

Council General Meeting Minutes of November 9, 2016



**Meeting held at Giovanni's Italian Restaurant
Called to order at 6:33 pm by Joel Tracey**

Board Members Present:

President: Joel Tracey
Vice President/3Rs Dir: Marc Henning
Treasurer/Secretary: Liz Tuttle
Directors: Scott Anderson, At Large
Tony Guerrero, At Large
Craig McDowell, Webmaster
David Pierce, At Large
Mike Russell, Fundraising
Committee Head: John Leek, Historian
Members/Guests: Sandra Anderson, member
Robert Melendez, member
John Rahm, guest

Board Members Absent:

Director: Heather Best-Troiano, Community Outreach

Minutes of the September 22, 2016 Executive 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 Council has received a notice of a vacancy on the California Water Quality Monitoring Council representing the public. Applications are being accepted through December 15, 2016. If you have an interest in applying for this position, please contact Liz for a copy of the notice.

2) Officer's Reports

a. Treasurer's Report

i. Current account balances:

Checking \$3,065.80

Savings \$ 500.78

ii. Income:

1. 3Rs donations: (Season Total YTD = \$789.82)

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
h. Shell Beach	\$117.00

2. Membership dues since last meeting \$30.24
3. 3Rs t-shirt campaigns \$150.15

iii. Expenses:

1. Records storage rental (October & November) \$29.00/mo (\$58 total)

b. **Secretary's Report**

- i. Liz sent out several renewal notifications on 10/23, with reminders on 11/7. The San Diego Freedivers have contacted Liz stating they will pay via PayPal this week for their five existing members. She expects that a few members will renew at this evenings meeting, however she requested assistance from those present to encourage those members who have not responded to the notices to renew their memberships. Also, due to declining membership numbers, some clubs may find themselves without enough members to qualify for a delegate. Liz requested all those present to assist her in encouraging new members to join.

c. **Vice President's Report**

- i. 2016 Rocks, Rips & Reefs was a success this season with good turnout from new and returning attendees, as well as a great safety record this year.
 - a) **3R's Banquet** is currently in the planning process. Marc would like the Council to host a BBQ at the beach to thank the instructors and safety swimmers. Will have a party planned roughed out for January 2017's meeting. He would be happy to take volunteers for the planning and organization process.
- ii. Marc is doing further research for the Council to start its own online Meetup Group to draw greater membership and participation. He thinks the Council should start its meetup page a month before the 2017 season. He will let us know the annual expense of the page at the next meeting.
- iii. He proposed the Council do a 2017 Calendar fundraiser through Tidelines. Photos could be local beach or underwater shots by club members for each month and the calendars would be useful to divers because he could have the La Jolla tide schedule on them. He will present a proposal at the January meeting.

d. **President's Report**

- i. Goals accomplished for 2016:
 - a) Increased membership to SDCOD
 - b) Increased member participations at council meetings
 - c) Increased participation at board meetings
 - d) Increased participation at 3R's events
 - e) Increase professionalism of 3R's Instructor Staff
 - f) Formal training day
 - g) Procured AED
 - h) Procured Trauma Pack
 - i) Increased corporate sponsorship for SDCOD (D.A.N., San Diego Divers, Sea World)
 - j) Procured an annual calendar of SDCOD meetings and events
 - k) Improved website access, use and feedback
 - l) Participated in the fight to protect beach access at La Jolla Cove
 - m) Maintained the fight to protect beach access to Children's Pool

- n) Secured a new Vice President by year's end
- o) Established a "Historical" committee
- p) Established a "Public Outreach" committee
- ii. Goals incomplete to date:
 - a) Acquisition of an insurance program
 - b) Incorporation of "meet-up"-type dive site tours
 - c) Public CPR day
 - d) Diver Safety Event day
 - e) Successful completion of a SDCOD dive trip
 - f) Secure 3R's funding at City of San Diego's expense
 - g) K-12 Outreach program
 - h) Casa Reef Study launch
- iii. Future goals:
 - a) Increase number of corporate sponsors
 - b) Open communications with former Councils of Divers in California
 - c) Secure sponsors and participants for October 2017 Diver Safety Event
 - d) Partner with dive clubs for annual diver event to Catalina
 - e) Partner with City of San Diego Lifeguards for future 3R's events
- iv. Joel expressed his thanks to everyone, especially our officers, directors, and delegates, who volunteered their time in 2016 to keep the Council running and producing diver events. Special thanks to Craig McDowell for his work on the website; Marc & Craig for producing the 3R's t-shirts; and to the great 3R's instructors and repeat safety divers.

3) Committee Reports

- a. **Webmaster (Craig McDowell)**
 - i. No update
- b. **Community Outreach (Heather Best-Troiano)**
 - i. Not in attendance
- c. **Fundraising (Mike Russell)**
 - i. Mike made a number of proposals for 2017 including:
 - a) An annual electronic newsletter distributed by the Council to members & associated clubs.
 - b) He will review our current City of San Diego grant and address the City about its status.
 - c) Would like the Council to sponsor sporting events for which we could charge participation fees as a Council fundraiser.
 - d) Swim lessons at the Children's Pool.
 - e) An app for non-profits where we could obtain advertising income or a portion of the proceeds from local businesses advertising through coupons.
- d. **Historical Committee (John Leek)**
 - i. John is currently in the process of scanning the Council's former magazine, "San Diego Diver's Log", he has found in storage, along with Pacific Coast Underwater Photographic Championship announcements.
 - ii. Robert Melendez from the Sea Dogs has historic photos and records from club events that overlap with Council events that he is providing John with for scanning.

4) Unfinished Business

- a. **T-Shirt Campaign** – The Tee Spring campaigns are now closed and seem to be a successful system for providing the Council with sales income without having to put out inventory expense. However, Craig was not pleased with his experience working with Tee Spring and suggests the use of another vendor when we attempt to sell t-shirts online again.
- b. **La Jolla Town Council’s “Crisis at the Cove”** – The town council will hold another open meeting tomorrow night (Nov 10th) for public comment if you wish express your views. At this time it appears the town council has a lot of support on this matter. They intend to send a letter to the San Diego Mayor citing reasons for relocating the sea lion population away from the Cove. Joel will sign as a representative for the Council, but wants to insure our members that the Council will not support any actions that would cause harm to any form of marine life. It is not the intention of the town council to abuse the sea lions in any fashion.

5) New Business

- a. Nominations were made for the **2017 Officers & Directors** as follows:
 - i. President – Joel Tracey
 - ii. Vice President – Marc Henning
 - iii. Treasurer – Tony Guerrero
 - iv. Secretary – Liz Tuttle
 - v. Fundraising Director – Mike Russell
 - vi. Public Outreach Director – Heather Best-Troiano
 - vii. Webmaster – Craig McDowell

Floor is open for additional nominations. Elections are to be held at the January 3, 2017, meeting.
- b. Liz was requested to contact all affiliated clubs for their regularly scheduled club and board meetings so the Council may set their 2017 meeting schedule around the clubs.

6) Open Forum

- a. Scott Anderson said he had been corresponding with Volker Hoehne on the possibility of Southern California waters being opened for fishing abalone. If you are interested in the details, please contact Scott or Volker.
- b. Mike Russell intends on creating a survey form to be distributed to the 2016 3R’s attendees so that he may better collect demographics for fundraising purposes.
- a. John Leek would like to announce the Sea Dog’s Annual New Year’s Day get-together at La Jolla Shores. Bottom Bunch also holds their “Dive the Depth of the Year” event this day as well.

The next General Meeting open to all members and the public is scheduled for Tuesday, January 3, 6:30pm. Location - Giovanni’s.

The meeting was adjourned at 8:10 pm.

Minutes respectfully submitted by Secretary Liz Tuttle