

Board Meeting's Minutes
February 8th, 2017
6:30pm at 455 Sherman St Denver, CO 80203

Attended

Karen Moldenhauer, Merchandise
April Hillman, Membership
Dick Alweis, Instruction
Daniel Lundberg, Secretary
Jessie Gunter, Cruises
Heidi Haas, Webmaster
Judith Thomas, Events-Social
Tim Friday, Access/Conservation
Daniel Barton, Board Fellow
Jodi Lee, Advertising/Publicity
Pete Bellande, Safety

Agenda

6:30pm Sign in

6:35pm Old Business

- o Minutes from last week, approve
- o Vote, April Hillman 1st, Dick Alweis 2nd, Vote passed

6:45pm The New Business

Jessie Gunter

- o Ran the meeting.
- o Members of the Greenway Foundation (a SUP org), John Blackshire wants to come speak to board about Paddlefest on the South Platte to get more kayakers involved. 20,000 people came last year. He wants to maybe have a competition, it's held in late June.
- o Dick Alweis says we need master calendar so we can see if there is any overlapping with other event.
- o Jessie Gunter will invite to the next meeting and see what he has to offer.
- o April Hillman, what is the Greenway do, do they make the Platte River better? Did they install that inflatable wave hole? Maybe we should be apart of this? If they are cleaning up the Platte then that would be great!
- o Daniel Lundberg, we can at least add this info to our website so other kayakers know about it and can attend.

Daniel Barton

- o South Platte Cleanup presentation: date... April 22nd also Earth Day, combine with Down River Equipment and The Greenway, Saturday, pre-runoff, put in takeout are still up in the air. Florida put in last time, and last takeout was a hike to cars; if we go a little farther downriver it can be easier exit to the cars.

- Jessie Gunter, we need better gloves. Suggested bring work gloves or heavy plastic kitchen gloves, April Hillman P&G free gloves for advertising, they may donate gloves?
- The homeless are farther up north now in Commerce City. Last year we had 214 people. We should get a Biohazard container for needles.
- Permits needed river usage, park permit, and after party, Daniel Barton starting to work on those.
- Denver Beer Co or Good River Beer, Avery Brewing; have an outdoor party at takeout, Kelty wants to sponsor a tent and help out too.
- Confluence Kayak may have the permits and help get that taken care of offered Dick Alweis.
- Cuernavaca Park as a take out, Daniel Barton has to look into parking there.
- Insurance, Denver parks waiver, talk to Lauren Nance for more info/process.
- Need a better location for the Dumpster at the end for better easy of throwing stuff away.
- He will update the board on Facebook.
- Heidi Haas needs basic info to get the website started.

Tim Friday

- Update on 1/18/17 meeting about Segment 1—in Golden recreation center, canyon mouth to west of tunnel, not the dam. They may put in a temporary river closure to navigation. Later this year to get more information from their design team. More info to come further into the year.

Judith Thomas

- Feb 1st Social, went well, great location! Jodi Lee said she saw lots of new people! Daniel Lundberg, suggested we add more of these to the calendar so it's easier for people to make a section of dates?
- Fall Dinner is November 7th.
- Movie Night is March 16th, needs food truck help/info, no one getting back to her. National Paddling Film Fest guy comes back this week. Looking for the films.
- Pre screen of Movie night watching at April Hillman's house.
- Elizabeth Austen has cash box and 2 card swiper (she doesn't though...), Brooke Smith has the tent.
- Heidi Haas asking for photos to help promote the event and fliers for space filler.
- Jodi Lee can make fliers, but wait first because we might get a media kit.
- Jodi Lee will help with sponsorships and money, Judy Thomas needs the contact info; Jodi Lee has a media kit for all this, she has a Google doc and we can all call and help.
- Volunteers, Jodi Lee can help get them up and running for the different positions.
- Spring Dinner is June 1st; Steven Wright is the speaker, start later in the evening like 7:30pm. Not sure of Steven's fee for speaking. \$400 would be a good price. \$900 for the Alpine Mountain Center. They can do 154 for dinner so cap at maybe 147. Price is \$20 members, and \$25 non-members, we can do a beer potluck.
- Judith Thomas received this email: "Throughout March, the Castle Rock branch of Douglas County Libraries is coordinating a program called Colorado Outdoor Play, where throughout the library there will be equipment displays and information provided about the outdoor activities that Coloradans enjoy in the warmer months. We are also holding an Colorado Outdoor Play Expo on April 1st, from 10:00-3:00,

where we are inviting enthusiast and experts from these activities to answer patron questions so they can learn more about getting started. As you know, whitewater kayaking is a popular activity in Colorado! We were wondering if we could contact someone within your organization or perhaps a passionate kayaker you know of who would like to share their knowledge and time to support white water kayaking as a part of this program. I understand I am contacting you a little later in the timeline than I had intended. I was hoping to speak to someone as soon as possible to discuss both attending the expo and providing some content for a flyer we will be providing to patrons throughout March that describes whitewater kayaking and offers information about getting started in the activity. We can send you a press release that offers more information. We expect between 350-500 individuals to attend the expo.“

- Board decided “No thank you!” and to pass it on to a kayak shop.

Dick Alweis

- Instruction update:
- #1 Issue: Boats for class for students to use, not a pool Demo Program for free paddle in the pool. Have the story on CW website changed to help reflect this.
- We are not filling the classes up and need more advertising on the site; we need to be saying that boats are available in the price.
- A marketing function to get more people in the classes. Jodi Lee wants to know who else to send this too. Meetup groups-Judy Thomas suggestions. Jessie Gunter is going to start a Meetup group.
- April Hillman suggestions we get a review of the class and instructors, to help add more info the class description.
- Jodi Lee is doing bi weekly emails to help get class size up.
- Dry suit with John Kahn; dry suit for training camp, for maybe two more weekends. Proposal from John coming, to get more use out of them for the Kids Program.

Daniel Lundberg

- I got this email: “Hi Folks, I'll be in the Boulder Denver area April 7-9. Be happy to give a talk on either of the following: Powell To Power - The First 100 River Runners Through Grand Canyon: Big Water Little Boats - The First Dory in Grand Canyon: or The new Canyonlands Riverguide. 40% of all books sold would go to CWA. You would need to find a venue and a river runner crowd. Tom Martin, Council Member, River Runners For Wilderness, PO Box 30821,Flagstaff, AZ 86003,Hm: 928-556-0742,Mobile: 928-856-9065,tommartin@rrfw.org, www.rrfw.org”
- Dick Alweis wants to know more about the presentation, is it a slideshow, etc?
- Karen Moldenhauser, he's the guy who does the Grand Canyon Guide books, and April Hillman added the Topo Mile by Mile books for over night trips.
- Pete Bellande will contact him for more information and may pass along his offer to Down River Equipment. April Hillman suggests if they take him up on the offer, that maybe we could piggyback the event.

Finale

Q & A Time: anything that needs clarification or was not covered?

Pete Bellande, CPR with Marty Gill, he will have dates next week for the board.

Swiftwater rescue classes are on websites, first weekends of May.

Jodi Lee needs images, she needs new ones. She needs help and new photos, staged pictures. High quality photos for ads.

Next Meeting Date: March 8th, 2017 6:30pm 455 Sherman St. Denver, CO