

TAAA Board of Directors Open Meeting Minutes: October 9, 2024

The teleconference Zoom Board open meeting was called to order at 6:31PM, M. Smith, President, presiding. Board members present: B. Whitehead, Treasurer; E. Foley, Vice President; B. Reynolds, Secretary and Members-at-Large D. Rossetter, J. Kalas, S. Ferris. Members attending included: Jim Knoll, John Mead and Nelsey Toner.

Presidents Report:

- Mae noted that the strategic review process would start with reviews of the non-donation revenue streams starting with paid star party revenues.
- There was some confusion over whether all the required handouts for this BOD session were available to all board members.
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Approval of Minutes:

- The Sept 11 BOD minutes were not available to approve at this meeting and will be approved in the Nov BOD session.

Paid Star Party Planning

- Jim Knoll started with a review of star party revenues since 2012. He noted that annual revenues usually ran between \$5k and \$7k from 2012 to 2021. However, annual revenue has increased to \$17k to \$25k per year between 2022 and 2024.
- The later increases were related to higher demand from conference planners as well new routine events and resort demand.
- Star party revenues currently account for between a third and a half of all TAAA non-donation revenues.
- Effort currently supported by about 12 volunteers but, even so, some business is being turned away due to lack of manpower.
- Jim Knoll proposed the following new fee structure inclusive of awards for star party volunteers.

Non-Profit / HOA fee (*new category*) will use the current \$150 fee schedule.

1 scope: \$150; 2 scopes \$300; 3 scopes \$400.

Wholesale fee (Resort/Other Organization).

Current: 1 scope \$150; 2 scopes \$300; 3 scopes \$400.

NEW: 1 scope \$200; 2 scopes \$400; 3 scopes \$550.

Retail fee (Personal). 

Current: 1 scope \$200; 2 scopes \$400; 3 scopes: \$550.

NEW: 1 scope \$250; 2 scopes \$500; 3 scopes \$700

Treasurers Report

- Barbara is going to design a simple financial summary that David could use in the monthly bulletin.
- Barbara noted that the TAAA Sept balance sheet showed approx \$17k in its checking account and approximately \$200k in money market accounts. The endowment account has a balance of just under \$8k. In addition, fixed assets totaled approximately \$1.37 million with net assets sitting at \$1.435 million.
- The net revenue for the month of Sept was approx \$4.7k while year to date stood at approximately \$39k.
- Revenue for the month was over budget while CAC related expenses were over budget resulting in no significant net budget variance for overall TAAA operations.
- The 990 will be presented to the BOD for approval in November meeting.
- A motion was made by E. Foley to approve the Treasurers Reports for the financial month of Sept. The motion was seconded by B. Reynolds and passed by a vote of 7-0.

Review of Old Business

TAAA Board Action Item List as of 10/9/24

Date Entered	Item	Date Completed	Comments
3/13/24	Continued follow up on Strategic Plan		Mae taking suggestions for best method to achieve
8/8/24	Listing of MP activities to be migrated from Terri		David to publish list from Terri
8/14/24	Access to library of Center for Healthy Non-Profits		Check back in Oct/Nov
9/5/24	Implement business expense reporting procedure		Pending for Barbara
9/11/24	Research tractor insurance coverage while on access rd		Still awaiting feedback from insurance agent
9/11/24	Insurance valuations for Ketelsen		Pending from John
9/11/24	Present new member introduction plan		New member committee to report to Board in Nov
9/11/24	Report on status of membership status of leaders		D. Rossetter to generate report to assist
10/3/24	Presentations on non-donation revenue streams		Start with star parties then move to equip sales
10/9/24	Presentation on loaner program		Focus on utilization rate
10/9/24	Report on TidyHQ Testing		D. Rossetter/E. Foley/B. Whitehead
10/9/24	Financial data presentation for Bulletin		B. Whitehead
10/9/24	Recommendation to migrate to TidyHQ		

CAC Reports

- There are 4 CAC projects underway at the moment; the 32", the Ketelson telescope, the enclosure for the 18" dob on the Stinger Pad and a project to clean up the rubble pile that separates the Stinger Pad from the Member Pads.
- The 32" project report was given by Ed Foley. The report provided pictures showing the evolution of the site excavation. It was noted that the permit was quickly approved and site clearing and excavation is now complete. Footers have also been poured and the forms erected for the telescope pier. Overall project is going well and is proceeding more quickly than expected.
- Ketelson Observatory is pending further ops and planning discussions regarding final location.

TIMPA

- The TIMPA 16 is basically complete pending purchase of some accessories. First light party is schedule for Nov 2(official “in service” date).
 - There have been several 16” training sessions and both the 14” and 16” are working well.
 - Pending completion of user manuals and certification processes, it is anticipated that the 16” will be available for member use.
 - Stephen Ferris presented a budget proposal regarding equipment, loaner and site maintenance/improvement items which included:
 - Create TIMPA Maintenance Fund using money that came from equipment sales as well as future money gained from equipment sales.
 - Board will review the fund each year when planning the next FY budget, determine if it is over what it needs
 - Additional funds can then be diverted elsewhere
 - NO permanent structures to be built without BOD authorization*
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- It was noted that the TIMPA group is in process of renegotiating their lease with the City which could have a rental increase.
 - Stephen also proposed use of equipment sales to create a maintenance fund. It was also proposed that any remaining funds from prior equipment sales also be added to the maintenance fund.
 - Following some discussion, it was decided to defer decisions on allocations of equipment sales revenues or funding of any TIMPA funds until the BOD has heard the upcoming presentation by Doug Smith on equipment sales.
 - The BOD encouraged Stephen to submit expenditure requests to the Board.
 - A discussion regarding the future impact of i11 was deferred to a later presentation to the Board.
 - A request was made for more reporting on the utilization of the loaner scope pool.

Strategic Planning Status of Member Planet

No indication of organization problems, but most reviews reflect our issues with the service:

“While the software works as intended, I've had some difficulty in configuring the system to fit our membership structure.”

“some users have reported issues with the platform's reliability, with the platform experiencing outages or technical difficulties that disrupt their ability to manage their membership and events.”

“Poor execution of software features. I keep running into roadblocks.”

Our issues:

- Membership level flexibility (no family membership – no easy workaround)
- Difficult to manage expired membership
- Same with expired members
- New members - better
- Renewal procedures more reliable – except Family
- Difficult to manage custom member data fields
- Docs/photos storage doesn't work.
- Email limits (10,000/month)
- Limited reporting features
 - Must download to Excel
- Member Directory difficult to use – inconsistent and unreliable
- Difficult to build and manage donation sites – easier to do in web site
- Event management very limited – see above
- Discussion forum features unusable
- Many features (like member circles) not supported. (could be used for committees)
- Must run QuickBooks separately – much duplicated effort.

Costs:

\$300/year.

Site fee: 2% (of collected fees)

Processing fee: 3% + \$.30 per transaction

10,000 emails/month

Barbara and I are fully backing up data regular.

Overall - If it actually did everything it says it does, that would be great. Too many jobs that require kluges, if possible at all. Inexpensive.

	<u>ClubExpress</u>	TidyHQ
Photo, Video Storage	Yes, No limits	
Document Storage	Yes, No Limits Folders, Security by user and committee	25GB Total
Emails	No limit	30,000/month
Member Limits	Charge/Member	No limits
Contacts, expired, deceased	No Charge	No Charge
non-contact family members	No charge	No Charge
Family Membership w/ log in	Counts toward totals	No Charge
Admins	No limits	No Limits
Donation funds	Tracks Matching Non-cash donations	
E-commerce storefronts	Yes	Yes
Contracts	Monthly	Monthly or Yearly Discount
Finance		
Online and Offline Payments	Yes, online CC, <u>Paypal</u> , recording check and cash	Yes, Stripe <u>recording</u> check and cash
Integrates Bank Accounts	Yes	Yes
Transaction and Payment/ Credit history available to admins and members (own)	Yes	Yes
Integration with QuickBooks	Yes (\$20/month)	No (Must export)

Membership Features

Member Types,			
Renewals and Expirations	Yes		Yes
Different member types,			
durations, fees,			
and other properties	Yes		Yes
Joining agreements, waivers,			
code of ethics, and other			
agreements	Yes		Yes
Signup, renewals, and			
Expirations with notices	Yes		Yes
Member Profile, interests	Yes		Yes and through custom fields
Custom Fields		Yes	Yes
Previous Database import	Yes		Yes
Discussion Forums	Yes		No

Group/Committee Features

Volunteer tracking	Yes		No
Multiple Security levels for			
different committees and			
groups having most of club			
features including			
doc storage	Yes		Yes
Photo Storage	Yes		Yes
Surveys	Yes		No
Ad Hoc Forms		Yes	Yes
Events calendars	Yes		Yes
Events: Registration, Fees			
Track Attendance	Yes		Yes
Policies and Agreements		Yes	
Volunteer scheduling	Yes		Yes
Hours tracking	Yes		
Meeting Management			Yes

Costs:

Active Members	889
Per Member	.30
	266.70/month
QuickBooks Integration	20.00/month
<u>Total per Year</u>	3440.40

1 time setup Fee \$150.00
Credit Card Fees: Visa, MasterCard, Discover, 20¢ per transaction We can also use our own merchant account with American Express: 2.99% no additional ClubExpress fees whatsoever. PayPal is also supported.

\$79/month

\$890/year w/discount

2.75% + A\$0.50 Per Transaction plus stripe rates

Highly Rated

Interview with Carol Andrews – user up in Saddlebrook. Treasurer for Owners Association (?). But information dated. New owner of company now.

Highly Rated

Australian Company (mostly deals in US Dollars and US Banks). Lots of US Organizations

Shortcomings

Scheduling – if lots of events, a bit tedious.

Calendar – Same issue

Reporting functions limited, can buy reporting module

A lot to set up.

Advantages:

Consistency in event signups, attendee tracking, volunteer tracking

More flexibility in membership levels – especially family memberships

Fee collection consistencies.

Overall, it just works! Does what they say it does. Expensive, though.

Recommendation: TidyHQ for membership management and non-public face.
Keep current web site with public face.

Current costs are free while testing with up to 100 members.

May need funds to test membership and other financial transactions (Stripe fees, THQ fees). It may be less as I have heard about Stripe test transactions without fees.

May need financial account info or card to put in for tests.

Request \$200 budget for testing and development.

- Mae is investigating a grant to help facilitate upgrade of the membership database.
- Discussion included the need to employ outside contractors to assist in the migration of the membership database.
- Bob Reynolds made a motion to authorize \$200 for the testing & development of TidyHQ. The motion was seconded by Mae Smith. The motion was approved by a vote of 7-0.
- Mae encouraged everyone to consider using outside contractor support to avoid stressing volunteer resources.

A motion was put forward by B. Reynolds to adjourn the meeting which was seconded by D. Rossetter. The motion was approved 7-0 and the Board meeting adjourned at 8:05 pm.