

Boulder Flycasters Board of Directors Meeting December 19, 2007

Minutes

Attendance:

Name	Position	X=Present
Paul Prentiss	<i>Interim President</i>	X
Chad Pettrone	<i>Vice President</i>	X
Mark Riley	<i>Treasurer</i>	X
Allen Nakagawa	<i>Secretary</i>	X
Tyler Bowman	<i>CU Fishing Club</i>	
Bob Bush	<i>Newsletter</i>	X
Dave Clark	<i>Fundraising</i>	X
Terry Escamilla	<i>Membership & Programs</i>	X
Tony Fernandez	<i>Webmaster</i>	
Bill Leuchten	<i>Director</i>	
Larry Quilling	<i>Youth Education</i>	
Roger Svendsen	<i>Middle Boulder Creek Project</i>	X

Call To Order: 6:10 pm by *Interim President*, Paul Prentiss at UBS Financial Services, 1801 13th Street, Suite 100, Boulder, Colorado

I. CTU Board Meeting: January 12, 2008 at Spice of Life event center: 8:30am -5pm. Send email to Paul Prentiss, Bob Bush, and Dave Nickum if you plan to attend.

II. January Member Meeting: To be held on January 9 instead of January 2. Per Bob Bush, the next newsletter and meeting will announce May, 2008 as Boulder Creek Month.

III. December, 2007 Fundraising Results.

- \$4,000 grant from *Trout and Salmon Foundation*, per Roger Svendsen
- \$2,200 from 20 donors in response to December email and web campaign, per Mark Riley. For fly rod incentives: one at \$500-level and two at \$300-level.
- We will continue with email and web campaign in 2008. Next incentive will be something other than a fly rod; perhaps a reel or flybox.

IV. Fundraising Program. This is a follow-up to the December 14 brainstorming session for Rogers Park funding. The results following review by the Board are in Attachment A. Below are the conclusions and action items:

A. The Business Donation Program (item A.1 in Attachment) is high priority due to high revenue potential relative to cash investment.

B. Since the AEG film tour will not include Boulder, we will need to create a program on our own. AEG will not allow us to show their films so we will need to create our own content and program. The program should possibly include speakers, sale items, or other incentives. Venue could be the Boulder Public Library. Bob Bush will take the lead. Mark Riley will help with Marketing.

C. Our fund raising message should broadly focus on Boulder Creek and not restrict ourselves to Boulder Flycaster or fishing. Bob Bush will create draft of logo for Boulder Creek.

D. Paul Prentiss will call 29th Street Mall representative (Laurie) to set up meeting with Chad Pettrone to discuss the 29th Street Mall Exposition.

E. Approval given to apply for a booth at the Boulder Creek Festival.

F. Further decisions on projects and supporting activities will need to wait information gathered via the various tasks and discussions with the business community and progress on the projects. Section B of attachment A was not discussed or updated during the meeting.

V. Youth Night. Activity approved for Fall. Paul Prentiss will generate ideas and Terry Escamilla will coordinate.

Meeting Adjourned: 8:03 pm

Meeting minutes submitted by: Allen Nakagawa, *Secretary*

Attachment A

2008 Fundraising Program for Rogers Park

A. Fund Raising Projects

These projects directly generate revenue.

Project	When	Responsible	Notes
1 Business Donation Program	JAN	Chad P Matt O'C Matt S	<ul style="list-style-type: none"> • Have local businesses involved with the participation of Boulder Creek - 1% of all sales for the month of May goes to the creek foundation? • For higher donor levels, the name of business inscribed in picnic table, metal plaque, or stone at Rogers Park. • Promotion with local outdoor recreation shops • X % of purchase in or X dollars per purchase over \$Y in month of May donated to Boulder Creek • Patagonia, REI, fly shops, etc • TBD Revenues • TBD Expenses
2 Program at Boulder Library	TBD	Bob B Mark R (marketing)	<ul style="list-style-type: none"> • \$20 / ea • \$2K - \$5K revenue • TBD expenses • Set up table with handouts • Speakers and films • Items for sale and auction • Collect names and contact info for further communications.
3 Fly Fishing Expo at 29 th Street Mall	TBD	Chad P	<ul style="list-style-type: none"> • Laurie Giggi is contact for mall. • TBD Activities • TBD Revenue • TBD Expenses
4 Sylvan Dale Ranch Outing	MAY 4	Bob B	<ul style="list-style-type: none"> • Charge 20 people \$250/ea. \$5K revenue • TBD expenses for catering, etc.

5 Boulder Business CEO Challenge	FALL	Paul P Chad P	<ul style="list-style-type: none"> • Mailing list from <i>Boulder County Business Reporter</i> as starting point for list of potential participants • Held on private grounds with good stock of large fish • \$1K - \$2K per participant revenue • TBD expenses
6 Boulder Creek Festival Booth	MAY		<ul style="list-style-type: none"> • Cost is \$275 + 5% of proceeds. • Other expenses TBD • Revenue TBD • Boulder Creek Fishing Book Sale (Paul P to investigate) • Display trash from cleanup (example trash / photos) • Pictures & video from Rogers Park • Casting contest in Boulder Creek • Board of Directors agreed to apply for booth at festival.
7 Boulder Creek Festival Party		Chad P	<ul style="list-style-type: none"> • \$50-\$100 ticket • cocktails and live music to celebrate the end of the Boulder Creek Festival • women's runway show of fishing apparel • open bar sponsored by Chadd's friends at Sam Adams • \$invite all festival tents, businesses involved in Boulder Creek Festival • also invite dinner party contacts & all lists that we have • Board concerned about logistics and exposure to liability • Expand to dinner or buffet to broaden offering. • Combine with Patagonia store opening (B. #11)
8 Habitat Stamp Funding Grant	TBD	Roger S Allen N	Roger S will apply for funding - Update 2007 application
9 Grants from Embrace a Stream, Go Colorado, Great Outdoors Foundation, Keystone Grant	TBD	Roger S., Dave Blauch, Dave Nickum, Others	<ul style="list-style-type: none"> • Update EAS application from 2007 • Low expenses
10. Kids Fishing Camp			<ul style="list-style-type: none"> • \$400 3-days: fishing, entomology, etc. (incl parent and child) • TBD Revenue • TBD Expenses

B. Activities that support and promote fund raising

These activities do not directly generate revenue. They do result in deliverables that support and promote the revenue-generating projects listed in section A

Activity	When	Responsible	Notes
1 Develop key talking points for fundraising	JAN 3	Allen N	<ul style="list-style-type: none"> • No more than 5 points. examples: 1) Future of Boulder Creek 2) Monetary Value that a Healthy Creek will Provide to Boulder Businesses 3) Current Condition of our Creeks, not just Boulder Creek 4) Public Parks and recreational family fun 5) An outline of our future scheduled events • Key on Boulder Creek • Separate talking points for each audience (CEO's, merchants, outdoor enthusiasts, etc,) and donation level • Detail of each talking point to be authored • Content can be used as collateral for multiple fund raising activities
2 Create Key Points we would like to Focus on for all of our future events / advertisements / brochures	JAN	Chad P Matt S	<ul style="list-style-type: none"> • This will be Matt and Chad's Project but need everyone's help: • BOB - do you have any garbage filled pictured of Boulder Creek? • ROGER - since the Park is Roger's Park, can you generate a 1 page about how great a Park owner by Boulder that is in the Mountains near Boulder Falls and great parking and catch and release and garbage containers...
3 Short Video on Rogers Park		Paul P	<ul style="list-style-type: none"> • 5 minute max • Used for multiple fundraising activities.
4 Get a "Voice and Face of Boulder Creek"		Bob B	<ul style="list-style-type: none"> • Gordon Wickstrom, Roger Meves. • Need different representative for each targeted audience.

5 Contact and Visit with companies	JAN	Chad P Matt S	<ul style="list-style-type: none"> • Create a list of companies and their participation plan for donating to Boulder Creek • sell the benefit of our advertisements in brochures, and future events • get company logos for pamphlets and encourage our logo to go on their site for donations
6 Dinner Party with new contacts from online sources	FEB	Chad P Matt S	
7 Recruit Boulder Creek Advocate on City Council			<ul style="list-style-type: none"> • Larry Quilling may identify person on council that might help us • Advocate would be quoted in our Daily Camera articles • Advocate invited to speak at all events
8 Recruit Boulder Creek advocate(s) on County Commission	JAN	Roger S.	<ul style="list-style-type: none"> • Only part of Boulder Creek resides within jurisdiction of City (most of area west of Bldr. Is Bldr. County & CDOT) • Advocate(s) would be quoted in our Daily Camera articles • Advocate(s) invited to speak at all events. • Roger has started discussions. Targeting 3 advocates.
9 "Get Out" articles in Daily Camera			<ul style="list-style-type: none"> • Prentiss and Bush to start discussions with Daily Camera • Need resource to author and coordinate with newspaper (significant effort)
10 Insert in Daily Camera			<ul style="list-style-type: none"> • Single insert vs multiple "Get Out" articles? • Need resource to author and coordinate with newspaper (significant effort)
11 Participate in Patagonia store opening	APR		<ul style="list-style-type: none"> • Distribute materials • Collect names and contact information • Increase awareness of Boulder Creek Project • Promote fund raising activities
12 Radio campaign to advertise Boulder Creek Month	APRIL		Need to determine resources and cost to do radio campaigns.

13 Boulder Creek Cleanup	MAY 3		<ul style="list-style-type: none"> • Pictures of Creek pre & post cleanup to support fund raising activities • Publicity to recruit other groups to participate • Gather names and contact info from other groups that participate
14 Plans on Rogers Park construction phase kickoff	JULY		Obtain agreement on milestone dates with contractors, Bldr. County, CDOT and media
15 Newspaper article on start of Rogers Park Project	AUG		Needs BFC resource to write article and coordinate with newspaper.