

TCS D Board of Director's Meeting February 11th, 2019

Meeting called to order at 6:15pm

Attendees: AJ, Monica, Tracy, Melissa, Jennifer, Danny, Marc, Steve

Membership Options: As of now, the only option to join is an annual membership or a monthly renewal. They are all listed as auto renewal (\$75). James has been getting a lot of feedback that members do not like the auto renewal. Moving forward, we are going to offer the \$75 annual membership with an option to auto renew. The \$15 monthly membership will also have the option to auto renewal.

Volunteer Coaches: Monica proposed that key volunteers should receive a free annual membership for TCS D. Her proposal was voted favorably by the BOD.

Beginner Program: Twelve members volunteered to run this program. The beginner workouts will start on March 10th and they will build a training and race program. Monica will meet with these members at the end of February.

Youth Program: We had four sign ups to help this committee and Monica has passed along their names to Judi Cadbury.

Marketing Committee: Nine people signed up to help Jennifer on this committee.

Sponsorship Committee: Richard Duquette has offered to help this committee and Monica will work with Richard and our Facebook/YahooGroups spreadsheet to make sure TCS D is compliant with our sponsorship contracts.

Membership Committee: Seven people have signed up to help with this committee. James and Fontaine will help get this committee off the ground. They will have specific marketing content and recruitment to drive our membership, forward.

Oceanside Volunteers: Sabrina Houston from Ironman has messaged Monica and Steve and is looking for TCS D to captain the Transition. Our goal is to get about fifteen volunteers to help with body marking.

TCS D Communication Survey (from the Kona viewing): In this survey, it was determined that 40% no longer have access to our YahooGroup email. Moving forward, we are going to send out **ONE** monthly email with comprehensive information, including workouts, races, socials, sponsorship. All of the links to our sponsors will be included in this once a month email.

The TCS D Facebook groups have too many pages and it's very confusing to members. Monica is suggesting that we "start over" and streamline the workouts and communication so that our members know exactly which are our official channels for TCS D.

Marketing Communication (Jennifer): Jennifer is concerned that the email blasts need to be better coordinated. AJ said that we will have all of this better nailed down in six months, when we re-write the entire structure. Moving forward, we will have a TCS D Non-Exclusive Agreement spreadsheet which will be the same for every sponsor, so that there will be consistency with all of our sponsors.

Youth Program (Judi): Judi would like the Youth Program to be announced on our emails and on our website. She would like the children to receive a one day membership, so we will change the one day membership to include kids and adults. She would also like to add a TCSD kids' kit. Judi is requesting TCSD volunteers for her triathlon clinics and the kids' races. We will discuss this with more detail at the next meeting.

Sponsorship Update (Marc and Danny): Zoot Store round 2 will open next week. Canyon signed. Function Smart signed. Spinergy signed. Blast Coffee signed. MHS signed. Zone 3 signed. Normatec/GU/RX Bar/Cliff/Roadrunner/Pulse are all in the works. Xterra plans to sponsor us again, but haven't yet officially signed the contract. Marc proposes a "Meet Your Sponsor" for the members to tour the sponsors' facility.

Race Calendar (Steve): Steve has proposed a TCSD triathlon in South Bay for Saturday, May 11th and advertise this as a Beginner Triathlon event. John Hill and Steve have concluded that our timing system will only receive one signal and are proposing that we need a new receiver. They will look into replacing this, at a cost of \$1,500.

Treasurer's Report (Melissa): Our TCSD membership has increased 48% compared to this same time period in 2018. We just put in merchandise orders, so after we sell those items we will see more income.

Team Hoyt (AJ): In March, Tania Zamora has asked TCSD to promote their fundraiser event on Friday, March 8th and to get TCSD involved. They have also asked for special accommodations at our future events, so Steve will work on this for our TCSD races.

TCSD Welcome Page: The Membership Committee will meet at the end of the month and will revamp our Welcome Page for new members.

Coverage of Position while AJ is backpacking the JMT (March-September): We discussed the protocol of coverage so that all of AJ's responsibilities will be delegated and communicated while he is on the trails.

Club Meeting (AJ): Canyon Headquarters will be hosting "Ride With the Pros" and Bob Babbitt is promoting this event on February 23rd. AJ has asked us to advertise this event through all of our TCSD marketing channels.

Meeting adjourned at 8:35pm