**Minutes**

**Southern Maine Sea Kayaking Network**

**Board Call**

**Wednesday, March 1, 2023**

**7:00-8:30 PM**

Members Participating:

John Haile, President

Chip Woodman, Treasurer

Glen Gordon

Janet Robinson

John Contas

Nananda Col

Vytas Marciulionis (Vic)

Greg Fergin, Recording Secretary

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

1. Welcome: John H. noted that 21 new members had joined SMSKN since the first of the year, and four new members were at the February 24 chart reading instruction session. John said he got a good deal of feedback expressing gratitude for SMSKN’s instructional offerings.
2. Approval of minutes from 2/1/2023 meeting: John H. will circulate the minutes after this meeting.
3. Old business
   1. Anything financial?: Chip reported that SMSKN has $4,415 in its checking account and $14,000 in its CDs. Chip pointed out that SMSKN didn’t get a member fees deposit from Meetup after January. Janet suggested that John H. call the Meetup help center to find out what is causing this problem. Chip also reported that he submitted the amended by-laws to the Secretary of State.
   2. Skills Committee update: John H. reported that all skills sessions during the spring are set and staffing is arranged. In response to Janet’s question, John H. confirmed that John Carmody’s training sessions on coastal navigation are Skills Committee events and are gratis to SMSKN members. John H. will be meeting Carmody to thank him for his generous offer of these sessions.
4. New Business
   1. Joe Herlihy’s Sea-kayaking Fair: John H. reported that Glen and he had expressed concern to Joe that his initial plan was too ambitious. They want to encourage his initiative, but don’t want to burn him out. Glen noted that Zack Anchors of Portland Paddle and Nancy Zane are interested in partnering with SMSKN on this kind of event, and Joe is looking into making use of Portland Paddle’s event insurance. Janet suggested that Joe’s idea would be doable as a July monthly meeting, and that a shorter event of this sort would be easier to schedule and implement. Janet noted that Alicia Heyburn is working on a paddling film festival, and Joe’s event could dovetail with that. Vic noted that MITA has local events as well that are opportunities for partnership. John H. said he would get back to Joe to suggest 1) that the event’s scope be scaled back; and 2) that Joe look at other events we could build on, and partners we could work with. John C. also suggested that SMSKN set up a committee to work with Joe.
   2. Website updates?: John H. asked for feedback on the SMSKN website. John C. said he had found two links that don’t work; Vic said he would check them out and fix them. Janet said it was good that new material was being posted on the website, but that John H. should be the final arbiter of what gets posted on the website. She asked that she be added to the web management group. Vic said he would set up permissions for website changes giving John H. the final say. Nananda suggested that when a reader clicks on a link on a web site, it should open to new window/tab, rather than replacing the previous page. John C. suggested that the Board encourage members to do trip reports and submit them to the web managers for posting on the website, because it could really promote member engagement. John H. thanked members for their suggestions and said he would add website improvement to the agenda for the next Board call.
   3. Marketing:
5. T-shirts & caps: John H. said he had talked to a screen printer in Yarmouth about SMSKN T-shirts. The vendor said they can take web orders which allow individual members to pick the size, type of shirt, and color. The cost depends on the type of shirt and the number of colors for the print. The minimum run is 12 shirts. The only cost to SMSKN would be setting up the web ordering system. Glen suggested a design contest for SMSKN members to design the shirt. John C. reported that he had researched patches with the SMSKN logo, something we could hand out for members for marketing purposes. The vendor would give us a quote at the end of the setup process. Nananda suggested that we start with hats and T-shirts, then add on other products as is feasible. John H. agreed, saying we should start simple with a SMSKN logo in one color, front and back. If SMSKN swag becomes a thing, then we can expand. Board members agreed with this approach and suggested we promote it to all members through the Meetup page and the new SMSKN newsletter. John C. offered to help John H. move the proposal forward.
6. Business cards: SMSKN members have reported that the QR code printed on SMSKN business cards doesn’t work. Nananda offered to check it. John H. asked Janet to put Nananda in touch with Sig, who designed and set up the printing of the current business cards.
7. Pool no-shows: John H. reported that Tom had expressed concern about no-shows at SMSKN pool sessions at Riverton. Nananda said this was not a problem at Bath pool events. Janet urged that we not charge people up front to discourage no-shows, but strongly encourage people to cancel their registration on Meetup so others can attend. Greg suggested that organizers keep track of no-shows and counsel any repeat offenders. John H. suggested that we get good data on no-shows, and said he would talk to any repeat offenders. He noted that there would be two more sessions in Riverton, amd three in Bath, and that the Board should review the situation in May. The Board endorsed this approach, and John H. requested that pool session organizers Vic and Nan monitor attendance at upcoming pool sessions.
8. Review 2022 goals; update 2023 goals: John H. asked for dates for the March and April monthly membership meetings. Janet said Cheri Perry would do her session on Greenland paddling on March 29. Nananda said Doug Hitchcock would do his session on marine bird life on April 12. Janet encouraged organizers to set up these meetings as hybrid (in-person and Zoom) if we can get the right technology. Nananda added that Charles Duncan has committed to do a nature-watching paddle in Muscongus Bay, and that Doug Hitchcock would be willing to do a Portland area paddle to watch sea birds. John H. said he would leave these offers with Nananda to pursue. Janet also suggested that the Board adopt a new goal to find kayak storage to serve members without access to storage. John H. also suggested that the Board discuss how to help new members who don’t have boats but want to paddle. He said he would put this on the agenda for the next Board call.
9. Closure and Action Items.

* John H. to call the Meetup help center to find out why SMSKN hasn’t gotten member fee deposits from Meetup since January.
* John H. to get back to Joe Herlihy with Board feedback on his proposal for a SMSKN Sea Kayaking Fair.
* John H. to add to the agenda for the next Board call: 1) website improvement and 2) kayak storage and provision to members without kayaks.
* John H. to follow through with T-shirt vendor.
* Janet to connect Nananda with Sig to solve business card QR code problem.
* Pool session organizers Vic and Nan to monitor attendance for repeat no-shows.

The Board call concluded at 8:33 p.m.

**Next call: Wednesday, April 5, 2023, 7 pm. (If needed)**