

**Colorado Women Flyfishers, Inc. Board of Directors Meeting**  
**March 09, 2011**  
Location: REI

**Call to Order:** Joanie McCord, President, called the meeting to order.

**Roll Call / Quorum:** All Board members were present but for Dawn Blom. There was a quorum.

**Approval of Agenda:** March's agenda, as amended, was approved.

**Approval of Previous Minutes:** February 2011 minutes were approved.

**New Business:**

**Treasurer:**

- Betty presented the Balance Sheet as of February 28, 2011. The raffle fundraiser made CWF approximately \$3,400.
- Cheryl reported that the February Bass Pro fundraiser grossed about \$3,100 and netted CWF a profit of \$2,100.

**Motion:** Move to approve the February 28, 2011 Balance Sheet.

**Seconded:** Motion passed unanimously.

**Fundraising:**

- Cheryl recapped the Bass Pro profit (see above). She also suggested the monthly newsletter give members a reminder of the online gear store to keep sales active.
- An accounting report from the online gear store is still pending. No money was made on the Columbia shirts bulk order and other sales have been minimal. Shipping decisions still pending. Returns and exchanges are available to members.

**Vice-President/Programs:**

- Mary discussed implementing a Buddy Program analogous to a successful one used by Gil Hassinger from the West Denver Chapter of Trout Unlimited. He says it helps new members stay active in the Club. Mary volunteered to be the initial Buddy Program contact and she will enlist volunteers to take new members fishing.

**Technology:**

- Deb N. reported the new CWFTalk password would be implemented April 1, 2011 and made available only to current members in good-standing.
- The cut-off date for non-renewing members is March 15, 2011 and the new roster of current members will be finalized by that date.

**PR/Outreach**

- Mary Ellen and Amy will be meeting March 9, 2011 with members living in Northern Colorado in an effort to establish a Northern Colorado chapter of CWF.
- There are currently 25 members living in or about the Ft. Collins and Boulder areas.

### **Membership:**

- Sue reported there are currently 154 CWF members including 32 new members. However, there is a 40% attrition rate so she has composed letters reaching out to old members and welcoming new members that she is mailing out on CWF's behalf.
- Name tags for Board members only were discussed and several types from Altitude Custom Engraving were distributed for review. Discussion was had regarding the desirability of the tags for use at CWF events. Purchase price is approximately \$130-\$140.

**Motion:** Move that the Board purchase name tags for Board members only.

**Seconded:** Motion passed by majority vote. Deb N. and Anne opposed the motion and Deb T. and Amy abstained.

- Window decals were discussed and various bids presented. A bulk order of 1000 decals from Brave Marketing Concepts is available for \$.49 each or \$490.

**Motion:** Move that the Board purchase 1000 window decals for \$.49 each or \$490.

**Seconded:** Motion passed unanimously.

- The menu at Piccolos was discussed and Sue is to contact the restaurant manager and ask for more varied, non-pasta items liked baked chicken and for identification of items served at the buffet.

### **Education:**

- The North Fork Ranch spring clinic registration is underway. About 10-12 members have already signed up. Volunteer instructors for the clinic are being sought and several Board members volunteered. Meals and mileage will be provided to the volunteer instructors.
- Kevin Gregory and Anne reviewed his concerns about "overfishing" the river during the clinic. A ratio of 1 instructor per 3 students at the clinic was agreed upon and 4x leaders will be used in an effort to protect the fish.
- Planning for the May 21-22, 2011 public clinic for non-members is underway. A committee meeting is scheduled Sun. March 25, 2011. The Saturday session will be a classroom setting at Roxborough Center and Sun. will be buddy fishing at the pond at Chatfield State Park.

### **President:**

- Joanie presented a proposed By-Law change regarding the membership renewal deadline.

**Motion:** Move to accept the proposed By-Law change regarding the membership renewal deadline.

**Seconded:** Motion passed unanimously.

- Joanie reported on a bid from Morrell Printing for 500 membership cards for \$75 on card stock. Design to be presented at a later date.

**Motion:** Move that the Board purchase 500 membership cards for \$75 from Morrell Printing.

**Seconded:** Motion passed by majority vote. Anne dissented.

- A casting instructors' class at Colorado Mountain College in Leadville, CO will be held May 14-15, 2011. Price is pending. Class is open to 6-10 CWF members. After a day and a half of lecture and field instruction at Hayden Flats Lake, members will be certified CWF casting instructors to teach beginners. One (1) recertification credit will be available for teachers taking this class. All participants are responsible for their own transportation, gear, food and lodging.
- Discussion was had regarding purchasing 10 reels and fly line for the recently purchased CWF rods. Two vendors, Fly Fishing Colorado and Royal Gorge Anglers, presented written bids and the Board examined the equipment. Joanie excused herself from participation to avoid the appearance of impropriety due to her acquaintance with one of the vendors.

**Motion:** Move to accept the fishing tackle proposal for 10 reels and fly line from Fly Fishing Colorado for \$726.68.

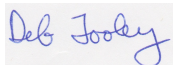
**Seconded:** Motion passed unanimously. Joanie did not participate in the vote.

#### **Gear Rental Research:**

- Sue reported that The Hook fly shop has rentals and also free loaner gear for classes. There is a \$25/day fee for rental of rod, reel, line, tapered leader, waders and boots (women's sizes available). The rental fee may apply to a purchase if done within a reasonable time.
- Sue also reported that Denver Angler rents Scott and Orvis rods and Ross reels for \$15/day (each additional day is \$10). Men's waders and boots are rented at \$15/day. A one (1) day notice is required for rentals.

**Announcements:** None.

#### **Adjournment:**



Deb Tooley, Secretary