

# Council Executive Board Meeting Minutes of September 22, 2016



**Meeting held at Giovanni's Italian Restaurant  
Called to order at 6:30 pm by Joel Tracey**

## Board Members Present:

President: Joel Tracey  
Vice President/3Rs Dir: Marc Henning (Newly Appointed)  
Treasurer/Secretary: Liz Tuttle  
Directors: Scott Anderson, At Large  
Heather Best-Troiano, Community Outreach  
Tony Guerrero (Newly Appointed), At Large  
Craig McDowell, Webmaster  
David Pierce, At Large  
Committee Head: John Leek, Historian

## Board Members Absent:

Director: Mike Russell, Fundraising

**Minutes of the August 18, 2016 meeting, previously distributed through the email list, were amended and approved by voice vote with no objections. The minutes will be posted to the Council website.**

## **1) Correspondence**

- a. The California Department of Fish & Wildlife sent out a notice stating they have proposed to change the wording on the sport fishing license for lobster from "annual" to "seasonal" to reflect more accurately the allowable time period for hunting lobster.

## **2) Officer's Reports**

### **a. Treasurer's Report**

#### **i. Current account balances:**

Checking \$2,826.41

Savings \$ 500.75

#### **ii. Income:**

##### **1. 3Rs donations: (Season Total YTD = \$672.82)**

- a. Boomers/Cove \$103.00
- b. Marine Street \$ 65.00
- c. LJ Caves \$137.00/PayPal \$9.41
- d. Hospital Pt \$ 90.00
- e. Children's Pool \$ 74.00
- f. Sunset Cliffs \$123.00/PayPal \$9.41
- g. N Bird Rock \$ 62.00

##### **2. Membership dues since last meeting \$30.00**

- iii. Income (continued):
  - 3. 3Rs t-shirt campaigns 1 & 2 deposit pending
    - a. Campaign 1                 \$ 68.50 (check pending)
    - b. Campaign 2                 Closes Sep 29<sup>th</sup>
- iv. Expenses:
  - 1. Records storage monthly rent (September) \$29.00
- b. **Secretary's Report**
  - i. Recent new members: WELCOME to Delana V. (Rainbow) and Tony G. (no club affiliation)
  - ii. At this time the Dive Animals and the Sea Dogs dive clubs have decreased in number of active members on the Council, thus disqualifying these clubs for delegate representation. Further efforts to encourage membership renewal or new membership will be continued.
  - iii. A membership campaign will be launched in October directed at all participants of the 2016 Rocks, Rips & Reefs season as well as recently-expired Council members.
- c. **President's Report**
  - i. Great news! The Council has acquired two sponsors:
    - a) **San Diego Divers** has agreed to donate a snorkel kit and Nitrox certification course (books and cert card not included).
    - b) **Aqualung** to donate 3 items we can use for raffles. Please send your wish list of items you think appropriate to Joel asap! Aqualung is also will to meet with rep's of the Council to discuss how they might assist in community outreach events.
    - c) **Beyond Land Adventures** may be willing to be sponsors of the Council in order to get word out about their new shop.
    - d) *The request was put out again that if anyone has any ideas of other possible sponsors to contact, please put forth an effort to contact these companies and let Joel know the results. Liz would be happy to provide you with a form letter if you should need.*
  - ii. Contact was made with Bill Powers of the Power Scuba meetup group to see if he would be interested in assisting with Diver Safety Day event in 2017.
    - a) San Diego Divers may also be interested in participating as a vendor at this event.
    - b) Joel needs help with attracting other vendors to participate, such as organizations like Divers Alert Network (DAN).
  - iii. Joel is representing the SDCOD and working with the La Jolla Town Council advisory committee task force. He is representing the Council as a signatory on a letter sent to the mayor of San Diego seeking resolution of the sea lion issue facing the cove.

### 3) Committee Reports

- a. **Webmaster (Craig McDowell)**
  - i. The Council website has been updated to remove some of the clubs and shops that are no longer in existence.
  - ii. 3Rs t-shirt sales banner remains on the website's 3Rs page for the second TeeSpring campaign through September 29<sup>th</sup>. The profit from this campaign is

to be combined and deposited with the funds from the initial campaign. These funds will be designated as part of 3Rs funds.

- iii. It was suggested to Craig that we should have a link to our Council Facebook Group Page to drive more traffic there to keep members up-to-date with more current info.
- iv. It was also suggested that Craig and Heather (Community Outreach Dir.) should join forces to determine what signifies the ability to obtain representation on our site by means of a logo link, hyperlink, or just a text mention. Maybe they could draft a level of pricing for marketing/sponsorship to advertise on our website.

**b. Community Outreach (Heather Best-Troiano)**

- i. Currently working on a thorough job description for what this directorship entails.
- ii. Researching other non-profits out there and seeing if there are other websites online where we might advertise in conjunction with other non-profits.
- iii. Has been attempting to contact the local 4H Clubs to see if there is some sort of way we could team up with them to promote the Council's community involvement with our youth.
- iv. Would love suggestions of any other organizations you might think she should contact.

**c. Fundraising (3Rs fundraising as reported by Craig)**

- i. T-shirts remain on sale until Sep 29th. Currently only 8 have sold during the current campaign. Need to achieve our goal of 20 garments for the campaign to fire. Liz, please promote further on Facebook and to 3Rs 2016 attendees to increase sales.

**d. Historical Committee (John Leek)**

- i. Moving forward with sorting through the records in storage to see what we actually have. Was hoping to find some old slides or photos from former Pacific Coast Underwater Photographic Championships, but no luck so far.
- ii. Intends to bring a scanner to the storage unit to scan items there, rather than remove them from storage. This way items could be put into a pdf format so that significant records could then be displayed on the Council website, or printed and displayed at Council community events, such as the 3Rs or Diver Safety Day.

**e. Rocks, Rips & Reefs (Marc Henning)**

- i. The 2016 season seems to have been a success. Only one event remains on Saturday, September 24<sup>th</sup> at Shell Beach.
- ii. Total attendance of all 3Rs events to date is 302 (including Council Staff and safety swimmers). Unique individuals in attendance totaled 152. It seems we typically receive 7 to 17 new visitors to each event.
- iii. Suggested that maybe the Council sell 2017 Tideline calendars where the dates for next season's 3Rs events and Council meetings would be highlighted. These calendars could be sold as a 3Rs fundraiser much in the same way as the t-shirt campaigns were sold. Calendars would incorporate our own photos. We could also possibly run a contest to have the community enter their own photos to be included in the calendar as another means of fundraising and community outreach.

#### 4) New Business

- a. The introduction of **Tony Guerrero** was made to the Board by Marc Henning. Tony has served the Council as a Safety Swimmer for the Rocks, Rips & Reefs 2016 season. He is a PADI Master Scuba Diver Trainer currently in the part-time employ of Beyond Land Adventures. Scott made a motion to nominate Tony to the position of **Director at Large** for the remainder of 2016. Liz seconded the motion. The motion passed (8 yeas; 1 abstention).
- b. Joel made a motion to nominate **Marc** to the position of **Vice President** for the remainder of 2016. David seconded the motion. The motion passed (unanimously).
- c. **2016 Rocks, Rips and Reefs Annual Banquet**
  - i. It is that time of year again to plan for the 2016 Season 3Rs Banquet where instructors and repeat safety swimmers will be recognized for their service.
  - ii. Marc needs to provide a list of safety swimmers and instructors to be recognized, and a proposed expense budget to provide meals & drinks, as well as some type of gift/award, to be given to these individuals.
  - iii. Need to determine whether the Council agrees to give these individuals a shirt, rashguard, trophy, certificate or cash gift to thank them for their service.
  - iv. We need to extend an invitation to the banquet to the presidents of the clubs (and their safety swimmers) who participated in hosting each of the events.
  - v. We need to organize a slideshow of the season as entertainment during dinner.
  - vi. Do we wish to have the banquet be concurrent with the final general Council meeting of 2016?
  - vii. Where do we wish to hold this event?

*The next General Meeting open to all members and the public is scheduled for Wednesday, November 9, 6:30pm. Location TBD.*

The meeting was adjourned at 8:22 pm.

Minutes respectfully submitted by Secretary Liz Tuttle