

# Solar Outdoors

## Steering Committee Minutes

Date: June 21, 2022

Meeting called to order at: 7:04 pm

Note: Agenda is in regular font

Italic writing is additional information at the meeting



Quorum members present: Mike Hobig, Elaine Granch,  
Krisanne Schmidt, Dave Warnecke, Stacie Kitchen, Karen Haroutunian, Carol McCririe

Correction: Bab Tacy was present

Others present: Jon Swingle, Dana Buxton

Absent: Correction: Laura Miller was absent

Minutes approved – Carol motioned to accept, Mike 2<sup>nd</sup>, all approved

President Mike Hobig

Gear:

I was given Helmets and Knee Pads to sell or donate. I have contacted Planet Rock and Peabody Ice Climbing for helmets and a local (Ferndale) marshal arts place for the kneepads. I am waiting for final responses, Peabody looks open to “in kind” trade for 5 helmets (125 \$ agreed value) to go toward Solar running an event at a later date, Jeff McWilliams will coordinate

Attendance:

General membership meeting:

May at St Paul’s 55 in person, 6 virtual 61 total. (big draw speaker on Isle Royale. June at Island Lake approx. 39 people from photos.

Note to Membership:

Dave W and I have posted to FB and sent to club email google groups that there is not June meeting at St Paul’s, last Tuesday of this month, that the picnic took the place of it.

Thank you, Carol, for notifying the church and getting refund for canceling the last Tuesday of the month reservation. *Carol reported that we did not get a refund; she just cancelled the payment.*

For online SC meeting:

We have to make sure to invite all SC members and members to be voted into Treasurer (Jon Swingle) and Membership (Dana Buxton). Carol McCririe will officially be taking Education position.

*Motions were made to accept both Jon and Dana into the Treasurer and Membership positions, respectively. Approved by all (my apologies, my notes do not reflect who made the motions.*

Remember:

To get help scheduling and launching virtual meeting platform for SC meeting.

Requests to Webmaster:

Calendar:

I found it hard to locate an online version of the calendar we have at the membership meeting, can you help me find it if it is online in our FB or .org site, if not can we make some big button that shows “calendar” can we put a link to Meetup under that header.

Update Website:

Researched and got information from members on presidential terms to update the website, gave Stacie that updated and missing data.

Gave new picture and comment for the “meet the steering committee” page, suggest other members also contribute to update or old images and profiles removed or put to current positions. Minimally correct links for email contacts.

New feature proposal / Donation link button:

I wrote a note to SC asking for feedback on a note to be connected to a donation link, Carol responded with additional comments for relevance / caution regarding a tax note. I have included an updated sample note that might show up after a donation button is clicked.... *Mike will contact Stacie regarding setting up a donation link (this was before Stacie was present at the meeting.)*

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Are you are looking for additional ways to help Solar, our outdoor social club:

As one of the many Lifetime Members who has enjoyed and still enjoys the benefits of Solar, both physical and social engagement, I have observed the reduction of active membership. By far lifetime members outnumber those new and active, this reflects the larger membership of the past four decades and the longevity of our group. Yes, we are getting older, Covid has also had adverse effects on the club and its finances, but we still have capacity to help and donate to Solar. If you feel you can contribute monetarily, please do here...

(would like an easy way to contribute online, i.e. PayPal directly to our account.)

We also need donations of experience and inspiration, if you haven’t been to a membership meeting, please come back and visit, we continue to have presentations and activities and opportunities to learn and as ever to be social with other who share a love of the out of doors.

Remember, while Solar is a not-for-profit corporation in the state of Michigan, we do not qualify as a charity and as such, any donation made would not be deductible for tax purposes

*Karen Haroutunian volunteered to reword this for discussion at the next meeting.*

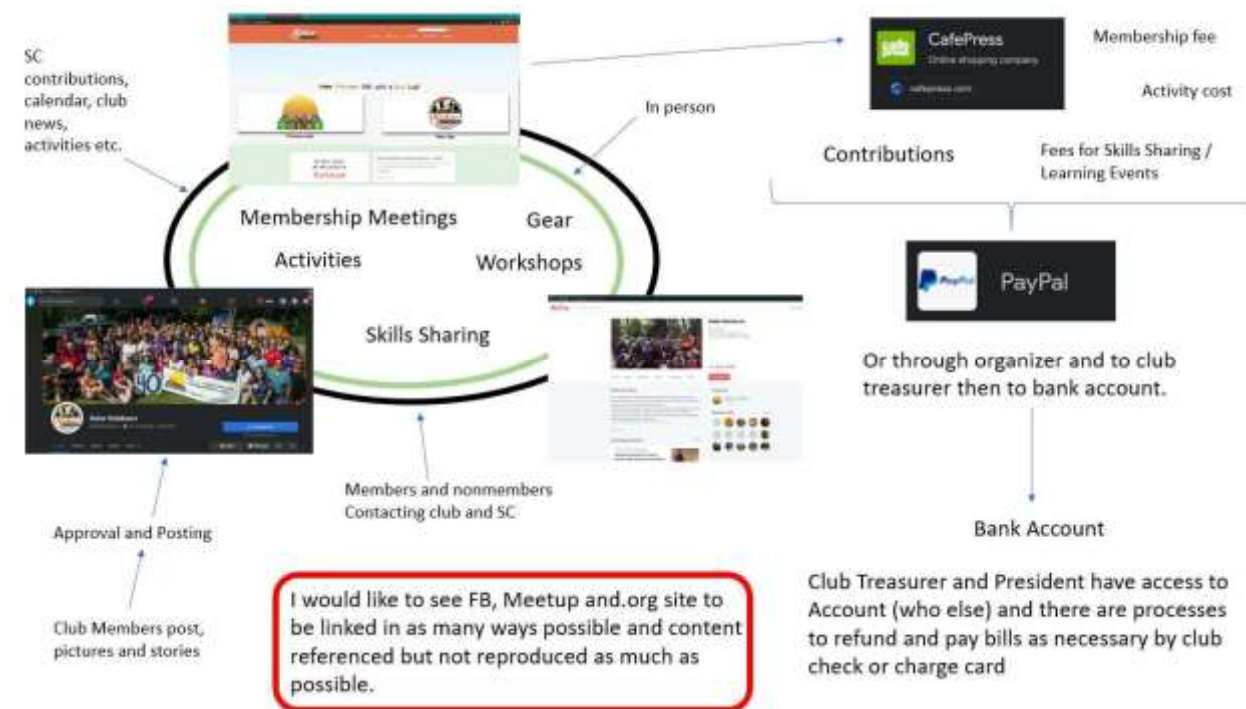
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Voting Box:

Had talk with Stacie, she said she has capability for making vinyl version of logo, I want to find out if we can make a new 9 x 9 inch max version for the side of the voting box. (Voting box currently has old logo which I plan to keep and S.O.L.A.R. on top, I hope to color out the dots, do we know who painted it last from yellow to get matching paint)

Better cross connection of club's social media:

During discussion with Stacie, we talked about better connecting and nesting our social profile, cross connect, buttons and links to each of our prime sites, FB / .org / Meetup / PayPal / Café Press. I would like to see a link to contact other members, how to post, tutorial page. I made a graphic to try to understand our physical and virtual connections and to facilitate discussion. I have to add on Text Messages as an option. I don't know if that is automatic as a blast option for SC to get the word out or as a member option to get other notices....hopefully someone will explain that option to me.



Future Facilitation:

Arrange talk with Jen or Ati on the subject "How Solar Works". I have sent them both a note and am waiting their reply. This is to clarify how the club works and give background to the new members of the SC and a refresher for seasoned members.

Question: Text Message Requests... what are these, who are they for, I am assuming they are a blast reminder for the membership, meeting reminders, safety notices, etc. get clarification, looks like they have to be membership and that the webmaster has something to do with it.

Information regarding the business cards, banners, etc are a separate attachment to the agenda.

*Discussion took place regarding the business cards, banners etc. A suggestion was made to alter the current banner to cut off the lower section and hem instead of buying new. Many voiced the opinion that we really do not need brochures as individuals can find the information on our website. The discussion was tabled.*

Vice president David Warnecke

The steering team has done some really good work the past few years. We have been willing to suggest and enact changes. I am proud of the work we have accomplished:

The club name has been updated to make it more friendly  
It is now easier to join and pay the club  
Website and logo have been recreated  
Worked on documentation to make it less intimidating to lead events

Unfortunately, the club still faces challenges. Some of which have been made more difficult with the years of COVID.

Years ago, SOLAR was one of the only games in town and worked as a generic “Outdoor Club”. This is not as easy for the current Solar Outdoors. With the popularity of Meetup, the club now goes up against many groups more specific in their scope. Want to go kayaking, biking, kite-flying? There is probably a specific group for that.

As a group, we are struggling to identify what the club needs to become in order to become more viable in today’s setting. I have been asking the “what do we want the club to be?” question for several years now and we have not been able to come up with a good answer for that.

I think it is important that we identify the things that we do well and lean into those.

In my opinion the most important things right now for the club are:

We need more activities, events, and workshops on the calendar. Is there a way to get membership more involved?

We need to attract new members. (Having more items on the calendar would assist with that).

We need to be careful of our funds.

**Secretary Laura Miller**

May minutes submitted for approval; Carol will handle minutes for June meeting

**Treasurer Carol McCririe**

Cash in the bank is \$14,062.98. Statement of Activity attached through June 2022, as well as where we stand on our current budget. I left the 2021 numbers in for reference.

The gear sale generated \$1,283 dollars. The July storage bill is due and I’m assuming that we should pay that invoice as I don’t know if we will have downsized by month end.

Jon Swingle has volunteered to take over as Treasurer; this needs to be voted on by SC to confirm. I am finishing up a description of my duties, as well as regular monthly payments for the church and storage. As he learns the online QB, I will have the ability to login and help him as he transitions into the role.

**Activities Krisanne Schmidt**

Past activities:

A book Reading by Jane Taylor June 4, 2022

Make N Take June 11, 2022

Annual Solar Outdoors’ Picnic June 11, 2022

Upcoming activities: Backpack Grand Island July 4th weekend  
Huron River and Lake Kayaking July 30

## Bylaws (vacant)

## Education Carol McCrie

Basic Land Navigation finished up and netted a loss of \$21.21. This is without any allocation of the annual meetup expense (~\$200). I have forwarded this information to Jeff McWilliams and the workshop cost will be adjusted for any future classes.

Intermediate Backpacking also finished up and netted \$345. The only expense out of the club was \$150 for rent.

Beginning Backpacking Workshop is currently taking signups and begins in August and finishes with a final practical at Pictured Rocks the end of September. Krisanne has provided a budget to show that the club will not lose money with a minimum number of participants.

I will be working on a procedure for workshop budgets to aid leaders in determining a workshop cost to cover expenses. If I assume that Solar will lead a dozen or so workshops and activities annually, then each needs to cover about \$15-20 of the annual meet up fee.

I plan to send out an email soliciting individuals that would like to share their knowledge by leading a workshop.

## Equipment Phil Crookshank

Mike, Krisanne and me met early to pile gear in our vehicles to sell at the picnic - we brought 5 tables to set most things up on, and the sale day turned out INCREDIBLE. Krisanne, and Carol managed to keep track of our sales - I stuck very close to Jeff's contact - Alpine Club - - I had seen how fat his wallet was, and kept tempting him to keep shopping since we had priced EVERYTHING so reasonable. I jumped in at the last shopping minute and sold one of the last sleeping bags to Debbie Z's main man, then we scurried to pack up, and leave. Krisanne took some leftovers home to sell later, Carol had lists going all day, so she has the final count of the \$ sales. Somewhere over \$2,000. I went through some of the leftovers that I took back to our storage room, and disposed of a lot more of the questionable things. Last - we are not close yet to be able to move to a cheaper, smaller room. We still have too much to fit in a 10 x 10 room.

Comment from Krisanne – I was involved with gear purge/sale. The sale went very well, and we reduced our inventory of gear no longer borrowed by members. I brought remaining tents/sleeping bags home to list on FM Marketplace.

*Carol corrected this amount as we only collected \$1,283 in gear sales.*

## Historian Karen Haroutunian

Mike Hobig gave me old pamphlets, business cards, decals and paper SOLAR logos which I will keep with the historical papers stored at my house. He also gave me two banners. One is the banner that was at the annual picnic and the other is older and the School for Outdoor.... on it. I believe this can be cut off and the banner sewed so we can use it. These two banner should be stored with the SOLAR equipment.

## Membership Elaine Granch

10 new members joined since the May SC meeting, not counting those on Meet-up

- 4 via Jeff McWilliams
- 2 via Bob Tacy
- 4 at the May Membership meeting

Total Solar Outdoors membership from roster: 443

- Family Lifetime members: 61
- Family Lifetime Single members: 5
- Family Annual members: 30
- Single Lifetime members: 236
- Single Annual (Individual): 50

Working with Dana on transition of power. Dana Buxton has volunteered to take over Membership; this needs to be voted on by SC to confirm.

Programs (vacant) – currently being handled by Bob Tacy, need a volunteer Public Relations Bob Tacy

Public Relations and Communications

- Created wrap up posts for Fight for Air Climb and Intermediate Backpacking Workshop.
- Created Facebook posts for the Make-N-Take and Summer Picnic.
- Posted Beginning Backpacking Class to Solar Facebook, and had Jeff Enterkin post it to MAC Meetup.

Programs - Open Position

- Sent Erin Parker two emails thanking her for presenting and asking if she was able to successfully record her presentation via Zoom. Have not yet received a response.
- Obtained email address from Zwena Gray and emailed her twice about presenting during our July meeting. Have not yet received a response
- Contacted Mark and Debbie about presenting this year. They may be in town in November, but that would be the earliest. If they can present, more likely to be next year. □ I think Jim DuFresne will present New Zealand in November.

*Discussion to get volunteers to help fill the program slots. Krisanne, Dave and Carol have prospects and will get with Bob to help fill open months.*

New Business

- Discuss if we have spots open in beginning backpacking class, if we should spend money to promote the Facebook post.
- Discuss potential presenters for July, August, September and October.
- Confirm PayPal payments on website for 1. paying dues, 2. making equipment deposits, 3. making donations and 4. attending events.

*A discussion took place about the text magic account and whether we should continue to take advantage of the service. Stacie checked our account and we have a balance of \$134.56, and the last time it was used was November, 2021.*

Communications (vacant) – currently included with public relations

## Webmaster Stacie Kitchen

No news for the webmaster at this time.

### Unfinished Business (these items were comments on May minutes that need follow up)

- CafePress - Purchases from Mike and Elaine - Club earnings \$19.50. Carol to contact Bob about how the club will get this money.
- Provide Stacie with final feedback on the design for the business cards and banner (\$80) ☐ Carol to print and bring to the meeting next week so we can talk in person to provide feedback to Stacie. *Some discussion earlier in the meeting, tabled for now.*
  - ☐ Stacie suggested a digital brochure on our website.
- Discussed the need for the shirt fabric content and size chart. Laura to check and let Stacie know.
- Carol requested Stacie to send Solar new logo to update our Solar Outdoors Meetup page. *Stacie will take care of this.*
- Stacie added Meetup link to our website for membership but wondering if we can add other payment options.
- Elaine to update the membership duties page with new information about Meetup sign up which Meetup tracks the annual renewal date and the membership roster she keeps.
- Elaine has the Solar Outdoors laminator, what do we want to do with it? Debbie or Elaine is interested in buying it. Elaine to bring it out to the picnic. *Elaine did not bring to picnic as Debbie was not attending.*
- Stacie is still working on the committee page, minutes, blog pages for the updated new information. *Please forward your updated and/or new bios to Stacie, along with your email address so that she can finish these updates.*
- Stacie would like to have one or two people have access to the website so they can update bios, etc. Krisanne and Dave to be added to be able to edit and upload information to the website.
- Solaroutdoors.com is expiring and she recommends we let it lapse. Concern about someone else taking it. So we are going to keep it paying \$14 a year.
- Stacie to make a power point slide for the beginning meeting with our logo and website as well as Cafe Press slide.
- Further discussion for having Paypal payment options on our website with Bob sharing his thoughts about this at the June meeting.

### New Business

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### Next meeting

- July 19, 2022

Meeting Adjourned at: 8:40 pm.?

Meeting minutes notes taken by Carol McCririe