

SMART Meeting 6/29/2014

Morgan Hill Dog Sports, 11:17am

Present: Diana Wilson, Ernie Mill, Katrina Parkinson, Karey Krauter, Derede Arthur, Rob Michalski, Michelle Pressel, Roberta Troxell, Janet Massolo, Sue Rush, Rachel Evers, Laura Pryse, Mary Jean and Richard Vincent, Margaret Grinois, Laurie Salter, Gwen Tatsuno, Harley Frazee, Cheri VanBibber, Georgia and Al Polley, Maureen and Bruce Antal, Suzy Walker, Judy Rowley, Diane Grundy, Kim and Mike Wasserman, Laura Hartwick.

Review/Approve minutes:

No official minutes were taken at the December Christmas party meeting, officers were elected at the meeting.

VP/Membership report:

Michelle reports that the membership roster is now posted on the yahoo group for SMART.

Treasurer's report:

Janet reports that currently we have 14,126 in the bank in cash. There were a few recent purchases such as extension cords and white boards that cost about \$1000. All the 2014 trials made money, none were in the red. The April trial made approximately \$500 and the Feb made about \$98.

Old Business:

Agility on the Greens is coming up in July, chaired by Ernie. The Weave Challenge Perpetual Award will be happening for the first time, to be awarded in perpetuity every year. There will be the good beer and food caterers. It closes July 4. The weave pole challenge is a non faulted timing jump to the weaves to the tunnel and back through the weaves and back over the timer jump. It is run head to head like a drag race. You need to download the pdf file from the website to enter, or enter day-of. This will be held on Saturday evening.

New Business:

Do we increase the number of trials from 3-4 per year?

We could move the November trial to January, eliminate the February trial. This trial would be back to back with Bay Team, falling alternatively on the MLK weekend. And continue the April July, August trials.

The alternating weekend idea would mean sometimes a 3 day team trial, depending on when MLK holiday falls. SMART's weekend would always be 2nd weekend of Jan, and Bayteam would always have 3rd weekend of Jan. The SMART weekend is same as the north bay AKC's weekend. MLK is always the 3rd Monday of the month. The next year it's the 3rd weekend, as it was this year. The following 2 years after that it will fall on the 2nd weekend. If we shared the team day, then there would always be a January team event, either Bayteam's in Santa Rosa, or SMART's in Morgan Hill. So there's a south or north option. Not everyone will get that day off for a holiday, but some people will and they will be happy to have a team event to attend on the holiday.

Why would we like to move this trial to January? The November trial was really big this year, Karey feels that it is a busy time of year to have a trial because of holidays and many trials, and it also was really bad for NAF, their trial was super low because so many people went to this one. So moving it would protect NAF's trial, we like to support NAF. Also there is a SMART fun match in November that makes it a busy month. The fun match would still happen in November.

***Ernie moved to move it to Jan with the bayteam alternating plan, Cheri seconded, this was passed unanimously.

April, July, August trials:

The 4th weekend of April is now being taken by the SW Regional. The SMART weekend is now sandwiched between Haute Dawgs 4 day trial, and the Regional in SoCal. This really made the SMART trial low attendance. Easter is the 1st weekend in April, Haute Dawgs may be moving now to 2nd weekend off their first weekend, this is unconfirmed, Katrina has not talked with Ann Kitchen yet about it. Making the April trial a 2 ring small trial could help, or moving to another weekend. Or, would SMART consider trading dates with the June TRACS trial, which would move TRACS to April? There is local AKC that weekend though, so that would not work.

Making it a smaller trial would save money, with just 2 rings. Bayteam's date is always the weekend after Memorial day. The general consensus seems to be to keep April, since that has always been our trial, and less likely for rain. Can always be last minute adding a judge if it gets higher entries. Do we want to keep at Manzanita? The field was really awful this last year because wasn't mowed and gophers. Thorsen's is way too \$\$, 1800 vs 600. The York school in Carmel Valley? Maybe if it's in spring break, Ernie will check. Club members offered to check the field and see if conditions are good early enough to get on the caretaker to get it watered and mowed.

***The final consensus is that the date will stay the same, 3rd weekend of April, and maybe a smaller trial to save money.

For the other trials, July trial, same weekend. August trial, same weekend.

Suggestions for increasing revenue at small trials:

There need to be some cutbacks or higher fees for classes to avoid losing money. Here are some ideas how:

1. Raising fees so \$65 for team, which is \$13/run on team day.
2. Or tournament raise a bit, \$2.
3. Reduce raffle costs, right now it's about \$500 plus the comped entry every weekend, which is very high.
4. Worker lunches which could save about \$600 (sandwich bar average cost is \$600, vs \$1200 for a caterer).
5. Number of full time workers, 1 or 2 instead of 3 full timers at 60/day. Which would mean more people stepping up at trials.

Bottom line is if we have to pay people to work at the trials, we have to have more cutbacks. Or having more groups such as girl scouts or 4-H to work as volunteers for a small donation to their troop, if we could find these volunteers and count on them for each trial.

Perhaps brainstorming for other ideas for money making so there are other ways to get money if trials are not so good?

Derede asked if because of high equipment costs this year are we actually not doing that bad. Janet says that with exception of November trial, none were high profit, \$95, \$500, Janet feels not an acceptable profit to keep club solvent. New money making are like the icing on the cake, and the cake is starting to shrink. SMART's annual expenses are in the ballpark of \$2000/year. As long as every trial clears something, we should still be solvent to make the basic costs, but there tend to be equipment costs every year. So far \$32,622 has come in 2014, total expenses this year were 35,000. There was a high equipment cost in 2013, however it seems like every year we have a big equipment expense so it keeps happening, ie, rubber contacts, 22" poles then 24" poles, new jump rules for safer jumps and new jump heights. Bottom line is, the trials need to make a bit more money.

Ideas:

- Bayteam is raising all fees by \$1/run in December for non bayteam members.
- Raising fees to \$65 for team, which is \$13/run on team day.
- Katrina feels that SMART members really help a lot, maybe a worker requirement for membership.
- Fun Match makes \$800-1000. What about with April trial? This has to be usdaa sanctioned which doesn't make as much money. What about replacing the April trial with a fun match only? Would make more money than a trial potentially. Adding a Friday intro level usdaa would be some more money. A fun match is great, but members have to step up to run them.
- Raffle being cut back, also the worker certs that bayteam is handing out are nice when they start to add up.
- Top Ten volunteer list, keeping track of most valuable workers and an award at the end of the year for most valuable volunteer.
- For guilt compensation, the non workers will give money to not work, a check box on entry to contribute \$15-\$20 to not work. A Buyout Program, where it's a clear choice to not work or that you need to step up and work. There's no way to hold people accountable though, there is no way to actually make someone work that doesn't check the box. There might be enough to hire a couple full timers out of this though if several people check the box to opt out of working.
- Diana asks why so much opposition to raising the rates by a very small amount? It is a tiny increase, and would really help hire some fulltimers. Harley said it really adds up with all the classes over the course of the weekend. Katrina says in SoCal, it's \$15/run, \$75 team, \$30 for tournament. So we are still very reasonable. Derede asks, should we compare ourselves to SoCal, or to our mission of serving the the whole dog community. If we add up the other things to make money, we might be making up for the deficiency without raising fees.

Perhaps we should start the new year, Jan 2015 with whatever we decide as a good way to go. Michelle points out we have been discussing this for 2 years already.

Katrina made a motion to add a worker requirement, and a \$1 fee raise for non SMART members starting in 2015. The crew chiefs and trial chair would have a check off box on a piece of paper to know if members were working, even if it's working 1 class at a trial, or work set up or tear down, or a key position, members would need to let the crew chief or trial chair know that they worked. Fees would not increase for the SMART members. Derede suggested adding the buyout box on the entry, it could be added on August.

Is there a potential for witch hunt of negativity because of policing this? This might happen with the honor system. Is this burdening the crew chief with more stuff?

Here are some ways to help this:

Each member in PAFTA has to mail in a form to the membership person that says they worked. Or something like a scribe sheet that you get signed off and hand in. Who will police this? Or manage this?

***The motion was passed to:

- Have the worker requirement of working at every SMART event attended as a condition of membership. SMART membership will now come with a requirement that members volunteer at any SMART function they attend. The details of the volunteer requirement and the tracking of the volunteering is being worked on by a new committee comprised of Rachel Evers, Harley Farezee, Michelle Pressel, Derede Arthur, and Katrina Parkinson. The committee will report back to the board by the end of July with suggestions.
- An entry fee increase of \$1/run with a \$1/run discount for SMART members, to begin in 2015.
- Add the "buyout" check box on the entry form. This checkbox is very different than the opt out box we used before. On this one, non workers may choose to check and add their fee (\$15 or \$20) and then we give a list of those names to the crew chiefs so they know who NOT to ask. If they don't check it, they aren't promising to work. It is just to allow people to forgo volunteering but still contribute to the trial.

Donating to Salinas Animal Shelter:

They are raising funds to turn their large exercise yard into multiple smaller ones. Could SMART donate to this project this year? The last 2 years SMART has donated to this and their take the lead program.

San Martin will also be having fundraising for their animal shelter for next year. Suggested they do some fundraising at the usdaa nationals.

More on money saving:

Back to money saving, Sue would be ready for getting rid of raffle and lunches. If the raffle had more donations and spent less money purchasing items to raffle off it would be cheaper. Derede would like to help getting better donations to cut down raffle costs.

Katrina made a motion for sandwich bar lunches instead of caterer at all trials. Ernie suggests that trial chair picks instead of this being across the board at all trials, because if there is budget for it for nicer lunches then it would save money. Katrina thinks that sometimes it's too late in the trial planning process to do this. If the chair could see the prior year's money, that might help. IE, Ernie's trial can afford a nice lunch, but some of the others cannot. The motion was turned down to keep this on a trial by trial basis.

Agility demo:

Thank you Ernie, Roberta, Cheri and Mary Jean for doing the agility demo for Birch Bark foundation. It got excellent feedback. There is another one for Bark for Life at Spreckels on July 12 if anyone is interested in doing this, Ernie has the information for this.

Derede suggested having an additional committee meeting for after this meeting for the worker ideas. The committee is Rachel Evers, Harley Farezee, Michelle Pressel, Derede Arthur, and Katrina Parkinson.

Meeting adjourned at 12:22pm.

