

ICB Planning Meeting Minutes Sun., 21 Mar. 1999

NOTES AND PLANS

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More success at SkateJam!

MAJOR DISCUSSION TOPICS

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New Home Page

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NOTES AND PLANS

Attendees: Tom Keane, Karin Travers, Neil Wetzler, Stefano Santoro, Tim Clarke, Jon & Bette Scarlet, Mark Stallard, Bob Arredondo, Amy Shafer, Kenn Sunshine, Sarah Curi, Joyce Buckley, Ann Thorne, Scott Klemm, Walter Wright, John Wardley, Mary Wardley

Next Meeting: Not scheduled. April 10 is SkateJam & Elections. 17th I'm away, 24th & 25th are events, May 2 best – which would give us a lot to talk about, and we've got nothing big scheduled.

SkateJam! Success: This is just cranking along this year! Another 100+ evening, with no problems. We did have to ask one small group to leave, that had shown up after being told they weren't welcome back, but that passed without further incident. A much brighter note was Allan and Noemi's birthday party for Ruthie!! The girls were great, and we all enjoyed the cake and ice cream!

MAJOR DISCUSSION TOPICS

T-Shirt

We previewed the design and color for the new shirt. We agreed the back was great, and the front would list events u/l case, centered, no repeating, with slightly larger font. Overall good response, very positive endorsement of design. Way to go, JZ! We liked the red/purple color.. not pink, but not purple, a little darker than fuschia probably. A suggestion was to add "And More!" as the last item on the event list.

Newsletter & skate schedule for 1999

We previewed the printed schedule centerfold, and passed it around for comment. Tom compiled comments and sent to Sandy and JZ. One suggestion was to add a program key to the page.

Team ICB

As noted last time, the concept as it stands is essentially to combine an existing sponsored team, Team Thunder, with a new Club team, to create one larger entity. (Thunder Sports Source is an ICB supporting retailer. Team Thunder has been in existence 2 years, and also has a sponsorship arrangement with Kryptonics. Jamie Hintlian, former ICB Chief of Staff, was Team Captain in 1998. Chris Mayo and Brian Boudreau were the other active team members in 1998.)

All agreed it would be great to attract a cash sponsor to subsidize the cost of the jerseys. Tom showed the proposal that went to Cellular One (JZ following up), and the group quickly edited it to be printed for general purpose, both to get sponsors and for the media. Amy, Neil, Jon, Tim left with color printouts. Tom cautioned on paying for color copies for the media – it's not worth \$1 a page. Stefano left with a proposal for Aspect Telecommunications, and Neil with one for Bertucci's. If you know any potential sponsors, we can quickly prepare a proposal tailored to your contacts. Let Tom know.

Jamie has continued discussions with Thunder and Kryptonics, and things are coming along. The group reviewed the team jersey draft, and agreed to drop the cone logo from the back of the jersey – replace it with either the T-shirt design, or with sponsor info/logos, if we get sponsors. The group liked the cone logo on the shorts.

Naked Skating

One member brought to the attention of the group an embryonic plan to personally participate in a planned photo shoot with a prominent industry photographer. The club agreed that they could not support this activity as a club, but would not take action against club members that chose to participate as individuals.

Spring Membership Meeting & Elections

April 10th, \$2 all attendees, kids under 12 free.

- New 1999 T-shirts available on the spot.
- Temporary membership cards available on the spot to new members.

[Potential to type in info, and try to print and laminate right there, but would need a person dedicated to task. New member could get card at end of evening. I could do it, but I think I need to focus on bigger picture of how evening is going – we can always print and laminate the next day after the Tour.]

- Renewing members get sticker to put on card. Amy has stickers.
- Any nominations for Directors at Large, please submit to Jon Scarlet.

We agreed to set up the T-shirt and membership process in the side room, and Neil volunteered to lead a discussion of how to manage the process, and schedule who would staff the A) entry table, and B) member and new member tables.

Darrell – we need some support from you in this process.. specifically, we need a report that separates members into the following categories (also, please check the logic so this doesn't miss anyone!):

- A) active members that need to renew (should have card; get sticker, and t-shirt when pay)
- B) active members that are entering 2nd of 2-yr membership (just get t-shirt; card OK to '2000)
- C) active members that joined since Oct 1, and may have received '98 t-shirt or else have received a coupon good for a shirt (they can buy a '99 shirt for \$5 or redeem their coupon for a shirt)

Here's a possible format for printing these reports, so they can also be used as tally sheets for record-keeping. (add member number, sort by last name) (Amy, Neil, please also review with eye towards what will work best).

A) Member	Got Sticker?	Got Shirt?		
joe smith	_____	_____		
B) Member	Got Sticker?	Got Shirt?		
joe smith	__NA__	_____		
C) Member	Got Sticker?	Gave Shirt?	Rec'd \$5?	Rec'd Coupon?
joe smith	__NA__	_____	_____	_____
D) New Members	Got Temp Card?	Got Shirt?		
_____	_____	_____		

NOTE: Additional shirts beyond the one that comes with membership or the one a member buys to get the current year shirt are \$10!!! If we sell these for \$5, we lose money.

Team in Training

Karin and Walter reported on progress with Team in Training. Two initial public meetings are scheduled, and a mailing is being prepared.

Membership Card Fulfillment Process

We revisited temporary membership cards – one idea had been to have them directly on the application. Another was to have them separate, like business cards. It was agreed to keep them separate.

People that mail in their applications will not get a temporary card. They do already get an email from Darrell that serves as “proof of membership,” and with the change that Amy will mail cards directly, this should be fast enough. Darrell – could you send me a copy of that letter?

People that sign up at events will get a temp. card from an authorized ICB representative. Neil and Tom and Mark will also have batches of T shirts and try to hand out t-shirts to new members as they join.

[We also discussed pre-laminating cards and hand-writing the name on the plastic, but decided that looked a little too cheap for a “lifetime,” card, which is what we now have, since we came up with the sticker idea.]

That person will then have the responsibility to ensure that the application information is sent to Darrell (email or snailmail). Please note whether or not the person receives a T-shirt. Also, now that there will be a waiver on the application, we need to save all hardcopy applications together. Who will do this? Is this Darrell or Sarah?

ADDITIONAL DISCUSSION TOPICS

Insurance

March/April/May newsletter will have application with waiver. In addition, all applications from now on need to have waiver and signature.

Welcome Wheels

Have the welcome email Darrell sends and the letters that Amy/Joyce send been re-worded to mention the Welcome Wheels team? We discussed how everyone is a member of this extended team, and how reaching out personally to people that seem interested can bring new players into the game – Ann Thorne came this time, and last time, Diane Ronan. Keep reaching out to bring new players aboard! Also, Welcome Wheels team still have goal to personally telephone all new members to ask about what kind of skating they like, and ensure that they are aware of suitable programs and specific dates and times of events.

ICB Table

Will start on Mem. Dr. 4/25.

PSA's

PSA's have started on Channel 3 of MediaOne in Needham. We will eventually get a videotape of the complete set. The full half-hr show airs April 7.

Kenn Sunshine had no response yet from IISA/ICP info on press and consumer materials for IISA/ICP for National Inline Skate Week. He'll check one more time. The PR Team (Amy, Jon, Tim, Kip) was to follow up with Kenn.

Matzger Workshop

All agreed to prioritize ICB Activists. We dropped the extra priority for those planning to do A2A. Mary Wardley to contact Bob Flynn, the WS administrator, and send emails to those who have slots being held. Those people will be responsible for paying up by April 9, or they will lose their slot.

Social Skate 4/24

Tom and Neil talked afterwards. Will skate Minuteman on 4/24, and try to schedule to include a meal. Neil to look into Redbones (great BarBQ in Davis Sq.). Email to be posted.

New Home Page

Tom previewed the “mouse-over” images, to general positive reception. Susan Mix to follow up with a few fine tunings and we’ll cut over to this version.