

**COMMUNITY BOATING, INCORPORATED
REGULAR MEETING OF THE BOARD OF DIRECTORS
DECEMBER 21, 2021**

MINUTES

The meeting was called to order at 6:35pm over Zoom with Mr. Schepp presiding and Ms. O’Sullivan recording. Other directors present were Ms. Boudreau, Mr. Gaysunas, Ms. Harvey, Mr. Iwobi, Mr. McManus, Mr. Robinson and Ms. Rockett. Mr. Zechel was present in his capacity as Executive Director as was Ms. Benson.

ORDER OF BUSINESS

APPROVAL OF CONSENT AGENDA

1. November 23rd Board Meeting Minutes

REPORTS

President (Mr. Gorlovsky-Schepp)

- In process of identifying potential facilitators for the strategic planning process

Treasurer (Mr. Robinson)

- Motion made by BUFCOM to approve the budget with expenses of \$2,178,567 and fixed assets purchases of \$145,100

Executive Director (Mr. Zechel)

- Signage installed on Priebatsch Pavilion
- Second PPP loan has been forgiven via Citizen’s Bank

NEW BUSINESS

Marketing Presentation (Ms. Benson)

- Carlton PR and Marketing was engaged as part of the 75th anniversary PR work
 - Paid Search – monthly management of Google AdWords (Jan – Oct)
 - Landing Pages – built for conversion and links directly to paid search (Feb – May)
 - PR – secure coverage with media, development of press releases (Mar – Jul)
 - Social Media – paid social media ads (Apr – Sep)
 - Website updates – bring news to homepage, visual of member benefits (Jan – Mar)
 - Blog posts – improve organic search results (Apr – Sep)
- Focus on tracking of results of effort; plan to check in on progress during June Board meeting

Budget Presentation (Mr. Zechel)

- The Board approved the budget as presented operating expenses of \$2,173,997 and with fixed asset spending of \$138,100
- The Board voted to designate \$250K towards watercraft capital and \$250K towards COVID reserve

EXECUTIVE SESSION

The Board moved to Executive Session at 8:14pm.

AOB

ADJOURNMENT

The meeting adjourned at 8:37pm.

Submitted: Catie O'Sullivan