**Minutes**

**Southern Maine Sea Kayaking Network**

**Board Call**

**Wednesday, February 1, 2023**

Members Participating:

John Haile, President

Chip Woodman, Treasurer

Glen Gordon

Janet Robinson

John Contas

Nananda Col

Tom Allen

Greg Fergin, Recording Secretary

The Board call commenced at 7:02 p.m.

1. Welcome:
2. Minutes: The Board unanimously approved the minutes of the January 11, 2023 Board call. John H. asked Greg to forward the minutes to Vic to put on the SMSKN website.
3. Old Business
   1. Financial Report: Chip reported that SMSKN had $4,000 in its checking account and $14,000 in its CD accounts. Eleven members joined or renewed their memberships in January.
   2. Skills Committee update: Tom reported that the committee will meeting the following week.
   3. Pool sessions: John H. reported that Vic had rescheduled the cancelled January 29 session to March 26.
   4. Review of draft language on voluntary contributions for pool sessions. Board members reviewed the language drafted by John H. Janet proposed adding language to acknowledge the support of Portland Paddle to Portland pool sessions by covering these sessions with its insurance. Board members approved the language as amended.
4. New Business
   1. Approval of bylaw revisions. The Board discussed Glen’s updated revisions to the SMSKN by-laws. Nananda proposed deleting a reference to meetings being held “in the Greater Portland area,” since the location of meetings wasn’t relevant (Article 1). She also suggested adding the word “Board” to “Members-at-Large” (Article 4 paragraph G) to make it clear that this language referred to Board members. The Board discussed the process for nominating and voting on new members to the Board. John H. asked Glen to come up with language reflecting this discussion. In response to a question about SMSKN members attending Board calls, John H. explained that members could listen in on Board calls, but could only participate in the agenda item Other Business. Following the discussion, the Board unanimously approved changes to the by-laws.
   2. Review of SMSKN website. Janet said she and Vic had gone over the website and made lots of little changes and updates. She wants to confirm that discounts for members being offered on the website are still in effect. She also wants to make sure that language on the SMSKN Meetup page is consistent with the website.
   3. The Tide Race newsletter – questions or concerns? Board members highly praised Joe Herlihy’s initial SMSKN newsletter. Janet noted problems with web links embedded in the newsletter, but other Board members said the links worked for them. Janet suggested that the newsletter mention SMSKN’s gear closet. In regard to future newsletter editions, John H. said he would contribute a paddler profile for each newsletter. Nananda offered to help with editing and proof-reading.
   4. Dates for future monthly membership programs. John H. announced that Glen and he would lead a program on reading nautical charts on February 24 at Yarmouth Library. Janet reported that she had talked to Cheri Perry about March dates, and was awaiting a reply from Cheri. Tom said his program would be in mid-May. John H. said he had contacted Joe Berkovitz, founder of the Floating Trails website, and Joe said he would be happy to do a presentation on his site. Janet suggested that he do so for the June membership meeting.
   5. Monthly sheltered paddling trips. John H. encouraged board members to schedule more of these trips.
   6. Marketing: use of club resources/connections with outfitters, etc. John H. observed that marketing needed to be both internal (drawing in existing members) and external (bringing in new members). Internal marketing included membership communications such as the newsletter and the gear tub. He encouraged Board members to think about and investigate possibilities for team swag, such as SMSKN hats and T-shirts, and report back at the next Board call. On external marketing, John H. urged that SMSKN continue to strengthen its relationship with Portland Paddle. He asked about the potential for other outfitters as places to market SMSKN. Glen noted that LLBean’s paddling classes provide a coupon for the Maine Island Trail Association (MITA). Jan pointed out that in 2020 the Board had put together a list of outfitters to place SMSKN flyers with, and a plan for a desk at the New England paddle show at Kittery Trading Post. The onset of the pandemic halted these plans, but they could be revived. John C. suggested posting flyers on community and supermarket bulletin boards, which Chip noted had been done before with Hannafords.
   7. Other business/concerns? Nananda asked about the possibility of returning to in-person monthly membership meetings. Janet endorsed this idea, noting that it was good for meeting and getting to know people, and making new members feel welcome.
5. Closure and Action Items

* Board members to schedule more sheltered-water paddling trips.
* Board members to investigate possibilities for SMSKN hats, T-shirts, and other swag.

The Board call concluded at 8:22 p.m.

Next call: **Wednesday, March 1, 2023, 7 pm.**