

03-26-09 Board Meeting Minutes

Introduction of Muriel, new book keeper.

The minutes from February 26, 2009 were read.

*Mark moves to approve minutes, second by Julie, unanimous.

Sports coordinator: Top choice Paul Parzik, former director of YMCA, Topanga elementary parent, former soccer coach. Submitted projected budget tonight. Signups due April 4, 2009. Tentative program cost previously discussed, need to firm up tonight.

- Mark moves to accept Topanga Recreation @ Community Club (TR@CC) as program name, second by Julie, unanimous.

Price: members price less than non-members. \$120 members, \$140 non-members. At average \$135 price, break even is at 120 kids.

- Mark moves that the cost for the soccer program be \$150 per kid for non-members of the community club, and \$115 for members. Second by Julie. Discussion/friendly amendment: should be limited to family memberships? Not accepted. Unanimous.

Topanga Youth Services: Karen working on show downstairs, premiere tomorrow. Report postponed.

Topanga Days: Brando spoke about mixed messages being put out at Topanga Days committee meeting on Monday, issues over budget and bands. Julie assured that the Board is supportive of the youth effort, clarified that a Board decision could not be made outside a Board meeting except under special circumstances with the entire Board present. Brando asks that everybody, especially the youth, be treated with respect.

Mark: decision by committee requires diplomacy skills, which can be useful in work etc. The committee makes recommendations to the Board, but those decisions can be overridden.

Adrian: Board members voting in committee are voting as committee members, not as Board members. Contentious issues should be brought to Board, not decided by Board members outside the meeting.

Jewels did not perceive the dissent at the Monday T-days meeting, and stated that she did not intend any insult. She offered to contact the insulted parties and offer her apology.

Discussion about budgetary allowances for bands: do we have the money to get Blood, Sweat and Tears, and/or Gregg Rolie? Will they bring in enough to cover their expense? If budget was \$30k, could we get enough talent to fill out attendance. Andrea notes budget shortfall, lack of credit line.

Decision deferred to closed session.

T-days attendance cost: committee recommends that a youth three day pass be added at \$35. \$20 adults 21 and over, \$45 three day pass; \$15 adult 21+ members, \$15 for youth 13-20, 6-12 and over 65 \$10, children 5 and under free. Allotment to youth group of 400 presale tickets at \$10 each.

Randall given poster submissions, winning entry to scan.

Website: Randall's work just a quick template, Jaime has been updating – Hard to modify template, typical problem with "in the package" website. Eventually may require ground up rebuild.

Discussion about map/program, advertising costs vs. publishing costs.

- Brochure rates for business sized ads in program: Julie moves to accept rates of \$175 for non-booth holders, \$150 for member non-booth holders; \$125 for booth holders; additional weblink with art \$75, bold and in color on list in program \$50. Second by Mark. Unanimous.
- Anastasia to research merchant account rates and virtual terminal possibility.
- Andrea moves we obtain a virtual terminal for current merchant account as soon as possible. Second by Lisa. Unanimous.

Parade: suggestion that each float has to have a representative responsible for running their float. Suggestion to use Eagle scouts to monitor; art gallery as judges. SPONSOR NEEDED

Sign painting at Eric's Roadhouse April 7 11:00 A.M.

TYS show is this weekend. Concern about performing rights issues: previously discussed with Karen Cooke at prior meeting where Karen spoke about dealing with any performing rights issues.

Programs (Julie): Mother daughter tea in fall with Chrissy. Easter egg hunt April 11, flyer going out to schools tomorrow. Program will begin with invocation to Spring, then led by Pastor Bob. Bunny suit arrived in mail, volunteer bunny (and back-up bunny) found. Membership drive before hunt. Prize for cooperation. Puppet show by Andrea Walker, 2-3 songs by Peter Alsop. Jim Machowski to help with sound. Suggestion to call Mimi and Henry for invocation.

Fundraising (Mark): Copy of Ivy Mumby information, Eric Nelson paperwork. Septic system still under construction holding up close of escrow. Eric to approve memorial garden, suggests timing the ceremony with anniversary party or senior dinner, etc. T-days budget mentioned.

- Mark to deliver copies of paperwork to Andrea and Marty by Tuesday, especially the Will, sales contract, escrow instructions, and progress report letter from executor.
- Marty to contact Patty from Fellowship Church: have they had an attorney review documents? Would they be interested in joining us in a review?

Treasurer: notes receipt of CDBG funds. Working to remove late filing fee from holiday weekend filing.

Financials for 2008 available.

- Book to be prepared with records for files in office.

Sports program flyer details decided and sent to Paul.

Correspondence: Answering email, working on computers, etc. Needs forwarding address for sports program requests.

- Marty to send out sports program flyer by email.

Anastasia: New Business from the office manager. What date for birthday fundraiser? May 10 earliest to get pre-T-days funds, otherwise, prefer end of June. 4-25-49 was date of incorporation, house built in 1950. Adrian suggests getting gov'm'tl and other plaques, etc.

Rental rates: Stasia suggests new rates based on her experience booking other venues and competitors. Include hourly use, member/non-member; fixed clean-up fees. Presented new rate sheet for Board review.

Adrian suggests deposit up front, forfeit portion within two-weeks cancellation clause, month in advance for larger events.

Stasia available for online chat IM stasfite@gmail or messenger tcc.help@gmail.com

Making the club “cool” again – branding, regular fun fundraising events, ideas include family night, movie night, etc. with bargain prices. Would like to start in June.

Merchandising: suggests reissue/update of Jan Moore era shirts: Ski Topanga, Topanga Creek Yacht Club, Topanga London Paris Rome shirts. Redesign logos, get high fashion American Apparel blanks so the shirts are fashionable and cool.

Membership: working on “The Curvy Road to Topanga Days” pre-fair membership drive – possibly in concert with anniversary party? Plans to hand out Carrots to new members at Easter Egg Hunt.

Meeting adjourned, 11:10 PM

Closed Board Meeting

New hires: interview process discussed. Security: new bookkeeper has key. New hires have full records on file. Need keys to filing cabinet locks – check if taped inside cabinet somewhere.

CHAC Co-Chair. Stephanie Lallouz has stepped down, asked to take hiatus. No mechanism in bylaws for her return to office after hiatus, instead specify resignation and replacement procedures. Board may be obligated to appoint replacement (co-chair Ken Widen still in place, but co-chair needed to fulfill current Board policy of co-chair “back-up” for committee heads. Board to consider potential replacement co-chair. CHAC committee guidelines suggest that committee is supposed to choose chair (for subsequent Board approval). Suggestion to consider: oblige renters to take turns chairing committee.

T-Days issues:

(1) Hiring: T-days committee has agreed to hire coordinators without Board approval, hired where volunteers were already arranged, and agreed to quoted rates prior to Board consideration or with inaccurate descriptions of what exactly the Club was paying for.

(2) Membership has voted that any hired coordinators should have no vote on committee – this has not been adequately enforced. Must be monitored to avoid self-serving decisions.

- Board to remind T-Days Committee that paid coordinators do not get vote on committee.

Discussion about Sponsorship and PR responsibilities.

Must be clear that there is no percentage compensation for non-cash and returning local sponsors.

Randall may be having trouble following through on his commitment. Crucial example: Adrian instructed him exactly what Monica needed to secure the beer sponsor. He was to go to the clip book in

his possession and online sites and find places T-days was listed last year and pull quotes for the beer company to review. He missed the deadline for this submission. Further, he was told weeks ago to list the various publications in the clip book and prioritize them, find submission deadlines, and submit basic press release with dates and general information, but he has used “no band names” as an excuse for not fulfilling assignment. Randall indicated up front that he has to take other jobs to get bills paid, but the concern is that he has been too busy with other work and has not followed through on these assignments. Randall’s submitted plan of action was then reviewed to see what else he has promised to do that might be missing. Two crucial items mentioned as lacking: 20 week plan, PR plan. Discussion of to what degree our contract is being fulfilled, what would impact be of letting him go and/or assigning some of his duties elsewhere. Agreement to give him one more clear assignment with a deadline and let his performance determine what further discussion or action is necessary.

Discussion about band selection and band budget. Concern over lack of funds to pay for high-cost bands. Concern over “who chose” the bands. Jane described how after lists of band names were brainstormed and suggested by various people, the submitted artists were each checked out with an eye towards draw and excitement level. Jane, Jaime, Julie, Adrian, Brando, John Suarez, and others have done the informal screening, using web tools that describe an artist’s popularity as well as performance reviews wherever possible. If a majority of the group reviewing any particular artist did not rank that artist favorably, the performer was not pursued. Lisa expressed concern that the selection group was arbitrary and may have chosen personal favorites.

Jaime pointed out that despite meeting after meeting where people talk about various artists who they can get to do the job for cheap or with whom they allegedly have some pull, the reality has been that all of these sources have fallen out or that the artists want substantially more money than the acts currently under consideration. The decision to pursue higher ticket bands was made at the last Board meeting, when Jane was instructed to pursue making deals with these artists, which the group present had decided by poll were the best of those she had found to be available within our price range. The Board now has to decide if it wants to go forward with this position now that we have negotiated our best contract prices.

Discussion put on hold while ticket prices were considered.

- Mark moves to accept T-days committee ticket price recommendation. Second by Lisa. T-days attendance cost: \$20 adults 21 and over, \$45 three day pass; \$15 adult 21+ members, \$15 for youth 13-20, \$35 for youth three day pass; \$10 for children ages 6-12 and seniors over 65, children 5 and under free. Allotment to youth group of 400 presale tickets at \$10 each.

Friendly amendment to raise the 400 pre-sale ticket prices to \$12, not accepted. Suggestion of membership three-day pass advance sale at \$40. Discussion of \$50 3-day non member, \$45 three-day for member. Not accepted.

Motion passes unanimously.

- Mark moves to approve the 2 major headliner bands that Jane has “on the hook” pending confirmation by Anheiser Busch that they will still provide the incentive and that Jane can arrange the retainers for each band (\$5,000 for Gregg Rolie and \$8,000 for BS+T). Second by Julie. Andrea concerned about lack of funds. 4 yea, 2 nay, 1 abstention. Motion passes.

Discussion of Mumby property sale details.

Meeting adjourned, 1:38 AM

Board Meeting Attendance:

Adrian

Mark

Julie

Andrea

Spira

Randall

Jane

Anastasia

Bill Koppelman (Short-haired guy in suit)

Mike? (Muttonchops guy)

Lisa Salloux

Randall Ott

Marty

Brando

Brooks

Paul (musician)

Amit (Brooks friend working on Area 27)