

TCSB BOD Meeting May 6, 2019

Meeting called to order: 6:09pm

Board members: Monica, Melissa, Tracy, Marc, Danny

Marketing Director: We are searching for a marketing director and have not had success in finding a club member to help us. As a result, we are considering hiring a professional marketing director to “clean up” our files and help TCSB move forward in revamping our Facebook page, print media for our newsletter, our website and our workout page.

Updated Workout List: We don't have a Master List with all of our weekly workouts listed, so we TRULY need a Marketing Director who can help us create a master list with coaches' names listed. We need the consistency of sending new members to ONE master list.

Discount Codes: Prospective member list should not be receiving discount codes from our sponsors, so Fontaine is working to purge the prospective member list so that only our paying members are receiving the TCSB sponsor discount codes.

*When new members register, they need to know HOW to get onto Join It, so that they can have access to our sponsors and our workouts.

Meeting May 9th: Costco food/Sponsors will speak/Craig will give an Ironman talk. Mike Reilly is the guest speaker at Function Smart.

Summer Potlucks: Our first potluck will be held at La Jolla Shores on Friday, May 31st and we told Nathan and Danielle that we will reimburse them for a new BBQ grill.

Membership Changes: Members are complaining about the auto renew process and we discussed the positive and negative aspects of moving forward with this. We discussed keeping the monthly memberships and decided that auto renew is not necessary, so we agreed to discontinue the auto renew process of membership.

Welcome Letter: We discussed revamping the welcome letter because it lists way too many links, which we feel can be overwhelming to new members.

Sponsorship: Marc and Danny shared with us all of the perks we have received from our various sponsorships and Marc is working on getting four pair of Normatecs and zero gravity chairs for our club meetings. UCan is working hard to partner with us. Natalie will be the San Diego rep with UCan and Meb is also working with them, now.

Treasurer Update: Membership dues are up 35% from where we were at this time last year. We discussed ordering running hats, running shirts, socks and t-shirts with the **new** TCSB logo.

Insurance: SafeSport is a company we can use for insurance coverage. We discussed the difference between staying with USAT insurance and changing to SafeSport. Melissa will look into this and compare the prices and the coverage.

Meeting adjourned: 8:41pm