

## SRDBA Board Meeting Minutes – 3/21/2021

Board Meeting Attendance				
#	Position/Office	P/A/O	Name	Attendance Notes
1	President*	P	Kelly Hood	idockhood@gmail.com
2	Vice President*	P	Drew Rogers	rogers.drew@hotmail.com
3	Treasurer*	A	Patsy Zick	patsymba@hotmail.com
4	Secretary*	P	Deborah Carson	debbie.carson@comcast.net
5	Membership Director*	P	Annely Thorstad	Annely@sanca.us
6	Florida*	P	Beverly Sorrells	bas210@bellsouth.net
7	Georgia*	A	Jenay Thompson	irnerdette@gmail.com
8	North Carolina*	A	Faith Douglas	faithth@hotmail.com
9	South Carolina*	P	Alice Turner	aturnerm1169@gmail.com
10	Tennessee*	A	Esther Wallace	scmadpaddlers@gmail.com
11	At-Large (1)*	P	Vickie O'Neil	valentoneil@aol.com
12	At-Large (2)*	P	Efrat Almog	Efratalmog@gmail.com
13	At-Large (3)*	A	Judy Lundy	jklundy73@gmail.com
	Present			
	Absent			
	Open			
	Quorum for voting IAW the Bylaws	8 of 13	Combination of Executive Board and State Directors. Quorum established with attendance of 7 voting members	

*\*Voting member*

**Guests**


**I. Call to Order and Attendance**

- a. Kelly Hood, President, called the meeting to order at 7:35PM. Deborah called roll and recorded attendance as noted above. Quorum established

**II. Approval of minutes**

- a. BoD Meeting Minutes, Jan 2021- Approved after corrections and edits as submitted for this meeting.

**III. President's Report - Kelly Hood**

- a. Thanked everyone for volunteering for committees and recognized Annely Thorstad and Patsy Zick as the new USDBF members from the SRDBA region who filled the two vacant seats. Ef is also helping out on the USDBF Ethics committee. We have two other members from SRDBA members on the ethics committee. Kelly will fill out ethics committee position descriptions and Deb will distribute it in case others are interested in participating.
- b. Individual paddlers should be encouraged to register for USDBF, especially since a portion of membership goes back to the regions. As of today, 340 of those currently with USDBF are from the SRDBA region. This equates to \$3,400 coming back to be incorporated into the SRDBA budget for next year.
- c. Annual USDBF meeting (virtual this year) is Sunday, March 28 from 2:30-5:00pm. Alice and Ef are attending, it's an open meeting so guests can attend and ask questions. If anyone is interested in attending as a guest, please let Kelly know.

**IV. Treasurer's Report - Patsy Zick**

- a. 2020 taxes have been filed
- b. Ending bank statement as of Feb 28, 2021: \$27,795.71  
Ending balance statement: \$27,795.71

**V. Membership- Annely Thorstad**

- a. We currently have 297 SRDBA individual members and 16 clubs.
- b. Interestingly that means some folks who have signed up for USDBF from our region have not become SRDBA members. The group discussed the likely possibility that even though several informational emails have been sent out, some regional members may be confused about dates of signup deadlines or the need to be part of both organizations for racing options. Annely will try again to help sort it out for club and members.

**VI. Committee Reports**

- a. Youth Paddlers: Alice Turner reported that the committee is in the early stages and has put together a letter asking for membership to reach out and give feedback about youth engagement (in Google drive folder). Based on feedback they will create goals and objectives. So far, none of the 340 USDBF members from our region are in the U-16 or U -18 categories so this is a big opportunity for

growth. Pacific region has the highest number of youths and the Eastern region is next highest.

- b. Paddler Engagement Committee: Annley/Beverly - (Report is in the Google Drive folder)
  - i. The committee is currently focused on digital outreach, but this is hampered because no one seems to be able to find out who can access our FB or Instagram accounts. It is also unclear if these accounts are linked to the organization or an individual. The group discussed the possibility that we should try to create a new one, especially if the current one is connected to an individual. Ef who spends a lot of time and is very familiar with the world of social media offered to look into trying to find out who owns our accounts and what can be done to remedy this dilemma. (*I think that is what she was offering??*)
  - ii. The committee is very interested in creating an app to beef on our on-line presence. The *Discord* app seems to be the app of choice. *For those who are unfamiliar with Discord, it is a popular chat app that provides a seamless place to communicate over text and voice. Discord is now host to more than 140 million users, and rebranded itself from its former identity as an app designed mainly to help gamers communicate to simply be "Your Place to Talk".* Board recognized the need to find apps that are commonly used by paddlers.
  - iii. Other ideas include
    - 1. Developing a regional club map to link to the on-line presence of SRDBA and allow clubs to take advantage of this as well.
    - 2. Putting together some incentives or contests for clubs to create videos or other media to promote their club. Then link this promo on our SRDBA sites.
    - 3. Survey to ask members about ideas, what is working, what would they like to see. Also looking at some stickers, blade covers, etc. to promote SRDBA.
    - 4. Develop an online, on-demand store for SRDBA swag.
  - iv. Discussion encompassed the need for further board and committee discussion regarding SWAG itself and info/cost for Discord app and other activities, including those that could encourage visiting paddlers to use SRBDA communication resources.
- c. Community Service: No interest in this committee to date.

## VII. Newsletter - Deb Carson

- a. Deb agreed to put together a (quarterly) newsletter, but needs direction as to what form that would take. Emails are becoming dated and more in-depth pieces via any delivery option are often ignored. The board recognizes the need to look for

ways to engage paddlers via a mechanism the younger generation prefers. Blogging may be an option to explore. The Communications Committee will hopefully soon have a solid mechanism for timely distribution of information via social media. So a quarterly newsletter will probably be a more old-school format (email or .pdf). Deb will include a sample of a previous club newsletter for consideration. We will revisit this.

### **VIII. Upcoming Board Dates**

May 12 Wed 8:00pm

July 15 Thursday 8:00pm

Sept 15 Wed 7:00pm

Nov TBD

### **IX. Question & Answer**

- a. Ways to engage paddlers w/o rep??
  - i. (I think I totally missed the point of this question and need help- sorry)
- b. How is money used that members pay to SRDBA?
  - i. Part of annual dues goes back to the club, part goes to admin cost, events, online store, but also to provide things of value. Clubs benefit from SRDBA affiliation through things like acquiring insurance, but SRDBA admittedly struggles with how to bring value to the individual members. Of the \$15 individual membership, \$10 goes back to the club. Some clubs incorporate SRDBA dues into their club membership dues, other do not.  
  
(Kelly and/or Drew... You guys may want to draft a response for what you were trying to get across here ) USDBF for every new registration to USDBF .. that states they are affiliated with SRDBA, then x goes back... Helps to provide clinics and camps, etc.
- c. When will we be paddling again? Who makes the decision? Drew told the group that Inverness is having something on April 10. He noted that PAN AM is also planning to race in Florida with 10 people crewing in 20 man boat. And will be hosting a camp with an in-person coaching certification. Kelly noted that guidelines for getting back to paddling are coming from the local governments rather than the clubs or organizations. It is highly likely the SRDBA region will be among the first to return to the water.

### **X. Adjournment**

- a. Meeting adjourned at 8:30pm.