



November 12, 2016

Derby City Dragons Board Meeting Minutes  
@ Panera Bread on Ruby Lane (Brownsboro Road)

Members Present: Carol Challas, Suzanne Childers, Susan Plander, Missy Wislocki, Lisa Gilland, and Ellen Jacobs

Members Absent: Phyllis Lee,

Next Meeting:

All Team Meeting: at Christmas Party at Missy's on December 4, 2016

Board Meeting @ Panera Bread on Rudy Lane on January 7, 2017 at 10:00am

Old Business: (actions not completed from previous meetings)

1. Phyllis is getting proofs for magnets. "My other ride is a Dragon Boat."
2. Need to get space on the Webpage for documents that is password protected. Going to get Nick Lind to assist Suzanne and Susan.
3. Papers are ready to sign for 501C3. Waiting to talk to attorney regarding best timing for separation from Kentucky Thoroughbreasts.

New Business:

1. Light Up Louisville Parade: November 25, 2016... Have 5 sets of lights for the boat. Lisa will order and pay for new sets of icicle lights from treasury.
2. Fundraising Report:
  - a. From B-B-Q, we raised \$1,500.00... Mostly from the Boat Load of Booze and the French Lick Weekend donation. Giving us a total for the Italy Trip of \$4,250.00
  - b. The Volleyball Pink Out at Emmanuel High School raised \$700.00 for the Italy fund. Check was received.
3. There is an interest in running a Golf Scramble in the Spring as a fundraiser for the Italy trip. Amanda, Stephanie, Kate, and Kathie will be organizing this. We will need auction items along with this event.
4. Treasury Report:



a. \$25,245.38 in the treasury as of meeting date. Does not include the funds from Emmanuel High School.

5. Agenda for All Team Meeting:

a. Susan will write "End of Season Survey"... What went well? What did not? Concerns? Recreational vs Competitive practices. Do we need an additional date and time for practices. Dry land paddling options. What were your expectations when you began Dragons boating vs your current expectations? How have they changed? And... What are your goals for next season?

b. Committee Revival:

i. 9 Crews with goals for each.

Crew	Duties	Goals 2017
<b>Festivals and Events – Select and organize festivals and community events</b> Phyllis Jeanne Missy Bev Stacy George Amanda	<ul style="list-style-type: none"> <li>Coordinate with Kentucky Thorough-Breasts on festivals.</li> <li>Identify festivals we will attend</li> <li>Coordinate community events and volunteer efforts (e.g., Hike, Bike, Paddle, Paddle for Hunger, Parades, Riverthon, parades, etc.)</li> <li>Coordinate travel and lodging for festivals</li> </ul>	<b>Select and register team for 3 festivals in 2017</b>
<b>Grants – Strategy for researching, applying for, and tracking grants</b> Cathy R. Amanda	<ul style="list-style-type: none"> <li>Keep track of organizations solicited (coordinate with Sponsorships crew)</li> <li>Research available grants</li> <li>Coordinate writing and submitting grant requests</li> </ul>	<b>Complete 1 or more grant requests in 2017</b>
<b>Sponsorships - Plan for obtaining and tracking strategic sponsorships</b> Amanda	<ul style="list-style-type: none"> <li>Keep track of organizations solicited (coordinate with Grants crew)</li> <li>Create promotional packets for presentation to each organization</li> <li>Coordinate sponsorship presentations and follow-up</li> </ul>	<b>Create structured multi-level sponsorship program</b> <b>Present 1 or more sponsorship requests in 2017</b> <b>(or do we put a dollar value on this? i.e., \$2,500?)</b>
<b>Safety – Strategy for keeping the team safe on and off the water</b> Kate* David Carol Stacy	<ul style="list-style-type: none"> <li>Define safety priorities</li> <li>Keep safety manual/procedures up to date</li> <li>Communicate changes or additions to procedures.</li> </ul>	<b>Review and update safety rules as needed before 01_April_2017 (pre-paddling season)</b>
<b>Fundraising – Develop and implement strategies to secure funds</b>	<ul style="list-style-type: none"> <li>Develop fundraising strategy to support budget</li> <li>Plan fundraising events</li> </ul>	<b>Select 2017 fundraising events (i.e., Manual Pink-Out, Scramble,</b>



<p><b>for races, equipment, giving back to community</b>          Ellen*          Kate (consulting)          Gina          Bob          George (iGive and Kroger Community Rewards)          Susan          Lauren</p>	<ul style="list-style-type: none"> <li>• Coordinate thank you notes for events</li> <li>• Work with external and internal communications crews to get out timely information about fundraisers</li> <li>• Coordinate team on acquiring donations for fundraising events</li> <li>• Keep track of organizations that donate and individual donors</li> </ul>	<p>BBQ, Kroger, etc.) for target \$XXXX (amount?)</p>
<p><b>Membership (strategic membership growth and welcoming of new members, clothing)</b>          Missy*          Kathie          Jan          Dana          Gail          George (jackets and PFDs)</p>	<ul style="list-style-type: none"> <li>• Strategy for team growth</li> <li>• Keep membership packet up-to-date</li> <li>• Mentoring program for newbies</li> <li>• Coordinate all team meetings</li> <li>• Uniforms/clothing</li> </ul>	<p>Update membership packet for 2017season          Fully develop membership mentoring program for 2017          Research technical shirt options for Florence</p>
<p><b>Communications/Sunshine (internal and external communication)</b>          George (External Facebook Page)          Suzanne (DCD Website)          Susan          Ellen’s mom, Julie</p>	<p>Internal:</p> <ul style="list-style-type: none"> <li>• History and memorabilia (photos, video)</li> <li>• Sunshine (cards, coordinate social events, “member care” - meals, household help, etc. as needed)</li> <li>• Define what is appropriate for team to provide for which type of life events</li> <li>• Coordinate social events (Holiday parties, picnics, “fun” team events.</li> <li>• Order and maintain stock of cards for birthdays, hospitalizations, life events</li> </ul> <p>External</p> <ul style="list-style-type: none"> <li>• Coordinate media connections</li> <li>• Press releases for events – Media events</li> <li>• Coordinate with fundraising committee to ensure dates are publicized in a variety of ways</li> <li>• Website</li> <li>• FB Page</li> <li>• Appreciation (cards to donors)</li> <li>• Outreach (public speaking events, health fairs, etc.)</li> </ul>	<p>Create yearly chronical of events, photos and update at the end of each season</p> <p>Serve meals at Hildegard House X times in 2016/2017          Schedule participation at X# Health Fairs, State Fair, Car Shows, Boat Shows, etc. for 2016/2017          X# Press Releases for fundraising/awareness in 2016/2017</p>



	<ul style="list-style-type: none"> <li>Send monthly email to Kickstarter Supporters with updates and pictures.</li> </ul>	
<b>Equipment (keep equipment organized and in good working condition)</b> Carol* Cathy R Jeanne Bob Kristy	<ul style="list-style-type: none"> <li>Define maintenance procedures</li> <li>Ensure maintenance is completed for all equipment (boat, paddles, jackets, electrical equipment, head, tail, storage locker, floating dock and air dock)</li> <li>Coordinate transport, storage of boat and trailer</li> <li>Equipment storage logistics</li> <li>Coordinate acquisition of approved equipment</li> <li>Create and maintain inventory and tracking system for all equipment</li> </ul>	<b>Develop equipment maintenance list for beginning and end of season for beginning of 2017 paddling season</b>
<b>Training (keep the DCD team in Shape!)</b> Carol (consulting) Shauna Bev Dana *Stephanie Phyllis Kate	<ul style="list-style-type: none"> <li>Define winter training schedule and options – identify location, coordinate exercise venues, set schedules and communicate schedule to team members</li> <li>Structure practices for newbies</li> <li>Ask Y for membership?</li> <li>Set up Dietitian meeting</li> <li>Organize and communicate practices</li> <li>Lead pre-paddle stretching at practices and races</li> </ul>	<b>Develop winter training plans and logging tools for 2016/2017</b>
<b>Board</b>	<ul style="list-style-type: none"> <li>Set team direction</li> <li>Coordinate all crew activity</li> <li>Document budget</li> <li>Communicate all board discussions</li> <li>Ensure we have necessary insurance and required documentation/permits, licenses, etc.</li> <li>Ensure team abides by P4CA By Laws</li> <li>Appoint team members to maintain relationships with marina, boathouse, Dan Young and the city, rowing clubs, Gilda's etc.</li> </ul>	<b>Hold board election in 2016 for 2017 – 2 year commitment</b> <b>Define 2017 budget and fundraising goals</b> <b>Finalize formation of 501c3 for Derby City Dragons</b>



- c. Need a replacement for Ellen's mother to write cards for Sunshine Crew.
- d. Kate working on ideas for pin design.
- e. Hildegard House volunteers for cooking dinner in January 2017.
- f. Winter Exercise Program:

#### 6. Florence, Italy, 2018

- a. Carol will contact other teams about how they are handling funding for participants to go to Italy in July 2018 and get back to us.
- b. Phyllis is listed as our team manager for login conformation. Missy will be taking over as Team Manager to get our team registered. 300 Euros per person = \$329.71 USD. Registration between Jan 1, 2017 and June 30, 2017 is 100 Euros per person / 2200 Euros for team = \$2,500 USD with balance due with Names and Health forms by November 30, 2017.
- c. We need to have 22 participants, all Breast Cancer Survivors, 20 paddlers, 1 steersman, and a drummer.
- d. We need to discuss who is going, timing of getting to Florence for practice sessions before races. There will be four races, 2 on Saturday and 2 on Sunday.

Next Meeting is the All Team Meeting at the Christmas Party on December 4, 2016 at 2:00... Bring a dish and a gift for "Dirty Santa"

Next Board Meeting: January 7, 2017 @ Panera Bread at 10:00am

Paddles Up!!

Susan Plander  
Secretary ☺

Updated: November 24, 2016