

## **GERMAN SHEPHERD DOG CLUB OF MINNEAPOLIS AND ST. PAUL**

Membership Meeting Minutes

April 17, 2015 8:30 p.m.

Animal Inn in Lake Elmo, MN



### **Officers present:**

Peggy Simerson, President

Eileen Varhalla, Vice President

Sarah Falk, Secretary

Diane Blasius Brown, Treasurer

### **Officers absent:** None

### **Board Members present:**

Denise Gilbertson

Rhonda Meath

Ann Jeddelloh

### **Board Members absent:** None

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Peggy Simerson called the meeting to order at 8:37 p.m.

Sarah Falk moved to dispense with reading the minutes; and the Minutes be approved as distributed. Cindy Muehlbauer seconded the motion. Motion passed.

### **President's Report (Peggy Simerson):**

- Recognition for Match: Thank you to Match Chairs Cristina McColl and Sue Smith; and to Food Chairs Ann Jeddelloh and Laurie Schray. Recognition for Spring Agility Trial: Thank you to Rhonda Meath, Mary Bente and their team for the huge success of the Spring Agility Trial.
- The Helen Miller Fisher Memorial was in the April edition of the Review; thanks to all contributors and to Bobby Moore for designing; the Memorial also mentions that our summer specialty show weekend is in Helen's honor.
- New member applicant introduced themselves: Tina DuBois, her dog's name is DuBois that she got from Jennifer Souster. Jo Jones, visiting attendees. New member Laura Meyer and her puppy Hank.

### **Vice President's Report (Eileen Varhalla):**

- Eileen reported she has been volunteering at FaerieLandRescue for member Kathy DuVall. Kathy is always looking for help at the rescue – donations of time or donations of newspapers and cans are always appreciated; as are donations of towels, cleaning supplies, and fostering. Anyone who wants to donate these items or help out at the rescue should contact Kathy. Discussed a potential outing of volunteers to help out.

### **Secretary's Report (Sarah Falk):**

- Public phone correspondence: 11 incoming phone calls since our last meeting at average of 2-3 calls per week. 64% were for for training assistance (57% for behavioral issues, and 43% for puppy training); with the remainder of calls at 36% looking for puppies/breeders, membership info, etc.
- Membership correspondence: The new format of a "Weekly Update" via email is going well; several unsolicited kudos from members: people like that it's less frequent; enjoy the "newsy" feel, that it's

consolidated together into one package and members are seeing more value in that; so expect that to continue.

- Peggy Simerson added that she has received positive feedback as well and wanted to recognize Sarah for implementing the changes.

#### **Treasurer's Report (Diane Blasius Brown):**

- Year-End Checking Balance is \$15,171.14, current balance is \$29,205.61 but not there are several outstanding checks due to recent agility trial.
- Money Market Balance is \$10,750; earned \$1.24 in interest in March.
- Diane met with Mada Skare, who completed the audit and assisted by reconciling all accounts into a new account and created a structure for sub-account types (i.e. training, events, etc.).
- Diane researched programs to use for accounting of funds. Diane recommends the Club approve the purchase of the online version of QuickBooks at \$12.95 a month or \$155/month. Diane outlined the benefits of this version including the simplest and most painless transfer of responsibility year over year, an auditor can be granted the ability to monitor the program throughout the year, benefits like online banking and suite of reporting; great way to bucketize and track expenses and deposits that has been lacking in recent years. Sarah Falk moved to accept the purchase price for the online version of QuickBooks. Sharon Todoroff seconded. Motion carries.

#### **Committee Reports/Topics:**

- **Membership (Cindy Muehlbauer)**
  - Membership Committee met April 6. Discussed the below:
    - The Membership application form online has been updated.
    - Desk process: Request for desk volunteers to assist with the following: please write the check number on the membership application. In general for any checks received at the desk, please note on the memo line what the check is for (training, membership, etc.)
    - The committee developed a process and new form to track member applicants' requirement to attend two meetings or club-sponsored events. Shared at Membership Meeting. The form is not required but the committee felt this would a good tool to clearly inform members applicants of what is expected and how to follow through to gain full membership (print the form online, fill it out, obtain signatures at events and mail in to Cindy as Membership chair).
    - Membership Directory – Cindy is working on it and people can print it on their own.
- **Shep-O-Gram**
  - Voting tonight on making the Shep-O-Gram (SOG) a newsletter that is published every two months versus every month as it is currently supposed to be published. This is consistent from previous years. A review of the last three years of how many editions have been published each year shows: 2012 = 6 publications; 2013 = 7 publications; 2014 = 3 publications of the SOG.
  - New editor: Sue Smith (Julie Swinland stepped down).
  - If we move to a reduced schedule our Club will still qualify for the GSDCA Newsletter Contest in the bi-monthly/quarterly category for Large Clubs.
  - Will still be sent to the membership by email and U.S. postal service for those members requesting.
  - Will still be available on the website, as are back issues.
  - Will be printed and kept at the sign in desk for new people, members.

- Will be printed and brought to GSDCMSP events, such as trials, shows, fun days, demo day at the fair.
  - Social media, i.e. Facebook and the Website cover a lot of what the SOG used to and are more immediate in recognition for brags, etc.
  - SOG becomes more informational, public education about the club and the GSD events the public can attend, etc.
  - The motion that was postponed from the March meeting is still on the floor to move to bi-monthly offering. Vote was called to move to a bi-monthly offering. Motion passed.
- **Budget and Finance (Mike Metz and Diane Blasius-Brown)**
    - Hoping for a meeting in the future. Will keep people posted.
- **March Match (Peggy read on behalf of Cristina McColl)**
    - Brought in \$312 in income.
    - \$243 in entries; \$69 on food (loss of \$25.79); \$45 judge's gifts.
    - For future matches or event, we should establish standard pricing for food items.
    - Recommend we look to see if next year's Spring Match be after the Spring Agility Trial so that any leftover food or beverages be appropriated for the Spring Match.
- **Agility (Rhonda Meath)**
    - Trial pulled in \$3,526.29.
    - Had a 52 percent qualifying run rate.
    - Spring Agility Trial will be Easter weekend April 1-3, 2016.
    - Agility Classes: Rhonda passed out a flyer; she is going to teach agility classes late spring/late summer at her home in her newly fenced, newly equipped outdoor agility ring. Rhonda will not be available to teach classes for the Club on Friday evenings in the summer as she did last year; as she is planning on competing in agility trials and Friday nights are not available. Rhonda's classes will be held on Monday and Wednesdays, 6 week blocks. If we advertise, then \$10 per student will go to the Club.
- **2015 Specialty Show and Futurity/Maturity (Verna Kubik)**

Peggy Simerson covered recap for Verna Kubik who was not in attendance:

    - Premium list is ready to go out
    - Working on ads for the catalog
    - Volunteers, contact Verna Kubik
    - Looking for volunteers for raffles 50/50; Bob Lindsay will be videoing and will have a video raffle. Mary Lee is chairing the table and we will have information for donations in our Club's Weekly Update that is sent each week via email.
    - Trophy donations are being collected by Jan Anderson and Laurie Schray. Please contact them with your donation through May 1.
    - Event will be included in the GSD Review's Calendar of Events section for the May edition.
- **GSD Fun Day (Saturday, July 25):**
    - Looking for two chairs to assist. Please contact Peggy Simerson if you are interested in chairing or helping with the event.
- **Herding Trial (Pam Magadance)**

- Looking for locations and then can hire judges.
- **Website update (Bobby Moore)**
  - Everything is going well, still looking for pictures. Working on getting brags up to date.
- **Facebook (Sarah Falk)**
  - 298 likes up from 282 at our last meeting, getting about 2-3 people a week. Reaching about 300-500 people each week.
  - Request that active Facebook participants “like” and share posts as that expands our reach; feel that this way of reaching the public is raising overall awareness of the Club; what we do, who we are and how we can support other GSD owners to drive their future potential engagement.
- **Training (Verna Kubik)**
  - Peggy Simerson provided update to Training as Verna was not in attendance.
  - Peggy recently met with Sally Connor and Liz Weaver–new owners of the Animal Inn to discuss ongoing relationship. FYI, June 27-July 12 the AI will be closed for renovations. We expect a rate increase as our current rate has not increased since 1994. Very excited for the future partnership; also discussing dates for future potential non-Saturday events held at the Animal Inn.

Cindy Muehlbauer made a motion to adjourn the meeting; Sharon Todoroff seconded. Meeting adjourned at 9:53 p.m.

**Next Meeting:** May 8, 8:30 p.m. at the Animal Inn in Lake Elmo, MN.

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**Attendees:**

Denise Gilbertson  
 Elaine Varhalla  
 Audie Picho  
 Ginny Atman  
 Janine Kolcz  
 Amy Marotz  
 Bobby Moore

Greg Biskey  
 Rhonda Meath  
 Cindy Muehlbauer  
 Laurie Schray  
 Sharon Todoroff  
 Diane Blasius-Brown

Sarah Falk  
 Laura Meyer  
 Jennifer Souster  
 Bobby Moore  
 Julie Swinland  
 Pam Magadance

**Member Applicants:**

Tina Dubois  
 Jo Jones  
 Leslie Maze  
 Lynn Heglund