

Rochester Sports Foundation Annual Meeting Minutes (12-3-20)

The meeting was held via a Zoom call and called to order by Terry at 12:06 with Board members: Kreg Kauffman, Chris Terry, Joe Powers, Doug Holtan and Carole Shulman present.

The October 29th, 2020 minutes were reviewed and discussed, *Kauffman moved, Shulman seconded and the motion approved unanimously.*

Hruska recapped the Statement of Activities. Terry commented that the budget appears to be right in line with projections – which is very good for a first-year organization. *Kauffman moved - Powers seconded approval of the report as shared – which passes unanimously.*

As identified in the by-laws the Annual Meeting is a time where the group elects/re-elects the officers for 2021. Kauffman suggested we maintain the current officers for a two-year term starting in 2021. Under that action Terry would remain as President, Powers as Secretary and Holtan as Treasurer. Kauffman mover, Powers seconded and it passed. Terry suggested we fill the Vice President role. Kauffman stated he was incoming President of Rochester Sports in 2021 so he would prefer Shulman take it. Shulman agreed but cautioned she may not be in a position to move up to President in 2023 – which was agreed. Powers moved - Holtan seconded to transition Shulman to VP for 2021-2022. It passed unanimously.

Hruska updated the group on a recent meeting with Smith-Schafer regarding payroll and report filing. He mentioned we will transition our payroll to them on July 1, 2021 and work to get the 990 filed ASAP.

The group discussed the marketing plan and agreed it will be critical to the growth and exposure of the organization. Terry suggested we take ~45 minutes at the next meeting to focus on strategies and actions that move us forward. Powers stated that building a web site is not simply enough these days – you need social marketing to push it out to folks. Holtan suggested we hold an “Operational Readiness Workshop” on the 28th. The group agreed so Hruska will work with Terry to set up the agenda and details

Hruska asked about RSF jackets for the group to assist in marketing. He shared a version of an Eddie Bauer jacket what they all liked and agreed to invest in. Hruska will try to have them for the next meeting.

Terry discussed the new RecPlex currently being built in West Des Moines. He stated this \$30M complex is a true P3 project with private and public dollars funding this new 300,000 square foot facility. Kauffman asked if all these new complexes being build in Iowa (Iowa City, Quad Cities, Des Moines) are getting state funding. Terry stated they all have a different funding package. Holtan added that all of the new facilities being built in close proximity to Rochester may very well syphon sports tourism opportunities away from Rochester.

The web site was reviewed and discussed. Terry suggested we share the site with the RS Board so they can see it before it is launched – letting them know the date it is scheduled. Shulman asked if we could add several “Home” links throughout the site to assist in navigating to the home page.

Kauffman reviewed the recent actions of Rochester Sports and the Park Department referendum.

Adjourned at 1:35 PM

Next meeting date: January 28th, 2021