

TCSO Board of Director's Meeting March 4th, 2019

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

Meeting called to order at 6:15pm

Logo Rebranding: Now that our logo has changed, we need to make sure that everything we publish + our signatures, need to have the new logo.

March 14th Club Meeting at Function Smart:

Club Announcements: Melissa and Tracy

Sponsor announcement: Danny and Marc

Raffle tickets before meeting: Tracy (James will send an updated member list)

Koz will email our meeting announcement on their list server (20,000 people)

Tracy will pick up sandwiches/wraps/drinks/dessert/ice at Costco

Volunteer Committee Meeting: Monica has been organizing the volunteer committees and has future meetings scheduled.

Marketing Committee: Jennifer has six names on her list of volunteers. She has contacted them and is moving forward to create an organized team who puts together a marketing plan for our sponsors and follows through with the contracts we have set up with our sponsors.

Ironman 70.3 Oceanside: Steve will captain the volunteer team and the transition team. He already has ten volunteers and is looking for five more.

Tracy is going to register TCSO online for the Cheer Tent at Oceanside.

TCSO Communications: Monica has been updating weekly/monthly emails on MailChimp. Monica has been sharing this with Steve Tally, Deborah Jones, Marsha Winger, Fontaine Shu and Dean Sprague so that everyone is on the same page.

Monica is also working on weekly workout emails and she will be compiling a comprehensive list from the coaches.

The Board feels that sponsors should be implemented into our weekly email announcements and added to our club announcement list.

Youth Program Requests: Monica chatted with Judi about the TCSO Youth Program. Judi asked if the BOD is willing to offer the Youth Program a \$25 credit after they've paid for a one day membership and decide that they DO want an annual membership. We agreed that this IS feasible.

Also, Youth kits and extended sizes are now available in the Zoot store. Jennifer will send out this information on EventBrite.

Sponsorship Update: Jennifer asked for clarification with our sponsors and with whom to respond and how to properly communicate with our sponsors. Now, Fontaine and Dean have been given access to our Google Docs so when we get a new sponsor, the new sponsor will be added to the newsletter and to the website.

Race Calendar Update: Steve feels positive about his volunteer team, moving forward. He wants to have beginner rides as a training event and is still working on a future event for May.

Insurance: Melissa said that USAT is requiring a specific waiver for non-members at all of our workouts. At races, everyone has to be a paying member and if they are, then they are covered by USAT insurance.

Membership: Melissa announced that membership is up 40% more than we were at this time in 2018. 😊

USAT update: For the Jan/Feb/Mar NCC Competition, TCSD is currently holding on to first place (Atlanta in second place and Austin in third place). March is our last month to add workouts. The swim/bike/run winners will be announced at the April meeting.

Marketing Update: Jennifer checked with each of the committees regarding communication, moving forward. She then announced that she has decided to resign as the head of our Marketing Committee, and we had a long discussion about her reasons why this committee isn't working for her.

Meeting adjourned: 8:30pm