DRAFT

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

**1. Call to order:** Bill Wheeler called the meeting to order at 7:07 pm.

**2.** **Roll Call**: Bill Wheeler, John Roskopf, Larry Gibbs, Larry Hartman, Mike Clancy, Don Simonson, Len Zickler, Steve Jones, Sam Matalone, Robert Gerlach, Peter Maunsell, Chet Allison, and Jim Athearn

**3. Review of Minutes and Approval:** Mike Clancy asked that the reference to Jim M in section 5.h., paragraph 3 be changed to Jim Brosiao. The minutes were approved with the change.

**4. FFI Update:** Len Zickler said things are coming together for the event in Bozeman. He just returned from there where they had a very successful fly social event. It was at MAP Brewing and they had about 700 people show up. They had lots of great food that people could buy plus it was at a brewery where people could have a limited number of beers or wine. It was billed as a family fly fishing day and families came with kids. Len and people from Fins and Feathers Fly Shop in Bozeman gave some basic casting lessons. They had some raffle items and overall it was a great way for them to promote both FFI and introduce people to the upcoming expo. The same type of event could be held by state councils and he encouraged the WSCFFI to consider two or three of these types of events during the course of the year to introduce people to FFI, the Washington Council and some of the learning opportunities that we have. Bill mentioned that the WSCFFI has had two of the social events and only had 5 - 10 people show up (other than those FFI members and family directly involved) and he asked Len why the Bozeman event worked so well. Len said the key was the promotion that was done and the venue. There were a lot of people there who didn’t come for the event itself but, once they got there, they appreciated what was going on and participated. About 100 people brought their kids to participate in the fly fishing event. Fins and Feathers also had a mobile fly shop selling flies, tippets and fly fishing gear. Basically, the MAT Brewery is a very popular spot for people to go eat and drink a few beers. In this case, FFI was there to give people something else to watch and participate in. Len thinks what was done in Bozeman could be done in Spokane at the Arbor Crest Wine Cellars where there are open fields for casting, food for people to buy, and wine. FFI would be in the background to provide outreach at a great venue. There are similar locations in the Seattle area. If the venues don’t have food, they might invite food trucks and that would provide more variety for people. Robert mentioned that Heritage Distillery is on the rise and we could have something there where people could go and taste their products and probably have food brought in. Steve asked who organized the Bozeman event. It was Brickhouse Creative, the marketing consultant for FFI. They are also doing marketing for MAP Brewery so they had an established relationship plus they helped reach out to the people who offered raffle items. They promoted the event on social media through Facebook and Instagram. Photographs of the event have been posted on FFI’s Facebook page. Larry G asked if FFI made any money on the event. Len said they did not do it for money; it was primarily to increase exposure to the FFI and the upcoming expo. They did sell memberships and had some promotional giveaways.

Registration is coming along for the fair which will include the leadership training all day Tuesday. Almost 40 people have signed up for that.

The new President/CEO, Patrick Barry, starts on July 15. Len’s last day will be August 31. He has been asked to continue on as a special consultant but he hasn’t decided whether he’ll accept that.

Don S asked about the awards at the President’s dinner. Len said they would be recognizing the top two Award categories from the Casting Board of Governors at the President’s dinner plus he has requested that they also recognize all of the other fly Casting Board of Governors Award recipients plus any other award recipients like the fly tyers. Specific to the casting Board of Governors meeting on Tuesday, Len committed to being there to make presentations for other awards that are not going to be presented at the President’s Dinner. Bill will send an email to Bruce Williams summarizing the discussion and telling him that Len will be at the meeting.

**5. Officer Reports**

**a.** **VP West** - **Robert Gerlach** - nothing to report.

**b.** **VP East** - **Chet Allison** -nothing to report.

**c. Treasurer** - **John Roskopf** -The fiscal year ended on June 30 and John said the books have been finalized. He has sent a draft power point presentation to Bill and will finalize it after he hears back. We are $585 ahead of where we were last year in terms of cash position. There was a discrepancy in what we were billed for camping at the Ellensburg fair ($2,000) versus the revenue we collected ($2,900). According to a summary prepared by Robert G right after the fair, we filled 92 camp sites at the fair and yet we were only billed for 71. John’s numbers match closely with Robert’s so it isn’t clear how the fairground figured out their bill. Robert asked if we should go by the billing numbers or offer to pay them more. John said it would be difficult to reconcile the number difference and Bill decided that we should stick with paying the bill they sent us.

**d. Secretary** - **Jim Athearn** - nothing to report.

**e. VP Membership** - **Larry Gibbs** - The FFI has not reported any new information since our last meeting so Larry said he has nothing new to report.

**f. VPs Conservation** - **Len Zickler** -.

**g. VP Communications** -Steve Jones reported that they got out the last newsletter two weeks ago on Friday, 21 June. We are getting pretty much the same readership numbers as in the prior two editions. Out of 651 sent, we are generating about 500 readers. The newsletter contained profiles for all three of the Director candidates and said that ballots would be arriving within a week. Steve sent the ballot out on Survey Monkey on the 28th and 128 ballots were returned (compared to 126 last year). There were no write-in candidates and each returned ballot had votes for all three of the candidates. The election has now closed. Both Bill and Don Simonson said that they never received ballots. Larry was able to get it but only after 5 attempts. Steve said that next year he will use Constant Contact to send a link to the Survey Monkey web page rather than trying to send it through the Survey Monkey email server. Steve said he can’t explain why it is not uniformly working for us. He is using a list created in 2014 and thinks he will go back and delete the old Survey Monkey account and create a new one. He updates the mailing list every time he uses it but there may still be problems he is unaware of. Bill added that he didn’t get some emails Steve sent out today and others had mixed results for mailings. Larry asked if Steve could send an email to alert him to look for messages through Constant Comment. Steve will work on all this off line to create a new, hopefully, de-bugged system for next year. The bottom line is that all three of the candidates were elected to the Board. Sam Matalone offered to put a post on Facebook about the three new members. He said he also has some ideas for Steve on how to fix some of the problems with people not receiving ballots and emails.

**h. VP Education** - **Larry Hartman** - no report.

**5.**  **Update from Steve Jones about discussions with Sherry Steele about the Albany Expo -** Don complimented Steve on his work with Sherry and said his emails were “phenomenal.” He also said that he heard a rumor that they won’t have any casting next year at Albany. Steve said she raised that as a possibility but was noncommittal. He thinks she is trying to keep the door open but he hasn’t talked to anybody in the Oregon Council other than Sherry. Don also suggested talking with Carl Johnson to get a perspective of the Oregon Council versus the Washington Council. Steve said he was mainly looking at the numbers and, basically, they have a wonderful event but they don’t make any more money than we do. They have ten times the attendance and their net ($2,910) for the whole event was almost identical to the net for our fair. It is well-attended and popular but not that profitable. Bill noted that how much money is made may not be the best indication of the quality of your event and the fact that they get so many people is great while our numbers have been dwindling. Bill said we would defer any more detailed discussion until next month.

**6. Update from Mike, Carl and Bill about banquet facility for 2020 auction -** Bill described a meeting he, Carl and Mike had with the catering manager at the Emerald Queen Casino regarding having a banquet/auction there. The casino business model is not to make money off events, rather to have people drink a lot and then go gamble. Because of that their prices are very reasonable and they don’t charge for the room if you have more than 50 people. Dinner prices range from $24 to $37 and they are served buffet style. There is a no-host bar, security and free parking. For our scheduling, their Saturday dates are all taken but Fridays are pretty open. Mike added that the Puget Sound Fly Fishers had their 60th Anniversary there and the people were wonderful to work with and the facilities were great. Bill said Carl Johnson has suggested holding the event the same weekend as the Puyallup show (January 24) so there will already be a lot of people in the area that might be willing to attend. Our costs would be minimal as people would buy their own dinner tickets and we would have an auction. We have to guarantee 50 meals to get the room for free.

**7. Mea Culpa -**

**a. Banquet Committee -** Bill will get the committee together to set up the event at Emerald Queen Casino.

**b. Fair Committee/Site selection -** Bill said he has been contacted by the director of the Lynnwood facility and they are interested in hosting a fair. They are looking around to find a place where we can do the casting within a reasonable distance. Don was skeptical that any outside casting space is available as he has looked before and he asked about having it inside. Bill said there isn’t room. The option of busing people off-site wasn’t well-received based on past experiences.

**c. Table at the President’s Award Dinner -** Bill will not be going to Bozeman due to his house-selling schedule. Thus, he will not have a table for everyone and they will have to make their own arrangements. Len offered to arrange for a table to be reserved for everyone if someone can get him a list of names for people who want to sit there. Action - everyone needs to let Len know.

**d. Other** - Bill reported that the Avid Angler had a swap meet in their parking lot and he went down and put up a booth for the WSCFFI and did a couple casting demos. It was very sparsely attended and we didn’t get any new memberships but he did get to talk with some people about the FFI.

**8. Others Business**

Robert G mentioned that they went out with the NW Youth Conservation and the Fly Fishing Academy in Lacey last week and they had 20 kids. They had some real successes, including one kid, Mathias, who has been working with someone out of Clark-Skamania and did really well. Mike Clancy, Don Simonson, Carol Hall and Bob Jimmerson were praised for their dedication in putting on this three-day event.

Jim Athearn brought up a potential new business item that he would like to discuss at the next meeting. It concerns a land purchase on the lower Grande Ronde River that would be donated to the Washington Department of Fish and Wildlife to provide permanent public access and parking/camping in a popular steelhead fishing area. He will get some information to Bill to distribute prior to the next board meeting.

Meeting adjourned at 8:10 pm.