

# Down Under Dive Club

## BOD Meeting April 2015

Date: 4/22/2015

**Facilitator:** Jeri L. Curley

**Notetaker:** Jennifer Van Well

**Attendees:** Jeri Curley, Jared Maynard, Scott Newland, Debra Young, Shauna Hume, Terry Peterman, Jennifer Van Well, Henry Schoepp

**Please read:**

### ***Agenda Items***

#### **1 SPEAKERS:**

- Jared
  - May – Hoping to bring in the “Turtle People” and planning to use Philippe as a backup.
  - Other ideas for speakers are:
    - Free diving instructors
    - Kayak Tour runners
    - CDAC – Cave Divers
    - Fake Fish Creators (From Rockledge or Cocoa) – they create the props for Bass Pro shop etc.
    - Global Underwater Explorers (GUE) Diving
  - When speaker for May is determined, send information to Henry and Jeri so that the website and newsletter can be updated!

#### **2 WEB PAGE UPDATE:**

- Henry
  - Mobilegeddon has begun! Google will now drop your website from their search if it is not mobile accessible.
  - When you are bored, search for dive clubs in Brevard or Melbourne, FL or some other search and click on our link so that Google brings it higher in the search list.
  - Trying to determine a good way to RSVP for events with the ability to ensure it is truly the member RSVPing... no clear solution was determined
  - AOL email addresses were removed from the Newsletter “opt in” because AOL was reporting our mailings as Spam. AOL users can re-opt-in, if the blacklisting occurs again a new solution will have to be found.

#### **3 TREASURER'S REPORT:**

- Debra
  - Treasurer’s Report (need to buy new program)
    - Debra has been attempting to get a good hand off from JoEllen but has been unable to meet up with her; therefore, she will start the finances from this year only. She does not have the historical data, receipts, statements etc.
    - Jan - There was no activity in the account
    - Feb - \$140.17 deducted for P.O. Box renewal and Goodies purchase
    - Mar - \$175 deposit (mostly dues); \$24.89 deducted (goodies)

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- Apr - \$315 deposit (mostly dues); \$34 deducted (goodies); total \$1274.70 which is a little less than was reported last year at this time.
  - Jeri mentioned there was also a PayPal account with roughly \$700 in it that she will pass on the information to Debra
- Need to have all the banking information in back up location

### **4 DIVES/ACTIVITIES:**

- Scott
  - April 19th - Earth Day Cleanup Dive JDC – This dive was a great success we had 6 members of the DUDC attend. We saw giant eels, a nurse shark and quite a few very “friendly” turtles.
  - April 25th- Picnic
  - Annual Picnic (April 25th 11am – 4pm) :
    - Check 117 was written for \$25 to Terry for the Indian Harbor Beach Pavilion Reservation
    - Jeri to buy hot dogs, hamburgers, table cloths and to bring utensils, napkins and plates
    - Terry to bring Volley ball, Horseshoes and boom box
    - Debra buying lettuce, tomatoes, cheese, relish, ketchup and mustard
  - May 16th – Jupiter
    - Morning dive, 6 slots available
  - Add May 30<sup>th</sup> – Full<sup>ish</sup> moon dive
  - June 20th - West Palm
  - July 4th - Night Dive
  - July 25th – Keys
    - Need someone to take over the planning of this dive. Possibly moving the Keys dive to August with the Coral Spawning.
  - August 29th - Coral Spawning / Keys (night dive)
  - September 19th - Goliath Grouper Dive Jupiter
  - October - Halloween Day in West Palm
  - November 14th - Pre-Thanksgiving
  - December 30th - Last Dive of the Year

### **5 IDEAS FOR PROMOTING THE CLUB:**

- Shauna
  - We want to improve our relationship with the dive shops – when you go in make sure they know you are from DUDC. Hopefully when they see that we truly buy local and want to support them they will support us.
  - Promote through the instructors
    - Jared believes that this is the best way for the club to be promoted. Since new divers do not want to plan their own dives. A club allows them to just show up and go with a group of people.
  - Create a video and put on DVDs (Terry will burn) or just make a YouTube video to promote the club. In the video make sure we put in plugs for our local dive shops and request that people buy local! Hopefully we can build a reputation with our dive shops.

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- Link to the video will be on our website and the website will be linked by the QRC on our business cards
- Business Card Printing
  - Jeri to print new business cards with QRC for website ~500 for \$20
- Coupons for New OW divers, college students, active military
  - Discussion on whether or not FIT or other local universities have an official Scuba class, if so approach instructor to allow us to do a quick presentation and/or give out fliers or business cards
- Look into the “Meet Me” app to see if arranging meetings costs money.
- Updated list of members
  - Shauna will compile a new list with email addresses if possible
- Create a Google+ account for DUDC so that we get more exposure. It also enhances the chances of returning our club in a Google search.
- Friday Fest?
  - Terry was going to continue to try to contact someone to see if we can get a free booth because we are a non-profit organization. He has not had success finding the contact.
- Create banners / flags for a “rally point” for our team when we go diving. Hopefully it would bring interest to our group and maybe pull in new members (Banner cost ~\$20 Jared to provide the grommets)
- New set of brochures to be printed before next DUDC meeting at Broken Barrel
- Idea of wearing “My Name Is” stickers at the meetings. These should be instituted for both veteran members and new members. It was suggested that plastic badge enclosures be used so that the nametags could be reused for each meeting. Henry is bringing the stickers for the next meeting.
- Shauna is attempting to get a blurb in the local newspapers but has been unsuccessful thus far.

### **6 UPDATE ON RAFFLE, T-SHIRT SALES:**

- Raffle is still building as there has not been a winner.

### **7 NEED TO SET A DAY TO CHANGE THE SIGNATORS ON ACCOUNTS:**

- It was decided that the three people who should be signators on the accounts are the president (Jeri Curley), Treasurer (Debra Young) and the Dive Coordinator (Scott Newland).

### **8 OTHER DIVE CLUB BUSINESS:**

- Officers do not have to pay Club dues. Jeri proposed the action and Scott seconded the movement. No “Nays” were given. If dues were paid they will be reimbursed.