

WSCFFI - December 3, 2019 Board of Directors Meeting - 7:00 Conference Call

1. Call to order: Bill Wheeler called the meeting to order at 7:03 pm

2. Roll Call: Bill Wheeler, Robert Gerlach, Steve Jones, Larry Hartman, John Roskopf, Mike Clancy, Kuni Masuda, Larry Gibbs, Len Zickler, Don Simonson, Jim Maus, Carl Johnson, Jim Athearn, and Sam Matalone

2. Review of Minutes and Approval: Motion to approve and seconded - all voted in favor to approve.

3. FFI Update: Len Zickler

a. Len reminded everyone that the 2019 show season is starting. The first fly fishing show is in Denver, CO, this weekend. The Lynnwood show is February 16 and 17. Last year headquarters bought a shipping container that they move from show to show and they will send it to Lynnwood. It will have everything for setup. Both Len and Chet Allison will go over to help set up. They will be bringing over some hats and headquarters is providing shirts for volunteers.

b. The Council is trying to establish a revenue sharing program to encourage state councils to assist with program delivery, membership recruitment and fund raising activities. The program will be presented to the Council Presidents next week in draft form for review and approval. We have experienced a decline in membership in the past but right now we are pretty stable; gaining as many members as we are losing. They want to develop a comprehensive revenue sharing program with the Councils that will cover several elements including membership recruitment and retention. For example, if there is a positive gain of 15 to 25 members for an individual Council, they would receive a \$250 rebate. At the high end, if they recruit/retain 100+ members, they would get \$500 returned. Another incentive Len described is the 1000 Stewards Program which was implemented in Boise last year. They are asking Councils to recruit new members to the 1000 Stewards Program which amounts to an individual donating \$2500 either in a lump sum or paid on a monthly basis spread out over 5 years. They also want to encourage each Council to become a member of the program. For every individual that a Council recruits, they will receive a 10% rebate back and Len is trying to make that retroactive. The money is used to support conservation, education and developing the fly fishing community. There is a fund raising item is to encourage Councils to participate in fly fishing shows, producing shows and conducting annual meetings for members. The Washington Council already does all of this and, thus, it qualifies for a \$300 rebate. So, all of the programs combined will probably return close to \$1000 to the Washington Council this year. Once the revenue sharing plan draft is approved, it will be distributed to all of the Councils to share with their Board of Directors.

c. The search for a full-time Executive Director has begun. They have hired a search firm in Washington, D.C. Solicitations are out and they are getting a few responses. They hope to have an Executive Director hired before the event in Bozeman to be introduced at that event.

d. The Bozeman event will be July 22 - 27, at the Student Union Building on campus real close to the casting fields. There are five restaurants in the building. The banquet and awards ceremony fund raiser will be in the same place as the exhibit hall. They are still working out details for camping.

Larry Hartman asked about liaison between the National Council and Washington to facilitate the flow of information. Bill said that he will be working with the VPs for East and West on this as we move forward. Also some clubs have designated FFI representatives to help with this it would be good if the rest of the clubs could join in.

4. Officer Reports

- **VP West - Robert Gerlach:** Nothing to report.
- **VP East - Chet Allison:** Not present.
- **Treasurer - John Roskopf:** Not much activity since the last report. The total cash balance is \$42,765.59. John went to Bank of America and established an online banking program which eliminates paper statements and gives him the ability to make deposits without having to physically go down to the bank. He can also reconcile the account daily rather than wait for monthly statements. Bill complimented John on how well he has set up the data accounting system to better enable us to know what is going on at all times.
- **Secretary - Jim Athearn:** Jim asked that everyone let him know if the minutes are being received and for folks to provide input on the drafts.
- **VPs Conservation** - Not present.
- **VP Communications - Steve Jones:** Postponed to New Business discussion.
- **VP Education - Larry Hartman:** Larry said he would like to start going out to the various clubs with Bill to start promoting membership. He and Mike Clancy will get together to talk about what to do at the Ellensburg show relative to education, etc. Mike added that the latest count for the Academy is 14 students.

5. Old Business

- **Name tags and business cards - Bill Wheeler:** Further discussion at a later meeting.
- **Rod raffles - Larry Gibbs:** Larry reported that 12 of our Directors have either bought or indicated that they want tickets which will be \$400 coming in plus \$575 from him. They have sold 32.5% of the rod/reel tickets and 47.5 % of the reel only tickets. If the rest of the Board

members commit to at least the \$25 package, then we would end up with at least \$1275. Larry will also be bringing the rod and reels to the Puyallup show to help sell tickets there.

- **Puyallup Show:** Don Simonson, Carl Johnson, Bill Wheeler, Larry Gibbs, Robert Gerlach, Larry Hartman, John Roskopf and Mike Clancy will be at the show. The booth will be located in the new fishing building in the north east corner inside the gold gate. Bill and Carl looked over the booth material and there are a lot of old graphics that need updating.

- **WSC Fair - Bill Wheeler:**

a. See Media Plan in New Business

b. Casting Changes: Bill said that Pat Peterman has resigned as the casting chair and from the Board of Directors. Robert had planned to step into this position next year so he and Don will spearhead the casting for 2019. Bill has lined up Don, Robert, Gary Borger, Thomas Camarrata, Chris Madison, Chuck Tye, Len Zickler and Ryan Smith to help. He left a message for Judy Graham for a women's class but she hasn't responded. Some thought that her certification has lapsed. Bill mentioned another possibility - Karen (Kathryn?) Hart. Don has phone calls into a couple others who haven't responded yet.

c. Casting Format: Bill, Don and Robert will have a conference call tomorrow to discuss this. Bill would like to have a program that offers both classes and private instruction.

d. Trifold for Fair in the works: They are close on the trifold, just missing one piece from Jerry McBride about the kids' fly tying. He will know by the middle of January.

e. Posters printed? Carl said they will be printed before the Puyallup show.

f. Select shirt vendor: We will go with the same vendor that we had last year.

g. TU to hold International Fly Fishing Film Saturday night in Armory: Bill has looked at the TU web site and he isn't happy with their interaction with us. He will give them a call to get them to do more for us since we have given them more coverage in our material.

h. RegOnline Deadlines: Carl said that, historically, he would like to have RegOnline available when we do the shows but it never has been. The sooner it is available, the sooner people can sign up. Jim Maus has started the process of updating what we had in there last year to reflect 2019. The problem always is having information that is stable when we put this out for everybody. It is problematic if people start to sign up for things and then changes in times, instructors, etc. occur that confuse people. The classes typically don't get finalized until mid-February. Jim, Bill and Carl will discuss further tomorrow on a conference call.

i. Donation documents: Kuni said that Sam did a great job drafting a donation request packet and he has sent it to a few people who are helping. Next step is to finalize the achievements and events we have held. He has information on where we spent money from 2014 - 2016 and needs to include the last couple years. Carl has the updated information to give him. Everything should be finalized by the end of January so they send out packets by the beginning of February. There will be a printed version as well as an electronic one. They also need to finalize the potential donors list. Kuni has discussed the list with Larry Gibbs who recommends against a large mailing list because he received so few donations (3) in the past when he mailed out 500 requests. The fly fishing industry has become overwhelmed with requests and they have quit donating. Kuni would like everyone to go to their clubs to get donations. A general discussion followed about the types of items that might be obtained.

j. Volunteers needed

Catering - Carl said that his wife, Maura, who has dealt with the caterers for the past several years will do it again.

Casting - Robert and Don will work on the schedule for the fair. The Overlake Club will run the Casting Challenge.

Vendors - Larry Hartman gave an update on vendors. They have received two responses so far to the requests they sent out. Larry Gibbs is working on packets for them. He is still working on the floor plan so will tell vendors that he will work with them on space assignments. Larry H asked what the fee schedule would be and, since it is his understanding that vendor revenue is not a major factor in the operating budget for the event, he recommends that we really promote giving service organizations pro bono space and maybe even charge less for the for-profit vendors to get more people and more energy in the room. Carl offered to pay for the space for Fair Flies if Larry can get them to come. Larry G said that the booth charge has been \$150 and, if they donate \$150 in merchandise, then they only have to pay \$75 for the booth. Larry G may have to adjust booth space for non-profits if we have a beer garden inside the building. Larry G will be contacting all the non-profits. John Roskopf mentioned that we made about \$1600 last year which was about 5% of the total fair revenue. Larry G asked if Steve has sent the save the date notice to everybody. Steve said he has it all queued up and it will go out on constant contact tomorrow. Then he will start Facebook and Instagram next week. Larry H will also start following up with people on the list to try to get their commitments as early as possible while they are still planning out their year's activities. Larry H suggested that we should consider featuring some of the non-profits since we share the same goals of education and service. Carl said we do feature three of them in our auctions: Project Healing Waters, Casting for Recovery and OPFI on Thursday night.

j. Fair Committee-follow up meeting: Committee members include Carl Johnson, Bill Wheeler, Jim Maus, Steve Jones, Don Simonson, Larry Gibbs, John Roskopf and Larry Hartman. Bill will set up another meeting for the committee.

Beer/Wine garden: Bill talked to the people at the Iron Horse Brewery and they are enthusiastic about doing a beer garden which would be located outside the building in a cordoned off area near the event buildings. Larry G said he has a spot inside the building that could also be available. Jim Maus asked what the financial benefit would be to the club and Bill said it would be primarily getting more people to the show. He will discuss revenue options with the Brewery when he talks to them again. Jim also cautioned that we need to be careful that this doesn't affect our insurance coverage for the show. If Iron Horse is totally responsible for the beer garden it should be their responsibility for insurance coverage.

k. Suggestion for Board Vacancies: Bill asked if there was any interest in the Membership Chair position on the Board. The response was deafening (or just deaf). There is also a vacancy for Pat Peterman now and Robert and Don will pick up the casting activity.

l. Board Meeting Format: Bill asked that, if people can't make the meetings, they send in written comments beforehand.

6. New Business

a. Media Plan - Steve Jones: Steve presented the attached plan he has developed to try and get all of the media tools organized and running effectively. Bill complimented Steve's package. Later in the discussion, relative to Steve's goal of getting 500 attendees to the May FFI Fair, Carl said that, if we are going to count people, we need to have somebody at the registration desk who keeps track of attendees. That has been missing the last few years and will be even more difficult this year now that we aren't charging admission. It was suggested that we could have a hand stamp and that we need volunteers on Friday and Saturday to count the stamps. Steve will help organize that. Carl added that it would be nice if we could keep track of zip codes. This was done several years ago and then discontinued due to a lack of volunteers.

b. Instagram rename - Steve Jones talked about his first priority being to rename the Instagram account to something that is easily searchable. He would like to change the name to either Washington FFI or FFI Washington in order to make it more easily discoverable to everyone. The site has been up for over a year and we only have 16 followers so the title needs to be something unique. After some discussion about various potential titles, Steve said he would keep tinkering with the title. Right now "Washington Fly Fishers International" is available and we could use that. He will keep working on something with Sam and Mike.

The other thing Steve wants to do with the site is invite people to post fish pictures and to offer a monthly contest to award FFI gear (t-shirts, hats, etc.) for the best picture. He will work with Sam to develop a screening process to assure appropriate pictures. It will take some work to monitor everything but Steve thinks we first have to have some way to get people into the site since it is tough to communicate with them at all. If we start getting attention with this in January, the next step is to start inviting the people to come to the Fair in May and also to become members. More to come on this.

c. Link WSC Facebook to other Fly Fishing groups - Steve has had a few people ask that we link our Facebook page with theirs - either other fishing groups or tackle and gear shops. One of the advantages of doing this is prestige. If retailers view us as a viable entity then that gives us a little higher profile among the other Facebook participants because they can see which commercial accounts are linked to our page. It also gives us exposure when our posts flow into their news feeds which gives us a wider distribution for what we post on our own site. Larry G suggesting running this by National to make sure they are ok with it. It was suggested we could also link into the Washington Fly Fishing site and other Facebook communities such as Steelhead Junkies or some of the many other groups that are out there.

Steve also mentioned that he got in touch with Outdoor Line in Seattle and they said they would be willing to do a feature about the Fair. Also, he will be sitting down with Gary Borger on January 11 to start creating content for upcoming newsletters. Gary will give us access to his video footage files so Steve can create video clips for Facebook and take stills to use in the newsletters and online.

d. Video equipment for featured tyers - Larry G suggested contacting the university to see if they have any video capability they would be willing to use for the show. Bill said there is already a big screen in the tyers room and we just need a macro camera.

e. Begin site investigation for 2020 - No discussion.

f. Request for WSCFFI support for sign placement at Rocky Ford - Jim Athearn described a proposal from Jerry McBride - see attached - for new signage at Rocky Ford. Basically, Jerry wants to acquire and install three new signs which would inform the public of the Washington Department of Fish and Wildlife special rules for Rocky Ford plus describe how to safely handle fish in this catch and release stream. He has two clubs currently on board and is looking at a third plus FFI to split the \$2460 cost. Each club would be listed as a sponsor on one sign plus FFI would be on all three. Jerry would coordinate a time for everyone to get together to install the signs some time this year. Bill said that we have approval from Len to be able to use the logos and the Keep Em Wet instructions. A motion to support this project was introduced, seconded and approved unanimously. Jim said he will follow up with Jerry and that Jerry will keep Bill informed as the project moves forward.

g. Lynnwood Show - Kuni asked about Council participation at the Lynnwood show, February 16 - 17. Members who said they will be there included Bill, Don, Larry H, Larry G, Kuni, Robert, Carl, and Steve. **I may have this list wrong - everyone spoke up pretty quickly**

Attachments:

1. Media Plan, Washington FFI: Previously distributed by Steve and Bill

2. Rocky Ford Sign Proposal:

To: Potential Sign Project Partners
From: Jerry McBride, Conservation Chair, Inland Empire Fly Fishing Club (IEFFC)
Date: 1/10/2019
Subject: Signs for Rocky Ford
Attached: Mock-up of Sign

Purpose: The purpose of the signs would be to inform fly fishers on the Washington State Department of Fish and Wildlife (WDFW) special rules that apply at Rocky Ford Creek and how to properly handle fish they catch and release to minimize the adverse impact on them. Having a higher after catch and release survival rate benefits all.

Background: Wenatchee Valley Fly Fishers (WVFF) suggested that our club collaborate on some informational signs at Rocky Ford Creek which is a spring creek near Soap Lake, WA. Rocky Ford is fishable year-round, fly fishing only, catch and release with no wading allowed.

I have been in contact with the president of WVFF and also the WDFW Region 2 Fisheries Biologist Mike Schmuck. WDFW indicated an interest in signs. They would have to approve the signs and their location before they were put up.

Rocky Ford Creek and the lower part would give information on best practices for catch and release. The practices spelled on the Fly Fishers International (FFI) website would be on the sign along with a link to the KEEPEMWET website that has an excellent on-the-water video showing how to minimize the impact on the fish. This video is available on www.keepemwet.org. WDFW and KEEPEMWET logos would be displayed on the sign. The Washington State Council of Fly Fishers International (WSCFFI) would be listed as a sponsor on all three signs along with their logo and each of the three signs would have their particular sponsoring fly club listed with their logo displayed.

Details: The signs would be 48" x 48" mounted in angle iron frames secured in the ground with concrete.

Cost: The cost of the project is estimated to be \$2460.

Cost Sharing: It is proposed that the cost be shared equally by three sponsoring fly clubs and the WSCFFI. Each share would be \$615 and it is requested that the contribution be made at the start of the project to IEFFC to be held in a special account. WSCFFI has already committed to their share of the project.

Sponsor Responsibilities: WSCFFI would contribute \$615 and acquire written permission from FFY to use their catch and release verbiage on the signs. The WSCFFI logo would be on all three signs. WSCFFI has committed to being a partner in this project.

IEFFC would contribute \$615 and acquire the signs, mounting frames plus other material required. They would coordinate with WDFW and acquire their approval on sign verbiage and location. IEFFC will transport everything to Rocky Ford on an agreed-upon date and install the sign they have sponsored. IEFFC will also provide lunch for members of all three fly clubs there to install the signs.

WVFF would contribute \$615 and supply a crew to install the sign they are sponsoring on the agreed-upon date.

Club #3 (yet to be recruited) would contribute \$615 and supply a crew to install the sign they are sponsoring on the agreed-upon date.

Timing: The goal would be to install the signs in 2019.

Contact Information:

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rockyfordsign.pdf