

Colorado Women Flyfishers, Inc. Board of Directors Meeting
May 10, 2011
Location: REI

Call to Order: Mary Manka, Vice- President, called the meeting to order.

Roll Call / Quorum: All Board members were present but for Joanie McCord, Deb Nelson, Amy Slaughter and Sue Holton. There was a quorum.

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

Approval of Previous Minutes: April 2011 minutes were approved.

New Business:

Technology:

- Karen Williams gave an update on the new CWF website. Several issues to be addressed are the CWF logo and color selection, use of "stock" photos vs. our own photos, the removal of the "advertise here" section and referencing that the on-line gear/logo wear store is available to "Members Only". Other topics to decide are when to launch the site and how to effectively publicize its' existence to our members.

Treasurer:

- Betty reported on the Balance Sheet through April 30, 2011. Mary Ellen noted there was no budget for PR/Outreach. She suggested that \$500 be allotted to this budget. This topic was deferred to a future meeting.
- The North Fork Ranch clinic monies are not wholly reflected in this April statement because some money was deposited in May. Although there was a drop in attendance the budget for the clinic met expectations.
- Purchase of the fly rods and reels are reported under the Fixed Assets/Equipment section.
Motion: Move to approve the Treasurer's Report as of April 30, 2011.
Seconded: Motion passed unanimously.
- Betty asked for volunteers for the Budget Committee and Felicia, Joanie and Marion will serve. The committee will meet in August 2011 if all Board members provide their respective budgets by July 15, 2011.

Education:

- Anne reported that the spring clinic at North Fork Ranch had 39 participants (17 beginners on Saturday and 22 intermediate/advanced on Sunday). This was a drop in attendance from prior spring clinics as the intermediate/advanced class was not filled to capacity.
- The May Women's Clinic, scheduled 5/20 and 5/21, has been cancelled due to lack of participants. There will be PayPal reimbursement for 3 folks who signed up via PayPal and another registrant will receive a refund via a check.
- No t-shirts were ordered at time of cancellation although strike indicators, flies and tippet were purchased.

Motion: Move to use the items purchased for the May clinic as raffle prizes at the July 2011 picnic.

Seconded: Motion passed unanimously.

- Proposed dates for the North Fork Ranch fall clinic are 9/23-9/25, 9/30-10-2 and 10/14-10/16.

Motion: Move to select Saturday October 1, 2100 as the fall clinic date at North Fork Ranch.

Seconded: Motion passed unanimously.

- Anne is reviewing North Fork Ranch clinic class offerings to better suit member's needs. She will conduct a survey to get membership feedback. Some classes, like Czech Nymphing, may be stale after several years and new classes like "how to land fish" will be explored.
- Ideas for summer education events include a Barry Reynolds demo on fishing for carp on the Platte River and a casting class with Julie Church's dad who is a master caster.
- Fly-tying events will be considered and the fall North Fork Ranch clinic will include fly-tying.
- A broader questionnaire/survey effort was discussed so member feedback is elicited on all Board activities but this was tabled for now although Anne will proceed with a survey regarding feedback on education classes.

Trips:

- Mary Ellen provided a debriefing on the Salida trip. Attendance was down with 40+ folks participating but the chili cook-off venue was ok and the campground bonfire will likely be added to the program next year as it was well received.
- Members' concerns voiced to Mary Ellen were that the campers were "cliquish" and nothing was happening to involve members staying at the hotel. Requests were made to NOT schedule the trip on Mother's Day in the future.
- Get-well wishes to member, Chris Juvan, were happily received.

Special Projects:

- Marion reported that the new member social will be held June 12, 2011 and she will publicize the date, time and place.
- The summer picnic will be held Saturday July 9, 2011 at Congress Park in Denver (8th and Josephine). The park will be reserved 1-6 p.m. and the event will be 2-5 p.m. The club will use its' own grill and after some discussion, CWF will provide the meat and the members will be asked to bring a side dish. There will be no admission fee.
- The river cleanup venue was discussed and Chatfield State Park was selected for a mid-August 2011 date.
- The Holiday Party will be at the Denver Merchandise Mart in mid-December.

Fundraising:

- Cheryl gave a detailed accounting of her April meeting with "Make It Simple" owner, Sherry Langford, to address numerous concerns about the on-line store. The on-line store website appears to belong to Sherry and not CWF. The link to the store has members leave the CWF website and it does not re-direct them back to our site.
- Bulk purchases have been more popular with members and there have been very few individual sales. There was no mark up at all for the winter bulk order and a 35% mark

up on items ordered by individual members. However, the Board agreed to a 15% mark up on all purchases so this has not been monitored.

- 90-95% of the store's inventory is men's and youth apparel and sizes. There have been only 1 or 2 reports provided by Sherry to CWF regarding sales and there needs to be more stringent accountability. Shipping and handling will be passed along to members in the future. The logo design is in dispute as well.
- Several Board members wanted to discontinue the association with 'Make It Simple' but this was tabled until August so all Board members could have an opportunity to participate in the decision.
- Cheryl will explore pricing and get samples from Sherry to display at monthly meetings prior to bulk orders.

Membership:

- Cheryl reported that Piccolo's wants to begin charging \$12/pp for meals immediately or sever the monthly CWF relationship. Sue and Maria Landis are still negotiating for better food but the price will be raised before a food solution is reached.

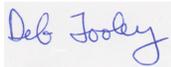
Motion: Move to increase the Piccolo's dinner price to \$12 per member effective immediately.

Seconded: All members approved but Deb Tooley opposed said Motion.

Announcements:

- Mary Manka announced that the Board needed to form a nominating committee for upcoming Board elections. The committee will consist of 1 returning Board member, 1 departing Board member and 1 non- Board member from the general CWF membership. The committee was not formed at this time.
- Board members whose terms are up at the end of the year confirmed whether they were running again or not. Board members running for re-election are President, Joanie McCord; Public Relations/Outreach Director, Mary Ellen Frease and Education Director, Anne Zadrzil. Those Board members not running again are Special Projects Director, Marion Roper; Trips Director, Amy Slaughter; Public Events Director, Dawn Blom and Secretary, Deb Tooley.

Adjournment:



Deb Tooley, Secretary