

**MINUTES**  
**OF MANASQUAN BOARDRIDERS CLUB (“MBRC”)**

**April 20, 2017**

**Board of Directors Meeting Held 6:30 p.m.**

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The April 20, 2017 Trustees meeting of MBRC was called to order by President Bobby Duerr at 6:35 p.m. at the Manasquan Elks in Manasquan, New Jersey.

**In attendance at the meeting were the following:**

- Bobby Duerr, Larry Schmidt, Karl Becker, Joe Troger, Debbie Pagels, John McLaughlin, Chris Robinson, Chris Rooney, Mike Brown

**Treasurers Report made by Tom Kerrigan**

- 2016 Taxes are done
- We have \$1,500.00 in bank
- Insurance is due in July of 2017
- There are a couple of outstanding bills that have to be paid **[NO ONE SAID WHICH BILLS]**
- Thank you to Jeremiah Hulsart and his employer (New Jersey American Water Company) for the \$2,500.00 grant
- Thank you to Manasquan Savings Bank for the \$2,000.00 grant.

**LOYF Program – Chris Robinson – Director**

- Risdens is on board with the Program
- Alison picked up stickers and signs and will make donation to MBRC
- We reached out to Point Pleasant but they are tough to deal with.

- Spring Lake contacted us; will discuss putting signs up at beach. Chris Robinson will advise when we hear back from Spring Lake.
- Cost is a neutral adventure; funds are earmarked for Program only; average package cost \$100.00 worth of materials. Gratuitous for the Towns.
- Per funds provided by SEA, we have 200 decals, 50 signs and 4 stencils.
- SEA is installing signs in Long Branch.
- Garbage cans have finally been replaced at the entrances. Thank you to Larry/Brett. In the past, the cans have been stolen. It is also tough keeping them in winter due to storms. Rooney suggested solid built concrete cans.
- Future offseason tactics: Community Hours; “adopt a highway” for beach; T-shirts for the kids. *Next meeting – write program and assign a director.*
- MBRC presented Manasquan Bank with a framed print from the Classic. Both Catherine Franzoni and Jim Vaccaro were appreciative. They requested we resubmit for more money – *that is done as of 4/12/17.*

### **The 2017 Manasquan Classic Longboard Contest**

- T-Shirt contest – See flyer. Application posted to website and Facebook. We have one entry so far. Karl and Mike are prohibited from judging.
- Dates: Saturday, September 16<sup>th</sup> (September 17<sup>th</sup> Hurricane Date) Both dates are approved by the Council.
- Divisions and Sponsorship Rates – *See Minutes of last meeting.*
- Insurance Certificate – The Certificate in the amount of \$1,000,000.00 names both contests (Rodeo and Classic).

### **Tabled From Last Meeting (Post Contest Party):**

- Suggestion by Larry to feature this post contest party as an EVENT separate from the contest.
- Costs per Mike Brown: Fee is \$400 (hall and bartender) and per head fee is \$23.00 PLUS cash bar.

- Suggested that we have it at Carlsons. Carlsons is heavily favored. Rooney will reach out to Colleen. Carlsons is eager to give MBRC money. They sponsored MBRC last year for \$500.00.
- Whatever we may have to pay to use Carlsons, maybe we can build it into the entry fee.
- We could have hot dogs and hamburgers and we could bring our own coolers; give them signage and some money towards supplies.

### **Rodeo Contest**

- Friday, July 9, 2017 from 2 p.m. to 6 p.m.
- Paperwork submitted; Approved
- On schedule for Next Council meeting May 15, 2017.
- Director is Mike; Co-Director is Larry

### **Memberships**

- Adam to establish a contest contact page with all members added; he has roster of competitors and emails from 2015.
- Membership list/emails were lost from 2016 Contest????
- We must keep all forms and put on excel spread sheet; Mike volunteered his daughter for this project.
- Still must find the boxes that Adam has. Must push membership. Sign up at contest only? Let it grow organically like a “snowball” effect.
- Bottom Line is that we must get entry forms into data base. Bob to address Adam and try to find those lost forms.

### **Motion by Mike Brown regarding Posting/Social Media**

- To establish a Communications Director to handle all posts by and for the MBRC and the Manasquan Classic Long board social media pages inclusive of Facebook, Instagram, Twitter and any other electronic media portals.
- Responsibilities include scripting all posts in advance of posting and obtaining approvals or objections by the BOD. Inclusive of this are any comments or replies to anyone who may post a reply, question or comment.

- Currently President Bob Duerr has been maintaining these pages with open access to any BOD member who wishes to add to the conversation or promotion of MBRC. There has been only limited BOD input with the exception of Bruce Chrisner, who has been active in posting.
- Mike says we must have access to all posts – **BOB I BELIEVE YOU DID THIS ALREADY. FEEL FREE TO ADD HERE WHAT YOU DID.**
- It is only natural that each of us have different opinions; Mike and Bob had good intentions, but we must decide AS A CLUB what should be posted on social media. It must be neutral; must play it safe; do not want to irritate or offend anyone.
- Do not post political opinions. Stay strictly positive. We are opening up to criticism if an opinion is made on social media. As a Club, no political views are allowed. Endorse positivity.
- John McLaughlin proposes only to advance the interests of the Club. We must all be on the same page as a group.
- Do we have a mission statement? Public Awareness? What is our true mission? There was a full page article in the Coast Star but public was confused as to what our actual mission was.
- Any posts should put MISSION FIRST. Tom Kerrigan will draft mission statement.
- Whoever is elected Communications Director will post on social media.
- We also must promote our sponsors.
- John McLaughlin will amend By-laws regarding social medial policy. Motion was made and approved.

### **2017 Surf Movies Series – Karl Becker**

- Held at St. Denis Gym (Manasquan Recreation)
- Net profit of \$300.00
- For future, make sure we do a dry run in setting up the screen, video, etc.
- Suggested that we consider a surf movie night at the bait shop and to have it on a Friday or Saturday in the summer to draw more people, weather permitting of course. The County must approve of this.

## **2017 Meetings**

- We will have the next meeting in the summer (Pre-Rodeo and Pre-Classic) TBD.

## **Historian**

- Carl Danish was wondering whatever happened to the Garden State Surf Calendar.

## **Open Discussion**

- NJSHOF – Scheduled for May 12<sup>th</sup> in Ocean City. Peter Townsend will be there. Big Wednesday will be shown
- Operation Beach Head – Rob Rafetto doing very well.
- Joe Troger's Photo Album - Photos have been scanned. Thank you Joe!
- Beach sweep at Main Beach went well considering the crappy weather!

## **Adjournment**

Meeting adjourned at 7:50 pm.