

FSFF Leadership Meeting

Minutes

January 14, 2021

6:30 PM – 8:10 PM

1. Welcome and thanks to the Club Leadership for stepping up.
 - a. Tonight's Attendees:
 - i. Gary Grey, Pres
 - ii. Duber Winters, VP
 - iii. Luis Santiago, VP
 - iv. Frank Bowne, Secy
 - v. Mark Jacobs, Treas
 - vi. Rich Batiuk, Director
2. Things going well:
 - a. Monthly meetings
 - b. Hands on sessions
 - c. Outings—minimal, but should pick up:
 - i. Trout: February 25 Zoom class led by Duber followed by a March 13 class on the water. The on-water class, also led by Duber, needs to be small due to Covid-19 and parking constraints. Could be broken into 2 small classes on possibly different dates. Harry Steiner may lead a 2nd group? Duber will send out an email next week. Locations: Middle Pax?, Morgan Run?
 - ii. Need a trip leader for a Shad outing and a Cicada outing. Possibly Joe Bruce or Rich Batiuk could lead a similar Zoom class followed by an April on-water class for shad and on-water cicada session when the hatch starts? Joe is leading a Cicada fly tie session in March. On-water could possibly be Liberty Reservoir possibly in July. Liberty permit is \$50 and your boat can't be moved to Liberty from other waters. Piney Run might be better or PA or Morgan Run?
3. Things that need attention:
 - a. Fly tying—nothing scheduled after March. Hard to find leaders. Maybe people prefer leading the live sessions. Maybe we should restart the Tying challenge like last year.
4. Membership:
 - a. Report from Frank:

- i. Paid membership:
 1. 2019 103
 2. 2020 99
 3. 2021 35 to date
 4. Will send out reminder renewal emails in Feb. Last year reminder emails went out from the Membership Coordinator and another set from the President and the results were very good.
 - ii. In 2020 five new members were gift memberships from other members. This is a good idea, and we will promote it before Father's Day and the Dec. holidays. Maybe Harry would help us have a flyer or stand at Bass Pro before Father's Day. Also, Anglers, Great Feathers? Duber noted that Father's Day is the #3 sales day for Orvis.
 - b. Any problems with waivers? 69% of paid 2021 members have included their signed Release form.
 - c. Release form signature is only required once. Not once a year.
 - d. No Fly Fishing Shows this year—may hurt recruitment
 - e. Club business cards to hand out on streams? We probably still have plenty of the old cards with the old logos in the club house. We need to hand these out and print new cards.
5. Luis is very likely moving to PR and many of the things he does for the club will have to be assigned to one or more members.
- Manages the certification of our website domain
 - Manages the payment of our annual website fee. It just got renewed and price is lower this year. He'll set it to auto-renew and transition it to the club's bank account. He'll work with Mark Jacobs in about a month.
 - With Frank, has programmed and periodically updated content and maintained our club website such as cleaning up the For Sale page after items are sold.
 - Manages our Groups.io group email account in terms of available storage capacity, etc. and ensure payments for continued service. Periodically cleans up files, photos and old posts. He does not delete newsletters nor fly tying instructions. He will grant admin privileges to all of the Leadership Team.
 - Club Librarian. He will have to give this up. Can't be done remotely.
 - DVD loans were popular.
 - All DVDs were copied to club's hard drive?
 - We could give away DVD copies and just ask for shipping cost, maybe \$1?
 - Manages the club's flybrary
 - With Mark Bange, is the co-lead for managing the club's Swap Meets. He will have to give this up. Can't be done remotely.
 - Club Movie Night Coordinator. He will have to give this up. Can't be done remotely.
 - Club Social Media Coordinator

- Responsible for managing the club's Facebook account, including all the postings to our page. Need someone to take this over. Frank will take it until someone new is found.
 - Lead for working with the Lefty Kreh Tie Fest organizers to get the club tables at the annual event every year. Tony Frederich is the organizer. Show will be back in 2022.
 - Luis watched for good deals on Fly Fishing products all year that could be bought and raffled at Holiday Party.
6. Our largest revenue sources:
 - a. Meeting raffles
 - b. Holiday party
 - c. Holiday party raffles
 - d. Membership dues
 7. Zoom Costs ~\$14/month —currently paid by Rich. Will claim reimbursement when club treasury increases
 8. Transition of Treasurer position from Tom Gooding to Mark Jacobs—on slight hold. Mark having surgery 1/15/21. Speedy recovery Mark!
 9. Goals for this year
 10. Outdoor Activities during Covid:
 - a. Casting clinic? A marketing idea from Duber to attract new members and highlight the club:
 - i. Free weekend casting lessons for customer at wineries, craft breweries. Some wineries even have ponds. Cast velcro flies to thin wooden fish. Denizens Brewery is a possibility. We'll ask Ryan.
 - b. Gear swap on good weather day—outside? Maybe mid-April? Need to avoid Rock Fish opening day. Probably shouldn't advertise it outside club the membership.
 11. Club 50 year anniversary: Do anything? Maybe slip it to 2022 hoping pandemic will be over. We can change the logo and marketing literature to emphasize "50th Anniversary". Possibly sell new "50th Anniversary" merch?