

July 23, 2020 BOD Meeting

Attendance: Dan Kidd, President
Lianne Mitchell, Vice President
Secretary
Dave Francis, At-Large
Peter Mullen, At-Large

Jerry Jalbert, Treasurer
Jerry Harkavy,
Marianne Hubert, At-Large

The president called the meeting to order at 7:30 via [Zoom.com](https://zoom.us).

The discussion focused almost exclusively on the club's deteriorating financial picture. Treasurer Jerry Jalbert reported that a pandemic-induced drop in revenue during the previous quarter coupled with increased expenses in recent years have put MOAC in an unsustainable position. The board was told that expenses are outpacing revenues by an average of \$213 a month and continuing along that path would leave the club penniless in 27 months. The fiscal picture would be even more dire if the treasurer had not found a new provider to process our credit card revenues and eliminated our Vonage telephone line, for a combined monthly savings of \$107.

Jalbert offered two alternatives to ease the financial crunch. One is to raise the annual dues from \$20 to \$25 for individual members and \$30 to \$35 for families. The other is to eliminate the club's website and the costs associated with it. Henceforth, MOAC would use Meetup to billboard its trips and other events and Facebook as a platform for photos and videos.

The president addressed the need to attract new members in light of the club's aging demographic. One suggestion was a return to the posting of progressive hikes, enabling members to advance to longer hikes with higher elevation. Jerry Jalbert planned to lead a six-week series of progressive hikes. The president encouraged the rest of the board to post trips and urge others to do the same so that the calendar can begin to expand to what it had been in the past. Members agreed that trip participation is unlikely to return to previous levels until the pandemic has eased and members can carpool and feel more secure about taking part in our events.

The board voted unanimously in favor of the dues increase. Members initially wanted the increase to take effect in September. But on the treasurer's recommendation, the board decided to hold off on the change until Jan. 1 to give members more advance notice.

There was brief discussion about changing email trip notifications to provide more details, essentially including what was put on the calendar. The board deferred action because of questions as to possible cost.

The board also agreed to hold off on Summerfest, with some suggesting that the funds for it be redirected toward securing a good speaker who might attract current and potential members to meetings.

The meeting was adjourned at 9:10.