

PANNTOA Board Meeting

February 3, 2020

10am - Noon

Attending via Zoom:

Gary White – Commodore, Jeff Brein – Vous Director, Mike Russell – Treasurer, Mike Young – Communications, Sandra Piotrowski – Web Manager, Doug Ford – Vice Commodore (secretary)

Membership Director - vacant

Officer reports:

Gary

- Chris Soderman (membership) resigned effective immediately because he sold his boat!
- Membership: Active 169 / 65 Inactive (not renewed)
- NT factory: Busy! Just delivered a 44 and another on the floor / 2 40s on the floor / Can't get enough workers to build / approx. 1 year wait time for orders / Dave Allen will provide photo of 44 delivery for publication
- Seattle Yachts: \$500 contribution for Admiral level sponsorship / will provide website article soon / Will provide 1-year PANNTOA membership with each NT sale
- Factory has held Zoom meetings with other NT owner groups

Mike R

- ~\$23K in checking

Vous Planning:

Jeff:

- Covid concerns obviously puts Vous in jeopardy.
- Decision: Cancel plans for June Vous and work toward possible Vous in September.
- 2-3 months lead time needed to prep event
- The questions:
 - When?
 - Later is safer than earlier
 - Need to avoid summer rush north if border opens
 - Avoid fall weather
 - Where?
 - US is more realistic than Canada
 - More venue options if we schedule weekdays instead of weekend
 - Will members want to attend a group event in the midst of COVID?
 - Vaccine access timeline unknown
- Decision: **Jeff** will work on date and venue options for early September in WA
- **Mike Y** might create a poll to ascertain interest in Vous if Covid conditions warrant later this spring
- Would members attend summer mini-Vous in smaller venues if state standards allow?

Web Metrics:

Sandra

- Site view stats are all up. November photo contest set highest record
- Member forums = most popular
- Google search most common entry point other than URL
- SENTOA second most common entry point
- Website is our "clubhouse" (My wife said I'm immature so I kicked her out of my fort.)
- **Sandra** will investigate setting up the option to subscribe to our home page

Web provider:

- Problems with software support / Wordpress skills low
- Poor email performance / Perpetually problematic
- Possible new providers scarce and more expensive
- **Sandra** will
 - Refine needs and create RFP
 - Create a plan for the board

2021 Budget:

- Little history of past budgets
- Current budget based on 140 members (now 169)
- Bookkeeping cost will increase this year
- We have \$2K surplus in our budget for this year and lots in the bank
- **ALL:** Review 2020 budget and send recommendations for 2021 budget expenditures by Feb 15.
- **Gary** will consolidate and make a proposed budget for our review

Programming ideas to engage membership:

- Describe favorite location and experience / Short stories
- Best and worst maintenance tips / Vote on best tips / prize
- Best and worst accessories / accessories / tools
- Highlight a NT factory worker / talent & story
- Contests, photos, tips, provisioning, service providers, marina experiences, Amazon Affiliate Links / Merchandise sales /
- "Panntoa and Pizza" zoom seminars / destinations / Factory / Seattle Yachts / Projects /
- **Sandra:** H2OQ2 (On the Water Quack Quack) forum page for boaters to match up travel plans

Merchandise sales issues:

- Sales tax / Canadian v. US sales / Bookkeeping / Protect non-profit status / Who will design / who will manage /
- Could we refer orders to an embroidery company and avoid our own sales?

- **Sandra** will research options such as The Embroidered Edge

Web home page:

- Goodbye Miranda!
- **Gary** will have new Commodore's Corner ready to post next week.

###

Fwd: PANNTOA.com Basic statistics 2/2/20 to 2/1/21

From PaNNTOA Commodore <commodore@panntoa.com>
To Doug Ford (Panntoa Vice Commodore) <ViceCommodore@panntoa.com>, Mike Russell <treasurer@panntoa.com>, Chris Sodeman (Panntoa Membership Dir) <membership@panntoa.com>, Mike Young (Panntoa Communications) <communications@panntoa.com>, Jeff Brein (Panntoa Vous Chair) <rendezvous@panntoa.com>
Date 2021-02-02 00:49

Sandra has provided us with some basic statistics from our website views. These may be helpful in guiding us in our future website maintenance/development. We can discuss this Wednesday at our board meeting.

Gary

Site Views by Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018								1	807	601	1,998	1,090	4,497
2019	1,270	1,172	1,423	1,742	1,505	1,207	1,184	1,170	1,493	1,657	1,466	1,245	16,534
2020	1,474	1,926	1,456	1,979	1,505	1,812	1,667	1,835	1,651	1,774	2,270	2,015	21,376
2021	1,519	24											1,543

Site Views Average per Day



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2018								1	27	19	67	35	37
2019	41	42	46	58	49	40	38	38	50	53	49	40	45
2020	48	66	47	66	49	60	54	59	55	57	76	65	58
2021	49	0											49

Top Posts for past year (2/2/20 to 2/1/21)

Title	Views
Front Page	6,935
Member Forum	2,476
Login	1,027
Home page / Archives	714
For Sale	712
Maintenance	670
Get inside info: download Nordic Tug rip sheets	473
PaNNTOA Non-Member Sign-Up	444
News	439
General Chat	437
Trip Reports	302
Member Registration	301
Nordic Tug 37 for sale	206
Nordic Tug 32 For Sale	198
PaNNTOA Registration	177
PaNNTOA Forum	171
Announcements	150
Sleeping at anchor	140
Associate Registration	134
Vendors	128
PaNNTOA Login	114

Member Account		112
Rendezvous Registration		112
Member Benefits		107
Getting Ready to by 2008 NT 32		102

Top Referrers 2/2/20 – 2/1/21

Referrer	Views
 Search Engines	2,351
 Google Search	2,022
 Bing	197
duckduckgo.com	65
 Yahoo Search	57
 Ask.com	6
Baidu	2
 AOL	1
myway.com	1
sentca.org	230
nordietugs.com	114
 Facebook	63
gatewayyachts.com	59
gatewayyachts.com/nordic-tugs/	33
gatewayyachts.com	23
gatewayyachts.com	2
gatewayyachts.com/nordic-tugs/	1
WordPress Android App	17
com.google.android.googlequicksearchbox	7
com.google.android.gm	5
com.google.android.googlequicksearchbox	5

Operating Income				Rendezvous Income	
Gross Membership Dues *	4200		5040.00	Registration Fees Collected (estimated)	12500
Store/Merchandise Sales	0			Donations	0
Interest Income	0			Auction Proceeds Collected	0
Sponsor/Vendor Fees Collected	500		500.00	Extra Dinners	0
Total Operating Income	4700		5540.00	Total Rendezvous Income	12500
Operating Expenses					
Bank Charges	0			Auction Charitable Donations Paid Out	0
Bookkeeping	700		437.05	Auction Reserves Paid Out	0
Business Taxes	50			Banquet Permit	0
Insurance	0			Beer/Pop/Wine/Water	0
Legal & Corp Expenses	40			Catering	0
Office Supplies	100			Entertainment	0
PayPal Fees related to membership**	164		210.06	Event Tickets Plus Software License	0
Postage/Shipping/Packaging	175			Gifts/Door Prizes	0
Printing/Reproduction	300		312.19	Misc Supplies	0
Store Merchandise Purchase Costs	0			Misc Rentals	0
(Zoom) Utilities/Internet	0		163.91	PayPal Fees related to Rendezvous	0
Webmaster Support (Labor)	2400		1854.25	Speaker Fees	0
Website - .COM Domain Renewal Fee (Siteground)	25			Venue Rental	0
Website - .ORG Domain Renewal Fee (Go Daddy)	0				
Website - Domain Hosting Fees (Mike Brown)	100				
Website - Member Press License	20				
Total Operating Expenses	4074		2979.54	Total Rendezvous Expenses	0
Grand Total All Income	17200		5540.00		
Grand Total All Expenses	4074		2979.54		

*for 2020 based on 140 memberships

** PayPal fees per membership = \$1.17

Note: Some PayPal fees (are \$1.62 (possible international (Canadian fee?))