

## **WBC Board Meeting Minutes**

23 January 2021

**Call to Order:** 1:03 pm

**Board Attendees:** Bruce, Sarah, Tom, Alan, Lauri, Ralph, Wanda and Howie

**Welcome:** Bruce

Sarah served as the moderator and for the Annual WBC Board Meeting. She explained the logistics of the virtual meeting and how members will participate.

**Review of 2020 Performance Against Goals:** -Bruce-

2020 Strategic Imperatives

1. Build membership across rower groups to optimize fleet/facilities efficiencies, to offer rowers a variety of programs, and to support professional coaching
2. Progress facilities development, implementing new traffic flow and parking improvements, funding initial boat house survey, architecture, and permitting, and building Capital Fund adequate to start B.H. construction in 12-15 months
3. Continue to provide outstanding rowing experience, and build rowing options for adaptive rowing and for Organization Team Building/LTR to build greater community rowing opportunities that can help support Club/Coaching needs
4. Refine organization from 2019 learnings for more effectively managing operations and facilities growth, building on our expanding volunteer foundation needed to provide continuity of leadership over time
5. Establish greater financial stability and revenue and expense management with the objective of providing affordable rowing for the community and financing facilities development

Performance Against Objectives

**Summary:** The outbreak of COVID-19 early in the year made our annual goals irrelevant within the context of a normal year. Within the modified environment of severely restricted operations and severe reductions in revenue flow, WBC performance was exceptional. This performance is attributable to Club membership as a whole, from Members and Rowers that stepped up to support the Club financially and adapted to

different rowing options, to Coaches and Administrators that contributed countless hours creating and recreating innovative programs that kept us on the water, and safely.

**Membership:** With the cancellation of rowing competitions in both the Spring and Fall, the High School program experienced a large drop in participation. However, due to relationship building over the years we were able to secure a loan of small boats and in conjunction with the Club's fleet field a strong development program and build a strong core of Youth rowers.

- Middle School recruiting excelled in the Fall and we enter 2021 with one of the strongest groups we've had, and with Grant funding to build more rower capacity as we enter the new year.
- Adult rowing flourished behind learn to scull programs that enabled masters rowers to stay on the water through the year, even with limited opportunity to row in team boats

**Facilities:** The pandemic essentially "paused" all Park development efforts by a year, and also has put future planned expenditures into review. Despite the delay, WBC and the Park had positive discussions at year end on modifying the facilities approach, repurposing an existing storage building and better defining boat storage in the existing boat house. In addition, RV Storage will be moved, and the Park has cleared the new location for these vehicles (and has simply been slow in physical relocation).

On the waterfront, and reflecting the quality of our Membership, we had a gang of Masters fund and renovate the sculling dock so that it can last another year or two before the Park project to enhance the space starts. (We also received Park commitment to use extra dock at Jamestown Marina after they finish the renovation this Spring.) Finally, the Park was able to initiate and mostly complete its project to grade and open up the Chickahominy and Gordon Creek waterfront. The Park is now an outstanding venue for regattas or simply to watch rowers from the banks.

**Rowing Operations:** Adaptive and team building rowing programs development was put on hold due to restrictions on team boats, and rebuilding our core programs will take priority this year. However, it is important to call out the success of the sculling programs that were created and have made our Youth and Adult rowers so much technically better. Rowing ops and coaches also per proactive in creating a model approach for COVID safety, navigating guidelines from US Rowing and the State to get our rowers on the water, safely. We were asked by regional clubs to share our approach, and US Rowing wound up using a number of our written approaches in its broad guidelines.

**Organization:** The Board continued to fine tune roles and responsibilities, and the handbook was updated to reflect the actual responsibilities of the Director of Rowing Operations (the role has evolved since its creation several years ago). A new "operating" system, iCrew was successfully implemented, and our web site has added capability in presenting our regattas and in creating fundraising. The effectiveness of the

organization was demonstrated in the ability to manage through the numerous financial and operational issues presented this year.

**Financial:** We made tremendous progress in managing cash flow and budgeting in a challenging environment. This included “right-sizing” paid coaching and long term professional coaching, but also reflects the commitment of our Members through donations and volunteer hours, the Club’s commitment to its coaches and the coaches commitment to the Club (in donating many hours). We enter 2021 in moderately improved financial shape relative to year ago with the combination of all this work, and despite COVID impact.

**Rowing Operations Summary: Tom**

- Youth Programs
  - Went well
  - We were fortunate in that we were able to stay on the water
  - Other clubs lent us boats so that we could continue to row
- Adults
  - Moved to sculling – not ideal
- Coaching
  - Lost three coaches (Matt, John, Lacy)

**Financial Review: Sarah**

- Decent financial shape for the year
- Layed out the financials and invited anyone to take a look if they wanted

**Administration Update: Alan**

- iCrew – our primary admin site
- Web Site – up to date and maintained.
  - Asked people to notify him if changes need to be made
- Electronic Transactions/Fundraising Programs & Goals for 2020
  - Received several donations through the club
  - Received donations through a Go Fund Me fundraising initiative

**Strategic Initiatives and Goals for 2021: Bruce**

Proposed 2021 Strategic Imperatives

1. Membership: Re-build HS membership levels to pre-COVID levels by the Fall season. Continue to grow the MS program through the year while also adding a Summer rowing option. Grow and also transition Adult rowing from individual sculling to team boats (sculling and sweep) through learn to row programs and to optimize fleet efficiencies.
2. Facilities: Implement new traffic flow and parking improvements by Summer, add coach launch docking utilizing leftover Jamestown Marina dock in the Spring, and

repurpose Park storage shed by December. Identify partners and program to build and fund rest public rest rooms.

3. Rowing Operations: Adapt rowing programs to manage through COVID restrictions in Spring, then expand in Summer and Fall. Purchase additional quad and sculling oars to support growing MS program and HS/Adult sculling/racing. Find ways to utilize re-purposed building for on-going training (LTR, Cox classes, Winter fitness, etc.) and to support coaching infrastructure.

4. Organization: Establish team to enhance planning and execution of regatta participation as well as staging of BOC/HOC Goals will be to make competitions more efficient, and for our own events, build on the foundations from prior years and the improved regatta venue in Riverfront Park.

- Bob and Mike are doing the heavy lifting as the WBC boatmen. The club needs to get more people comfortable with fixing and maintaining the fleet of boats.
- Look at building a regatta/racing committee. Open club wide.

5. Financial: Establish annual coaching agreements for program and cost planning, evolve our Regatta options to provide competitive opportunities more efficiently, manage monthly expenses and cash flow to enable self-funding of storage building construction and fleet needs (in combination with the Altschuler grant), while keeping Membership program costs reasonable for greatest participation.

**Financial:** Sarah

- Continue on building financial security
- Manage budgets

**Rowing Operations 2021:** Tom

- Youth Program–Spring Plan
  - Most of the kids stuck with the program
  - Regattas are planned for late spring
  - Only four teams in our community have rowed since COVID
- Adult Programs:
  - What does your membership include:
    - two evening coached practices per week
    - two weekend coached practices
    - Sculling will still be available
    - Looking for a new masters coach
- Regattas:
  - Limited participation
  - Pull back on some regattas
  - Will have “pick-up games” with other clubs in the area
  - EVSRA – May regatta
  - 9 May – Mid Atlantic Youth Regionals
  - 5 June – National Championships
  - Offer the Beak of the Chick – 7 August 21

- Fleet Condition and Plans for this Year:
  - 8's ready to go
  - 4's are in ok shape
  - Quads – need more
  - Doubles- ok shape – will look for a couple more in 2022
  - Singles – not a large fleet. Can't expect to borrow from Mobjack
  - Oars – we do need oar replacements
- Calendar:
  - Spring season will start on 15 March for high school and master rowers
  - Spring season will start on 22 March for middle school rowers
  - No Colonial Sprints this year
  - Season will consist of 12 weeks and will run through June
  - Tentative regattas can be found on the iCrew calendar
- Recruiting:
  - Youth Programs –Ralph
    - Meeting with Tom and is open to the public
      - High School – 6 March at 12:00 pm at the boathouse
      - Middle School – 6 March at 2:00 pm at the boathouse
  - Coaching: Stable through the spring
  - Adult Learn to Scull and Learn to Row – Wanda
    - Learn to Scull – 10 April

**Boosters Overview/Plan:** Audra & Cameron Albert

- \$350 profit from mask sale
- \$500 profit from T-shirt sale
- Plan is to continue to support the club

**Facilities (Park & WBC Initiatives):** Bruce

- Discussed the opening up of the waterfront section
  - Allows for better viewing of regattas
- Repurpose the storage shed – should cost less the \$5000.
  - Erg storage
  - The shed will allow us to continue with a lower cost indoor winter training program
  - Coaching office
  - Training
  - Multi-purpose facility
- Traffic circle was approved
  - Safer for pedestrians
  - More parking
- Restroom in 2022 at the earlies
- No new boathouse right now

**Board Elections:** Lauri•

- Nominations for Vice President, Secretary, Adult Representative
  - No new nominations for VP. Howie agreed to continue on as VP

- No new nominations for Secretary. Lauri agreed to continue on as secretary
- Wanda completed her tenure. Sarah nominated Bob Morrison as the Masters Rep.
- Voting/Results
  - All nominations were moved and seconded
  - The slate of nominees were all voted in as it stood
    - 1 voter abstained.
    - The remainder of the members voted “aye”.

**Other Business:**

- Masters members were reminded and asked to pay annual dues
- One of our members asked that diversity and inclusion be considered in our future strategy. Tom pointed out and totally agreed that as a community club, we should have a boat house that looks like our community.

**Questions:**

**Meeting Close:**