



Washington Fly Fishing Club

March 5, 2024

Zoom Board meeting

	OFFICERS			COMMITTEE CHAIRS	
Danferd Henke	President	P	Bill Neal	Awards	
Jim Beck	1st VP - Membership	P	Robert Thorpe	Conservation	P
Neal Hoffberg	2nd VP - Programs	P	David Ehrich	Creel Notes	
Gary Corra	3rd VP - Fundraising		Neal Hoffberg	Education	P
Kurt Peterson	Treasurer	P	Pat Becker	Fruit & Flowers	
Shelley Scheff	Secretary	P	Robert Thorpe	IFFF Coordinator	P
Peter Schuitemaker	1 st Ghillie	P	Michael Nolan	Outings	P
	2 nd Ghillie (non-voting)			Photographer	
	TRUSTEES		Lily Cutler	Publicity	
Dave Spratt	Past President			Raffle	
Pat Becker	Trustee		Pete Baird	Senior Advisor	
Jay Deeds	Trustee	P	Jim Goedhart	Webmaster	P
Mike Moscynski	Trustee	P	Eugene Bloundel	Webmaster	
Deborah Katz	Trustee	P	Chuck Ballard	WFFC Heritage	P
John Gravendyk	Trustee	P	Marcia Kinsinger	WFFC Foundation	
Chapin Henry	Trustee		John Gravendyk	Youth	P
	GUESTS		FFI Coordinator	Neal Hoffberg	P

P = Present

President

Danferd Henke opened the meeting at 7:01 p.m. with 10 officers and trustees.

Approval February Board Meeting Minutes:

Minutes were approved with one correction - the spelling of Gary Baughman's name. Name has been corrected.



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BOARD MEMBER REPORTS:

PRESIDENT Danferd Henke

The club's monthly meetings have returned to the Seattle Tennis Club. February's meeting was held in the larger room to accommodate anticipated increased attendance related to Lynda Mapes' presentation and was successful. Dan requests that everyone sign up early in order to ease catering considerations. He is trying to add 7 "extra" people each meeting as standard in order to accommodate last minute attendees and/or walkins.

The Seattle Tennis Club staff have been very helpful. Mike N would like to figure out the loud buzzing noise that periodically occurs over the speaker. Mike M thinks the buzz happens when the microphone is too close to the speaker. He also adds that microphones are directional so you have to speak directly into the end of the microphone in order for it to pick up your speech adequately.

Dan reported on the survey responses. Many respondents would like more information regarding local fishing. Fortunately, the next meeting's speakers are from WDFW and will be speaking about local fishing so the topic will be very relevant to members' requests. More than 40% of respondents report difficulty with the website. A mentor program was determined to be a good idea. Dan would like to get this started and will be soliciting volunteers. Chuck requests some ground rules on the mentor program. Dan agrees but does not want anything too extensive. Neal read that some respondents feel like a stranger at meetings. Programs were received positively - especially those focused on "how to" and "where to" fish. There was a lot of interest in river trips including the Yakima and the Cedar Rivers. A conservation outing also had interest. Reportedly, conservation outings were popular with the club in the 1950's. John G reports the club also hosted outings in the 1990's. Chuck notes conservation outings have been on/off through the years. Neal suggests tagging onto Trout Unlimited conservation outings and this idea was well received. Mike M said that WDFW is not interested in our help. Neal will talk to the staff at Creekside Angler regarding conservative opportunities on the Cedar River. Robert has been working with Mercer Island on a project addressing wetlands near Luther Burbank Park. He reports the club's efforts could be combined with other groups on Mercer Island. Projects may include removing invasive species and replanting new plants.



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Thank you to all the Fly Show volunteers. Dan feels that our participation in the show was a success. Chuck agrees. Dan asks if there are more events that we can attend and asks the board to keep our participation in mind for future events. Chuck will bring brochures to the Albany Show. Neal suggests the Sportsman Show in Puyallup.

TREASURER Kurt Peterson

The budget has been circulated and comments solicited via email. Kurt presented the budget.

Dan expects a substantial expense in the next 6 months to update the website - potentially upwards of \$20,000. He believes the website requires an upgrade because the users are having significant issues. He feels this is necessary in order to attract younger members, grow the club's membership, and reach out to the younger generations. An extensive discussion ensued. Neal would like to do a deep dive into what to invest in so spending is prudent. He does not believe that social media is the way to go. He feels that a serious return on investment is needed. John G asks if the board will have input on the website updates - yes per Dan. Jim G suggests that Dan speak to Steve Jones with FFI to inquire if the website is the problem. Robert T says that we must look at the membership and listen to their concerns. He feels the tone of the club is wrong. Also feels that the budget is shorting conservation and that the meetings are not welcoming. Chuck would like to do near-term focus on how/where to fish in order to attract more people. Kurt reports he brought two young people to the meeting. Their goal is to learn about where to fish. He feels that it is important to get the word out that outings are worthwhile and that outings will sell the club. Neal brings up the need for flotation as a barrier for lake outings. Others add that borrowing a flotation device is an option. Deb says that the website should bring upcoming events to the forefront. The current landing page is not current enough. Kurt agrees. Neal thinks the website is OK except that the information is "1-step in". Deb says that the "1-step" is the problem. Neal feels QR codes are needed. Chuck wonders if frustration is on the member vs non-member side of the website. Kurt feels that background data collection is good and also thinks the ease of use is OK. He just feels that the "eye catchiness" is missing, specifically outings and meetings. Deb finds the mobile version surprisingly OK. Neal says the FFI website is a mess and that they are trying to fix this. Chuck brings up security concerns. Dan would like a small group to come back with a "mock-up" of a new site proposal for approval, then find someone to create it.

Returning to the budget. Dan would like some money to go to Healing Waters. Robert requests a donation to Reel Recovery. Robert is concerned about the \$1500 set aside



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for conservation. Kurt encourages committee members to make a proposal if they have a case for additional money because funds can be moved around as needed. John G felt that it was unclear as to how to amend the proposed budget.

Ultimately the board approved recommendation of the budget to the membership. The budget will be presented to the membership at the next meeting with a brief discussion.

Kurt also needs an audit to be completed. Jim Beck volunteered to complete this task!

Kurt also needs someone to do the taxes. Jim G suggests using Chuck Just who is a CPA. Kurt suggests using TurboTax for non-profit organizations. The club's previous account completed the taxes last year for \$250 (!).

MEMBERSHIP Jim Beck

Jim reported that the club has 132 members. 89 people have paid their 2024 membership dues. 33 people have not yet paid their 2024 membership dues. The club has gained some new members through the Fly Fishing Show. A phone tree was sent out to call members whose dues are outstanding. Jim B will also send out a friendly email with a request to pay dues. Chuck suggests one more reach-out effort to see who is having difficulty with the website, try to troubleshoot, or encourage them to send a check. Jim G says there needs to be a clear "pay your dues" button on the site. Peter S says that dues can be paid at meetings through the Ghillie.

PROGRAMS Neal Hoffberg

Neal reports that program topics/speakers have been booked except September and November. March will have Ryan Fortier and Michael Schmuck who are WDFW fisheries biologists. April will have Dave Williams speaking about WA state's fly fishing opportunities. Chuck suggests a speaker on Eastern Washington lakes.

FUNDRAISING Gary Corra

Gary is not present.

GHILLIE Peter Schuitemaker

Peter reports the club has a large hat and coaster inventory. He suggests selling hats at meetings for \$25. He has received a request for more stickers but there are none



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available. Jim B ordered more window clings. The stickers intended for use outside are very expensive. Peter feels that printing out meeting attendees names on stickers, then sticking them on 3x5 cards is wasteful. Dan says he can do whatever is easiest. Peter says that the printer settings on the website need to be reset. Jim G suggests printing on business card size. He will discuss this re-sizing request with the website people.

Committee Reports:

Conservation Robert Thorpe

Robert lost Zoom connection prior to his report.

Education Neal Hoffberg

Neal reports there are 4 people signed up for the beginning casting class. There are 2 people signed up for the beginning fly fishing class. There is 1 person signed up for the beginning fly tying class.

Fruit and Flowers Pat Becker

Pat is not present.

Outings Mike Nolan

All outings have been booked and posted on the WFFC website. Lake Hannon has been moved to April 27th. He will continue to write outing updates for the Creel Notes. He asks for anyone to submit photos from outings. The group shelter at Penrose State Park is booked for the Wet Buns outing in November. Dan has announced a flash outing at Lone Lake on Sunday, March 24th. Bring your own lunch. He has float tubes available for anyone who needs one. He encourages members to come and learn about lake fishing. He is hoping to attract new members. He is also looking into another flash outing at Cady Lake in May, possibly mid-week.

Publicity

No updates.



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Youth **John Gravendyk**

John reports that 13 kids have signed up for the Youth Academy and 4 are on the waitlist. He is very enthused about support and participation from WFFC members including Jim Goedhart, Marcia Kindinger, Jerry Kindinger, Bob Burdick, Neal Hoffberg, and MaryAnn Hiller.

Heritage **Chuck Ballard**

Chuck inherited two big bags of photos from a former WFFC member. He has gone through all of the photos and put them in albums. The albums will then be put into the club's storage locker.

FFI **Neal Hoffberg**

FFI's casting event is scheduled for May 4th at Ballinger Park. Planning for this event is coming along well. Chuck is in charge of the fly tyers. FFI is in the last stage of finalizing a deal with the caterer to have the exact count of lunches.

WFFC Foundation Interface **Jim Goedhart**

Jim will wait until the Foundation's board meeting to provide a report.

Webmaster **Jim Goedhart**

In progress.

Creel Notes **Ron Teshar**

Creel Notes are due March 14th.

OLD BUSINESS:

None.

NEW BUSINESS:

John G would like to make Lynda Mapes an honorary member of the club. The board voted for her to become an honorary member. Jim G will make her a certificate and a new member bag will be provided during her induction ceremony.



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John G asks what new members can expect after paying dues. Jim B has established a new member welcome process and plans to reach out to new members directly. Jim G suggests indicating that a member is new with a “new member” badge. A free dinner was also suggested for the new member’s first meeting.

Dan brings up the benefit of the bigger dining room at the Seattle Tennis Club as there is a hard limit on attendance when using the smaller meeting room. The group seems keen on using the bigger room. Kurt suggests increasing the amount of dues in order to cover the increased cost of reserving the larger room and dinner. Neal asks for the tennis club to please keep the pans warm throughout the meal.

Next Board Meeting

April 2nd, 2024 at 7:00 pm

The meeting was adjourned at 8:48 by Danferd Henke.

Respectfully submitted

Shelley Scheff,
WFFC Secretary



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