

Council General Meeting Minutes of May 2, 2017



**Meeting held at Boll Weevil (Clairemont Mesa)
Called to order at 6:40 pm by Joel Tracey**

Board Members Present:

President: Joel Tracey
Vice President/3Rs Dir: Marc Henning
Treasurer: Tony Guerrero
Secretary: Liz Tuttle
Directors: Scott Anderson, At Large
Mike Russell, Fundraising
Committee Leads: John Leek, Historian

Members/Guests: Sandra Anderson, member
Larry Friedrich, guest
Amy Friedrich, guest
Michelle Roberto, guest
Tim Saloga, guest

Board Members Absent:

Directors: Craig McDowell, Webmaster
David Pierce, Interagency Relations

Approval of April Meeting Minutes

1) Open Forum

- a. Guests, Larry and Amy Friedrich, introduced themselves and expressed they had interest in joining the Council because they wanted to get back into diving locally and wanted to meet more San Diego divers.

2) Officer's Reports

a. Treasurer's Report

- i. Current account balances: Checking ~\$2500
- ii. Income: Membership Dues – Burns/Yu \$25, M.Russell \$16, Tuttle \$25
- iii. Expenses: Monthly storage unit rent, SI-100 \$20

b. Secretary's Report

- i. Liz discussed recent membership renewals, new members, and expiring memberships. Members present at the meeting brainstormed on what could be done to increase membership, for example, an email containing a video and link to our website. Liz will look into the cost of such email services such as Constant Contact, Mail Chimp, etc., and see if there is a price break for non-profits. Maybe put together an email campaign to send out on "Giving Tuesday". It was also suggested that the Council post a survey on our Facebook page (and maybe email) to take a poll to see what the social media community wants in a dive council. Joel agreed to draft the survey and send to Mike. We could possibly use Survey Monkey or Google Forms to distribute it via Facebook or email.

- ii. The draft letter for support of Princess St. beach access written by Ken Hunrichs was presented for review. A motion was made to accept the letter, and seconded. The motion to support the Offer to Dedicate to reopen this beach access was approved unanimously.
- iii. Mail items: A notice of a public hearing held by the California Coastal Commission for changes to land designation within the East Harbor Island Subarea was read for those members interested in attending.

c. **Vice President/3R's Director's Report**

- i. 2017 Rocks, Rips & Reefs Program
 - a) Still need to recruit one more host for the Shell Beach site, otherwise, every site is covered.
 - b) The refresher will be held Saturday, May 13th from 7am-1pm at La Jolla Cove. Lunch will be provided. Mark Brown will be present to provide CPR certification renewal. Mike Russell has invited a number of lifeguards from the YMCA to the refresher to recruit them for future safety swimmers.
 - c) Matt Reese of Minute Man Press has kindly agreed to donate 1000 Council of Divers rack cards for the 3Rs events.
 - d) Marc also presented a proposal, and sample card, to distribute promotional postcards to the local dive clubs and dive shops to promote joining the Council and being a part of our activities. The cost of printing the cards would be approximately \$140 for 1000 pieces. A motion was made to proceed with printing the postcards. The motion was seconded and approved by vote unanimously.
 - e) Marc is still shopping pricing for 3Rs safety swimmer/instructor rashguards. Council will need to purchase rashguards separately and then have them silkscreened. We will need to order approximately 12 rashguards at a price ranging from \$16-\$19 each. Then the logo and sponsorship will need to be silkscreened on. Marc is waiting for a quote from Dave's Sports Sales for silkscreening. The Council received a sponsorship of \$150 from Trident Divers towards the rashguards and printing.
 - f) Marc is also pricing out promotional items such as refillable bottles that the Council might be able to sell at each 3Rs event.
 - g) Joel will be scheduling the annual pre-3Rs season meeting with the City of San Diego lifeguards to discuss procedures, possible use of their storage facilities, and donation of any equipment they are willing to donate to the program.
- ii. Marc is in the process of applying with PADI to see if the Council could be recognized as a recreational facility so that maybe the Council could more easily apply for insurance under that status.
- iii. Marc also brought up the possibility of the Council being posted as a "Meetup" group online to increase membership. Mike agreed to look into the cost of a non-profit organization becoming a meetup group. He also agreed to sponsor the initial cost and serve as administrator of the group. The Council could charge a nominal fee to join in order to cover future expenses of maintaining the meetup group.

- iv. Finally, Marc presented the possibility of changing the Council status from a political non-profit to a non-political non-profit. Due to time constraints this discussion was tabled for a future meeting.

d. President's Report

- i. Joel spoke with Seaworld's Community Relations Dept. representative regarding working in partnership with them to create an outreach/educational program for inner-city children. The Rep told him that due to budget constraints, Seaworld would be unable to provide any funding at this time.
- ii. Joel suggested to the Council we offer an alternative program to Seaworld. He proposed we present hosting an underwater clean-up with the Seaworld Dive Team. A motion was made by Scott to proceed, and seconded by Liz. It was unanimously approved that Joel contact the Seaworld Rep again to present this alternative awareness promotional activity.
- iii. Joel asked the Council members if we were interested in asking Elke Specker to revise and update our 3Rs video she created a couple of seasons ago. The Council agreed we would be willing to offer up to \$100 for her to do this, but that we could afford not more than that.

3) Committee Reports

a. Fundraising (Mike Russell)

- i. Nothing at this time.

d. Historical Committee (John Leek)

- i. John provided Executive Board members each with a 2 cds containing documents from the archives that he had scanned to date.

The next Board of Directors meeting is scheduled for Tuesday, August 8 at 6:30pm. The next general meeting is scheduled for Tuesday, October 3 at 6:30pm. Locations TBD.

The meeting was adjourned at 8:35 pm.

Minutes respectfully submitted by Secretary Liz Tuttle