**NWI TRI Monthly Meeting Agenda**  **Date:** 05/03/2021 **Time:** 7:00-8:30 PM

**Segue** (*Personal* Bests) (10 min update)

**Scorecard** (10 min, to 7:20**)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MEASURABLES** | **Target Goals** | **April** | **March** | **February** | **January** | **December** | **November** | **October** |
| **Club Growth/Reach** |  |  |  |  |  |  |  |  |
| # New Members |  | 3 | 1 | 2 | 1 | 1 | 0 | 0 |
| # Membership renewals |  | 1 |  |  |  |  |  |  |
| # Added to mem FB Group |  | 3/64 | 2/64 | 0/62 | 1/62 | 2/61 | 0/59 | 0/60 |
| Total Current Members |  | 79 | 75 | 74 | 72 | 71 | 70 | 70 |
| Total likes on Facebook |  | 644/659 | 642/658 | 639/653 | 643/657 | 641/654F | 642/655F | 643 |
| # of potential new members |  | 3 | 3 | 2 | 3 | 3 | 1 | 0 |
| **Social Media Posts - PAGE** |  |  |  |  |  |  |  |  |
| NWI Tri Promotional/Event | **2** | 3 | 4 | 1 | 0 | 3 | 2 | 1 |
| Triathlon Awareness | **2** | 8 | 4 | 4 | 3 | 2 | 5 | 0 |
| Puntillo & Crane 70.3 - Ken | **2** | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| Select Physical Therapy 70.3 - Emily | **2** | 2 | 2 | 0 | 1 | 2 | 2 | 0 |
| McGuckin Chiropractic (s)- Terri | **.5** | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| Trailblazers Bike Barn (s) - Jen | **.5** | 0 | 0 | 1 | 0 | 1 | 0 | 2 |
| 3 Floyds Brewing (s) - Ashley | **.5** | 0 | 0 | 1 | 0 | 1 | 1 | 0 |
| Leo’s Mobile Bike (s)- Amanda | **.5** | 0 | 2 | 1 | 1 | 0 | 1 | 1 |
| Munster Masters (s)- Terri | **.5** | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| **President Report** |  |  |  |  |  |  |  |  |
| Newsletter sent | **1** | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| **Treasurer Report** |  |  |  |  |  |  |  |  |
| Total $ Deposited |  | **$0** | **$190.50** | **$100** | **$158.75** |  | **$190.00** |  |
| Total $ Withdrawn |  | **$2,066.33** | **$70** | **$30** | **$420.30** |  | **$500.00** | **$6.00** |
| Current Balance |  | **$2,670.05** | **$4,736.41** | **$4,615.91** | **$4,545.91** | **$4,907.46** | **$4,878.56** | **$5,188.56** |
| **Secretary** |  |  |  |  |  |  |  |  |
| Minutes emailed to members | **1** |  | **1** | **1** | 1 | 1 | 0 | 1 |

**Quarterly Initiative Review** (on-track/off-track, 5 mins, to 7:25)*:*

1. *Update Website with events/photos/bios*

**Headlines/Information to Share** (5 mins, to 7:30)

|  |  |
| --- | --- |
| AK | 3 NEW MEMBERS this month!!! |
| AK | Facebook Group members have been purged – removed 5 non-members, still 3 pending requests that are not members |
| AK | I edited the email templates for new and renewed members – included member survey, Facebook group and page, left buddy program for those interested |
| AK | Business cards have arrived |
| AK | Clothing has been ordered and all payments from members have been received |
| AK | Sponsor update |
|  | Next board meeting June 7 at 7p |

**To-Dos** (5 mins, to 7:35)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Who** | | **To-Do’s, manifested from Issues and assigned to a committee or individual** (5 mins, to 10:40) | **Due Date** | **Done** | **Not done** |
| ALL | Fill out Chris’ form for bios for website - Mike, Terri, Chris | | Apr |  | X |
| CP | Chris to create Instagram account, link to Facebook and start making content, announce custom hashtags on social networks - #nwitri #nwitiathletes #giddyup | | Apr |  | X |
| AK | Send out email for last chance at ordering gear and payment options on website | | May | X |  |
| AK | Send Jason McGuckin logo for website | |  | X |  |
| AK | Follow up with Bob on sponsorship with Gariup | | May | X |  |
| JB | Add McGuckin to bottom scroll on website; put together NWITRI business card and get quotes | | May | X |  |
| ALL | Think of criteria to select member: years in club, years in triathlon, big goals achieved, male/female, active member. Think of selections for 2021 candidate. | | June |  |  |
| AK | Reach out to Bill about package payout | | June |  |  |
| JB, AH, JB | Set up online club store with photos and prices | | June |  |  |
| AK | Excel chart listing each race and athletes can input their races | | June |  |  |
| JB, MS, TS | May 15 bike at Trailblazer Bike Barn 8 a.m. - Facebook event for team and group page  May 23 trail run or walk at Kemil beach parking lot 8 a.m. - Facebook event for team and group page June 5 swim at Leon’s swim practice 3 p.m. at Wolf Lake – Facebook event for team and group page | | June |  |  |
| ED | Email May/June group workouts with meeting notes | | June |  |  |
| JB | Renewal reminders sent out for members and sponsors | | June |  |  |
| All | Take photos or videos at group workouts or races to submit for TikTok | | June |  |  |

**Issues List**

IDS(50 min, to 8:25) *(who is tee-ing up? Restate the problem in 1 sentence, identify root cause; Discuss; Solve)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Urgency** | **Who** | **Restate problem in 1 sentence:**  (Either an Information-Given, or Information-needed, or To-Do) | **Root Cause, found to be:** | **Solution that we plan:** |
|  | High | AK | Info Given: Update from Ken Cawthon/Fall Race and his Spring race | Ken wants early-season race | Ashley advised Ken that it was too late in the season to plan a race with timing for it to be a good return, offered to help if he moves forward without timing |
|  | High | AK | IN: Online club store/merchandise - do we want to do this? Is someone interested in taking the lead? | We have the ability to create a store on our website – what do we want to sell? At what prices? How do we want deliver? | Took a vote and majority voted for yes to the club store. Jason, Jennifer and Amanda volunteered for committee to get it set up. Option to pay on the website and then we can mail or hand deliver. |
|  | High | AK | IN: Thoughts on creating a master race/event spreadsheet that people can update as they sign up for races and sort by event to see who is going? This will help build spectator presence as well! | Hard to know at a glance who is going to what race. Are there other tools we can leverage here? | Excel chart listing each race and athletes can input their races? Chart on website or event on our Facebook page? Send link to the excel chart via email to include those not on Facebook? Excel in One Drive. |
|  | High | AK | IN: Ideas for group events/training this month/next month |  | May 15 bike at Trailblazer Bike Barn 8a (determine time/distance that day). Reconvene after ride to grab a smoothie/conversation. May 23 trail run or walk at Kemil beach parking lot 8a (determine time/distance that day). June 5 swim at Leon’s swim practice 3p at Wolf Lake. |
|  | High | AK | IN: How do we want to continue to promote/organize group training/events. Website? Facebook? Email? | This is inconsistent year to year and I’d like to pick a path and try to stick to it. | Email all the events via email ahead of time, then create events on Facebook page and group page. Emily to include May workouts with meeting notes. |
|  | Med | AK | IN: Can someone take the lead on Sponsor renewal confirmation/verbiage for reminders? | We have a new feature available to us on our website that allows sponsors to renew just like members. We need to set this feature up and create verbiage for the emails/reminders. | Renewal reminders sent out for members and sponsors (Jason). |
|  | Med | KH | IN: Horrible, Terrible Ride – May |  | Tentatively May 22nd. |
|  |  |  |  |  |  |
|  | Med | AK | IN: Ideas for public facing communication |  | Tabled for next meeting |
|  | Med | All | Criteria for Hall of Fame on website, press release |  | Table this to next meeting. |
|  | Med | AK/TS | Race/Event footage for TikTok – Terri do you have any ideas for fun vids? | We want to continue to up our TikTok game. Start taking photos and recording footage at events | Encourage members to take photos or videos at races to submit for TikTok collage. |
|  | Low | AK | IN: What has our experience been with other clothing brands in the past? Why have we switched? | Quality issues with the Primal brand |  |
|  | Low | AK | IN: .net to .org transition and implications | We need to review inventory marked with .net and determine if we should make this change. |  |
|  | Low | AK/CP | IN: Where are we at with Member survey announcements? |  |  |
|  | Low | AK | IN: What are your thoughts on creating a Club Historian? | Documents and history of the club go back years before my time. Could do with an official org structure and designate a person responsible for maintaining/adding photos and data |  |
|  |  |  | Other items in the wings:   1. More education/promotion of established group events – Ironwood, Wed Night (add to website) 2. ZWIFT 101 training – zoom/in-person 3. More digital education – open forums, demonstrations, etc.. 4. Revisit buddy program – assign a leader to hold buddy’s accountable 5. New Triathlete training program – workshops, clinics, swimming lessons 6. Promotion of relays 7. Thermometer for fitness – integrate into off-season training? 8. Revisit board member club discount, adjust by-laws. Sponsor low-income members. |  |  |

**Conclude:** (5 mins, to 8:30) Recap To-Do List, Review Cascading Messages to Club, Rate the meeting (1-10)

\**Did the meeting start on time? Did we stay on track? Did we get a lot accomplished? Did everyone participate? Did everyone bring a positive attitude?*

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| --- | --- |
| Member | Rating |
| Ashley | 10 |
| Terri | 9 |
| Mike | 9.1 |
| Emily | 9.3 |
| Jason | 9 |
| Ken | - |
| Chris | - |
| Amanda | 9 |
| Jennifer | 9 |
| Kim | 9 |