, we might keep our presence or increase visibility.
- Henry asked what would a 2nd website do for us? Joanne replied that it would link to our website and everything connected to it such as what gear is needed in for traditional kayaking, etc. People stumble upon QUSA site and not a destination site for information and outreach.
- Helen proposed engaging more on FB to promote to the website as it is a current resource that is already set up and active. We could invite all our friends to join – more social media and see where that goes. Social media is where we should be looking. FB it typically now more active for ‘older’ adults and Instagram/TikTok for the younger audience.
- Kevin agreed with the social media concept and suggested we get a short-form rolling video on TicTock – he will talk to Mady.
- Kevin is offering to assist Joanne with Merchandising and will chat with her offline. Helen supports each of us helping each other with our efforts.
- On 4/30/2020, Ben emailed “As far as social media goes there are now several FB sites for SOF. I keep an eye on them and promote QUSA but would be good for other to do same. As far as CE is concerned is there a way for members to find others in their area? That seems to be the biggest question that I have seen in the applications. Still get a few a month who send checks. “

Store Inventory – Compare to Website - Helen

- Helen asked if all merchandise on the site. Christopher replied to the affirmative and will double-check with Lynette. Update 4/30/2020: Christopher emailed that Lynette identified a missing sun cap from the webstore. Christopher has since taken a photo and added it to the online store.
- Helen proposed selling event t-shirts from this year that are already printed by linking to those events to help sell them. TIPS and TRAQS are the two who have lost money from pre-printed T-shirts.

Renee asked where the Inventory List was on Qajaq USA – she is unable to locate it. Fern and Christopher guided her through login to the Documents Library>Organization Documents. Once guided, she did see it and there is no further issue.

With no further business the meeting concluded.



QAJAQ USA

American Chapter of the Greenland Kayak Association

On May 4, 2020, Christopher Crowhurst proposed a motion to approve the one-time purchase of automated membership card feature for the website. “Club Express provides a great module that allows us to provide electronic customized membership cards for our members, allowing them to view online as well as print them if they so choose. The feature costs \$400 to activate one time and no reoccurring charges will result. This will remove the need for the membership director (Renee) to print and send them out going forward. In addition, we will be converting the welcome and renew letters to online emails.” The motion passed with eight affirmative and one abstaining votes.

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