



SPECIAL BOARD OF DIRECTORS MEETING MINUTES

Date: September 29, 2018

Location: Mt. Shavano Manor Meeting Room, Salida

9:00 am - Call to Order

A Special Board of Directors (BoD) meeting of the Collegiate Peaks Chapter of Trout Unlimited (CPCTU) was held at Mt. Shavano Manor in Salida, CO, on September 29, 2018. Pam Simpson and Tom Arnot called the meeting to order at 9:10 am.

The Special Board meeting was convened to recap the 2018 Caddis Festival, the use of GiveSmart event management program and to discuss the future format and timing of the Caddis Festival. The meeting was announced to the General Membership via an email blast that was sent on September 24th. This exceeded the minimum 48 hours advance notice requirement in the Chapter Bylaws.

Board Member Attendees:

Officers: Jerry Wright, Tom Arnot

Board Members: Jim Impara, Gene Milus, Keith Krebs, Rick Helmick, Larry Payne

Eric Heltzel could not attend. He provided a written proxy to Tom Arnot. The minimum required number of Board members was in attendance either in person or by proxy to constitute a quorum for any board votes needed.

Other attendees: Pam Simpson, Barbara Plake, Karen Dils, Dick Isenberger

The Comments & Discussion sections under each topic below reflect all the discussion topics offered by the group. Everyone in attendance participated and some of the ideas may conflict. The intent was to generate ideas for future consideration. Not all questions were answered at this meeting.

1. REVIEW OF 2018 Caddis Festival Income analysis report (see attachment)

- a. Bottom line: Our 2018 gross income was \$34,674, a decrease of \$4,657 from 2017.
- b. Comments & Discussion:

We made less money on the silent and live auctions compared to previous years. Typically get more return on the live auction items. This year, some of the items that would normally have been live items were moved to silent to try to attract out-of-area bidders and make more money that way. It didn't seem to work out.

We still need to send out Thank You cards to sponsors.

Could do it now or around Thanksgiving and include a promo of the next event.

Pam did thank everyone in newspaper ad and on the Chapter website, etc.

Could highlight what we have done with the money they donated this year.

2. GiveSmart Implementation committee recommendations:

- a. Committee met on July 10, 2018 to go over plusses/minuses of GiveSmart
- b. Decision to Recommend using GiveSmart again in 2019 with some changes
 - Silent auction went well – checkout pretty streamlined
 - Live Auction problematic – if we do a live auction in 2019, need to do a better job of implementing checkout.

c. Comments & Discussion:

Some of the anticipated advantages of using GiveSmart:

- **We would get out-of-area bidders to bid more money on big-ticket items.** Didn't pan out – not many big-ticket items and not much out-of-area bidding.
- **Using GiveSmart will save us time.** This did not happen. We spent WAY more time up front and didn't save much, if any, time on the back end. If we use it again, we will have gained some knowledge so some things will be easier. A few people spent a huge amount of time with the website (Tom Arnot, Jerry Wright). Some of that could have been saved by having fewer people doing website inputs. Lots of proofing and editing for consistency was needed.
- **We will make more money using GiveSmart.** This did not happen either, although GiveSmart is not entirely to blame. See Item 5 below.

Live auction problems could be resolved, so not an inherent problem with GiveSmart

We have only done GiveSmart one time. We will get better at it.

GiveSmart has changed – bought out by another company, so some changes expected.

Do we want to go back to a paper-based manual system for some or all of the auction items?

Are Tom Arnot and Jerry Wright willing to do the same jobs again in 2019? Tom agreed, Jerry unsure of his schedule – he will be spending about half his time out of state.

Many of the reasons for the lower income were not related to GiveSmart. See Item 5 below.

3. Recruitment of new Caddis Festival Chair for the 2019 Caddis Festival Banquet.

a. Pam Simpson stepping down, but willing to help in 2019

- Ideas on recruitment of a new chair?
- Loss of volunteers over the years – people want to do simple tasks; set up, etc. Few volunteers for more labor intensive jobs or those that require regular meetings.
- Numerous requests were sent out for volunteers by email and in the monthly newsletters – minimal response

b. Comments & Discussion:

Banquet planning should start soon for 2019

Can we have a delegated 3-person chair? Solicitation spreadsheet should be delegated – it is a big task. Still need a lead person.

Need to spread the tasks; Solicitation, website entries, thank you cards, tickets, donation spreadsheet (Barb willing to do this), etc.

New chairperson needs to execute the new GiveSmart contract. Date has been reserved and deposit has been made on the Fairgrounds for 2019 Caddis Festival.

If the job was better defined in terms of organizational chart, it might be more appealing to a candidate. Knowing that there was an established team of helpers.

4. Banquet Purpose

a. What is the primary purpose of the Banquet?

- Fundraising?
- Sponsoring a community event?
- Both of the above equally?

b. Cost of Catering

- We spend \$6,000 on catering – ticket sales cover the cost of the food, but no significant income is realized.
- We make no money on the food nor the people that buy a ticket, come to eat, socialize and leave.
- FYI spends about \$1,500 on food and caterer is required to make a donation to the fundraiser. Various caterers are “begging” to work that event (higher profile event than ours)
- If our priority is to make money, there may be better ways to format the event.

c. Comments & Discussion:

Some committee members feel that the primary banquet purpose is to provide an enjoyable experience for the community. Others feel its primary purpose is as a fundraiser. Overall, most feel both aspects are equally important.

Family and Youth Initiatives (FYI) event was really fun – live music, dancing, very social, beer tasting. They also had a GiveSmart silent auction spread around the room and heavy appetizers

Another caterer recently catered an event for \$20 per person. The 2018 Caddis Festival catering cost was \$25 per person. Includes charges for linens, table covers, napkins, etc. Our current caterer is planning to discontinue her catering business after a couple more years.

Sit down dinner is old-school. Would like to change the format. Some think our current caterer’s food is not great. Others like it.

Need to be clear about where the money goes. We could write articles for local publications describing what we do with the money – scholarships, youth education, fishing derbies, etc. Editors are sometimes reluctant to publish what appears to be a promotional piece.

We should ask the County Commissioners for a discount on the Fairgrounds. We have asked for this discount previously and been denied, but the current Commissioners may be more receptive than in the past.

5. Banquet Format and Timing

a. Fundraising was very challenging in 2018

- GiveSmart required earlier commitments of donated items
- Some businesses not open in spring
- Competition with FYI, Boys & Girls club
- Fewer solicitors
- Fewer sponsors
- Lower quality donations
- Fewer donations
 - Fewer buckets
 - Fewer Special Raffles

b. Would changing the timing of the event be beneficial?

c. Is a full, sit-down catered banquet necessary?

- Consider other options; live music and/or heavy appetizers like FYI?

d. Is a live auction necessary?

e. Comments & Discussion:

Solicitation in the spring is challenging. Some businesses are not open until April 15.

Can we work with outfitters to get better trips? Request outfitter names from members.

West Denver Chapter has bought tiems in the past and sold them, but didn't get as much for them. It has been our policy in the past not to purchase items and resell them. OK to have a reserve bid amount to cover the outfitters minimum costs (we did this with Bill Dvorak's trip this past year)

Should we consider moving the event to the fall? Many Committee members supported looking into this. We should look at the Chamber of Commerce schedule for this year so we know what other events are happening in the fall. Are the Fairgrounds available on Saturdays in the fall? Would it conflict with sporting events – Broncos Football & others?

Putting on a banquet is an overwhelming task – there are other less labor-intensive ways to make money. Have a 5K or 10K running event. Out of towners will come to town for a weekend to do a running event.

If we skip the banquet for a year, we might get more income the following year. Rick Helmick noted that they did skip a year at the Durango chapter several years ago and it had little overall effect. They used to have a big sit-down dinner and changed it up to have a smaller, more intimate gathering. Fewer people came but income was only slightly less. They did not have any sponsorships – all auction items.

We could do only an online auction – some chapters do this. Save the expense of putting on a big event.

There is an advantage to getting people in a room together to compete for bid items.

The Caddis Festival is always in the top 1 or 2 highest expense items in our annual Budget. If we were to take a year off from having the banquet, our expenses would drop by about \$11,000.

Some board members are concerned about losing the community event aspect if there is a format change.

We have a limited market, but they are very generous.

Businesses are solicited repeatedly in our community – constantly getting hit up for donations. Should we consider combining with another agency (GARNA, CCC, etc.) for fundraising?

Our past collaboration has been limited to an event, not a fundraising. Gets more complicated – no one wants to share their donors with another organization.

If we consider skipping the banquet for a year, we could send a thank you to sponsors/donors for this past year, tell them we are not having a banquet next year and ask them for a donation instead.

Possibility of skipping the banquet for a year is fine, but we cannot just sit and do nothing. We still need to recruit a chairperson, review other fundraising options, review timing and format, etc.

Other chapters have been impressed with our success in the past. Not sure we want to skip having a banquet.

6. Banquet Vote

- a. A motion was made to cancel the 2019 event and take a year off to work out changes. There was some concern about simply canceling the 2019 event and taking a year off, so the motion was withdrawn. After more discussion, Jim Impara motioned that we postpone the 2019 Caddis Festival Banquet, form a "Fundraising Committee" and consider other fundraising options, possibly for fall of 2019. Rick Helmick seconded the motion and it passed unanimously.

b. Followup items:

- Jerry Wright will cancel our existing reservation for the Fairgrounds for May 4, 2019 and request our deposit be refunded. He will also check available dates for the fall of 2019.
- Jerry Wright will review and adjust the FY2019 Budget prior to presenting to the BoD Oct 11 and adjust as necessary.
- Pam Simpson will check on the expiration date for the \$200 credit that GiveSmart has given us for referring FYI to them in 2018.
- The decision on the Thank You notes to be sent to sponsors and others is tabled. If we have a fundraiser in the fall of 2019, we would not want to request a donation this fall. Fundraising Committee will review.
- Jim Impara and Barbara Plake will check the Salida and BV Chambers of Commerce to review what events we may be competing with in the fall season.

7. T-Shirt fundraising option.

- a. Jim Impara and Barbara Plake mentioned that they recently had t-shirts made for FlyGals and sold 76 shirts. Some samples were available. This is a potential way to make some money. Women fly fishers really like the shirts.
- b. The shirts are made in BV, cost for a small batch was about \$11 per shirt, sold for \$15. Pricing goes down to \$8.20 for 500 and \$7.80 for 1000. Discussed how the process would go – Take orders first? Make a batch of various sizes and sell from stock? Who does fulfillment?
- c. A suggestion was made to have some made for showing and sales at the upcoming CTU Fall Meeting. Possibly some CTU members will want them as gifts.
- d. Rick Helmick made a motion to spend up to \$350 to make 24 t-shirts and a few promotional flyers to have at the CTU Open Reception Friday, October 19. Larry Payne seconded the motion and it passed with no dissent.

2018 Caddis Festival Banquet Income Analysis Report

Prepared by Pam Simpson, Chair Banquet Planning Committee

This report includes all income received for the categories shown below as of May 31, 2018. The tables shown below are the 2017 v 2018 comparisons of Total Income and Percentage of Value by Source.

Table 1. Total Income

Year	Reservations	Member Sponsors (All Levels)	Business Sponsors (All Levels)	Live Auction	Silent Auction	Bucket Raffles	Special Raffles
2017	\$3,060	\$5,256	\$11,340	\$11,210	\$5,895	\$1,440	\$1,130
2018	\$2,100	\$4,650	\$12,700	\$7,420	\$6,284	\$1,025	\$ 495

Total income in the above categories in 2017 was \$39,331. In these same categories in 2018, the income was \$34,674. This is a \$4,657 decrease in income in 2018 over 2017.

Table 2. Percentage of Value by Source

Year	Live		Silent		Bucket		Special	
	Value	Return	Value	Return	Value	Return	Value	Return
2017	\$ 12,691	\$ 11,210	\$ 8,436	\$ 5,895	\$ 1,934	\$ 1,440	\$ 1,412	\$ 1,130
%	88.33%		69.88%		74.45%		80.03%	
2018	\$ 8,855	\$ 7,420	\$ 9,885	\$ 6,284	\$ 1,208	\$ 1,025	\$ 500	\$ 495
%	83.79%		63.57%		84.87%		99.00%	

Notes to Table 2:

- 1) Items that received no bids are not included in the percent-of-value computations.
- 2) All 21 Items in the Live Auction received bids. Those that received bids at 100% and greater of value were:
 - a. Orvis Spey Rod @ 100%
 - b. Walk/wade fishing for two, Taos, NM @ 133%
 - c. Jim Impara's Caddis Flies-144 flies+Box @ 113%
 - d. Dvorak 3-day Gunnison Gorge float/fish @ 100%
- 3) Five (5) items in the Live Auction received bids under 50% of value. One item, the Brass Series Entry Door Hardware Set GC received the lowest bid at 18.18% of value.
- 4) Five (5) of the 69 items in the Silent Auction received no bids. Those items were:
 - a. Artwork by Mary Lou Pentasuglio
 - b. Feline Neuter - \$170 Gift Certificate
 - c. Women's XL fishing shirt, glasses & book
 - d. Canine Spay \$260 Gift Certificate
 - e. Framed Photos of Ark & Gunnison Rivers

- 5) Items in the Silent Auction that received bids at 100% or greater of value were:
 - a. Tenkara Amago rod @ 106%
 - b. Fly Fish Book, Flies in Fly Box & Fleece @ 110%
 - c. Fred Rasmussen flies w/flybox-over 8 doz @ 150%
 - d. 5wt Fly Rod and Flybox with 12 flies @ 155%
 - e. John Fielder-Colorado book 1870 to 2000 @ 120%
 - f. Feather Art, 10" x 22", by Laurel Krause @ 113%
 - g. Ceramic Pot, Ecru & Stedman Gift Basket @ 100%
 - h. Full Day for 2 at Mt. Massive Lakes @ 120%
 - i. Italian Pinot Grigio Wine - 1 Case @ 111%
 - j. Wine Gift Basket, Ceramic Pot – Lavender @ 112%
 - k. DePuy Spring Creek, Livingston, MT – 112%
 - l. Ice Fishing Reel and Fleece Blanket = 107%

- 6) There were twenty-five (25) items in the Silent Auction that received bids under 50% of value. These were a combination of gift certificates for adventure (ATV, snowmobile, rafting trips) clothing, art glass, artwork and Yeti branded items. The item with the lowest percentage of value was the Art Glass Dish by artist Shawn Althari at 25%.

In general, branded fly fishing gear, flies and fishing trips/trip swaps had high percentage of value numbers and remain popular items for both the Live and Silent auction items.

1. In 2018 there were 8 Buckets with an average value of \$150. This is a reduction of one bucket over 2017. Of greater significance, however, is the comparison value of these buckets. The average value of a 2017 bucket was \$250 v the average value of a 2018 bucket at \$150.
2. In 2017 there were three Special Raffles. In 2018, there was 1 Special Raffle due to a reduced level of donated items. Thanks to Dick Isenberger for his donation of the Wright & McGill rod and Ross reel with spool for making this Special Raffle possible in 2018.

Additional Notes to Tables 1 & 2:

- 1) In 2017, there were 29 items in the Live Auction; 72 items in the Silent Auction; 9 buckets in the Bucket Raffle and 3 Special Raffle tables.
- 2) In 2018, there were significant reductions in the number of donations received so there were fewer items in the Live and Silent auctions, reduced number and value of the buckets and only one (1) Special Raffle as follows:
 - a. In 2018 there were 21 items in the Live Auction and 69 items in the Silent Auction.
 - b. In 2018 there 8 buckets and 1 Special Raffle.
 - c. In 2018 there was 1 Special Raffle valued at \$500. In 2017 there were 3 special raffles valued at \$1,412.
- 3) The above Tables do not include a category for Heads & Tails revenue so a 2018 v 2017 comparison cannot be made in those categories. In 2018, however, the Heads & Tails game at the Banquet brought in \$35.