

# MAINE COAST ROWING ASSOCIATION

2024 Annual Member Meeting



# WELCOME FROM MCRA TEAM

## **BOARD MEMBERS**

Scott Bailey (President)

Mike Totta (Secretary)

Peter Tetreault (Treasurer)

Micah Malloy

Matt St. Cyr

Jess Guertin

Anne Henshaw

Leslie Krichko

Doug Welling

Genny LeMoine

Julian Thomka-Gazdik

Stephen Baybutt (Booster)

Brooke Miller (Booster)

## **STAFF**

Dave Spraker (Director and Head Coach)

Jenn Connelie (Associate Coach)

MCRA board is growing! If you are interested in becoming a board member please contact Scott Bailey ([sbailey2@hotmail.com](mailto:sbailey2@hotmail.com))

# AGENDA

Results from member survey

New 5 year strategic plan

Financial Overview

Q&A

2024 Program Overview

Communications

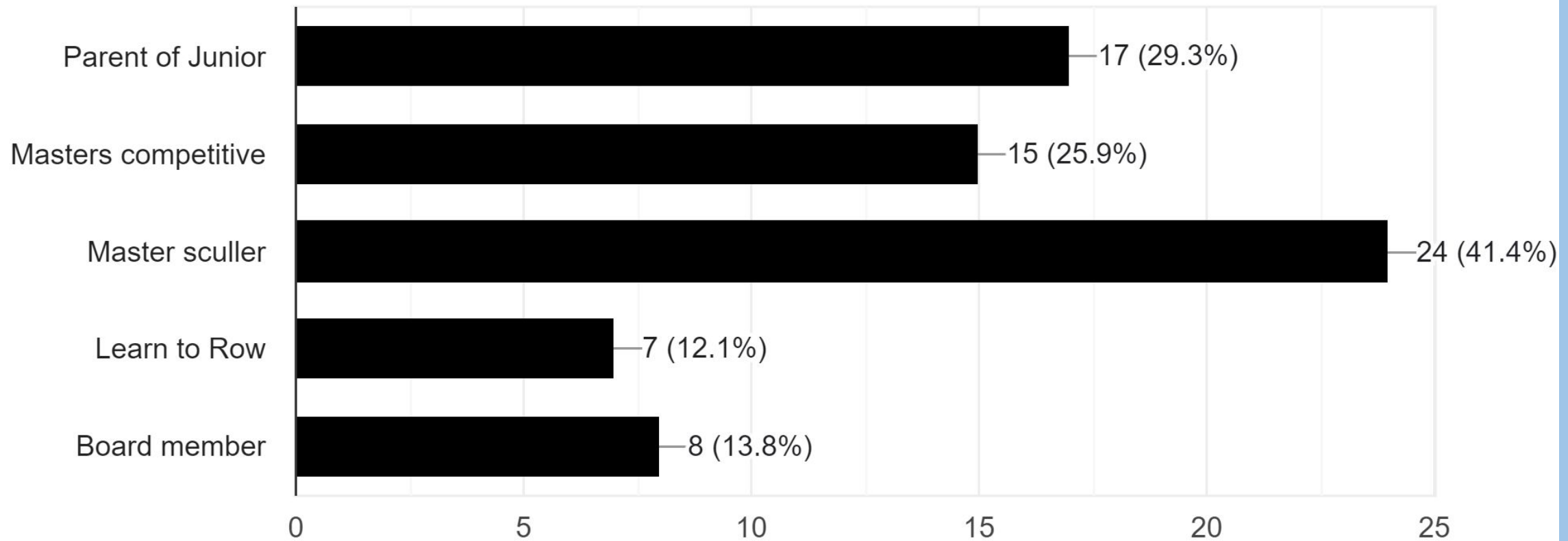
Q&A

Volunteer Sign Up

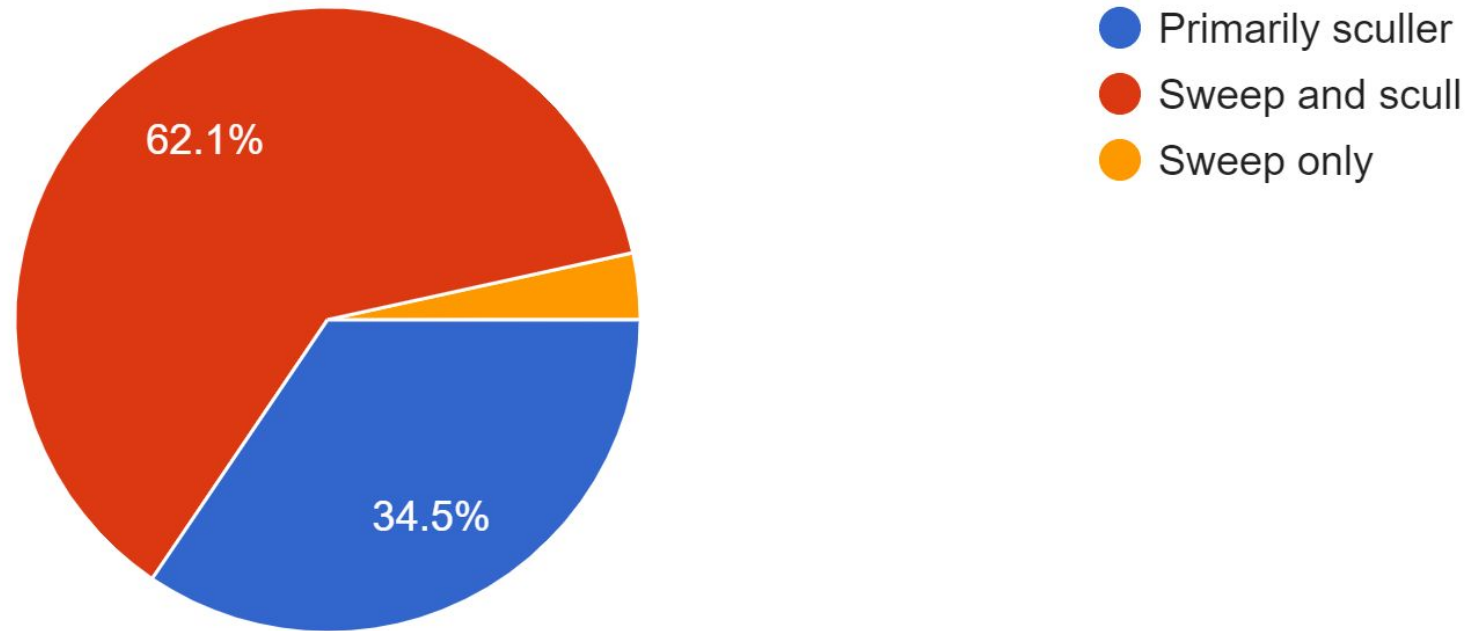
# RESULTS OF 2023 MEMBER SURVEY

# RESPONSES

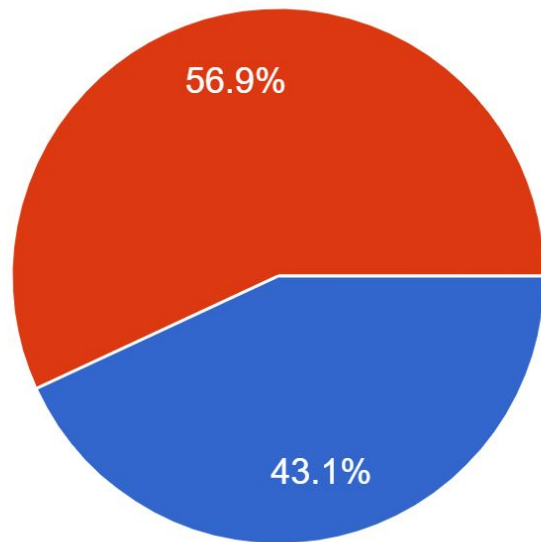
58 responses



# Member Rowing Interests



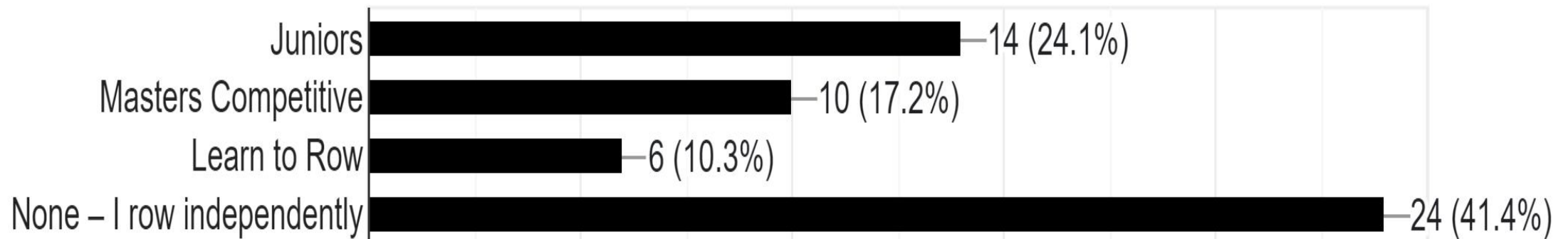
# Have you passed the captain's test?



● Yes  
● No

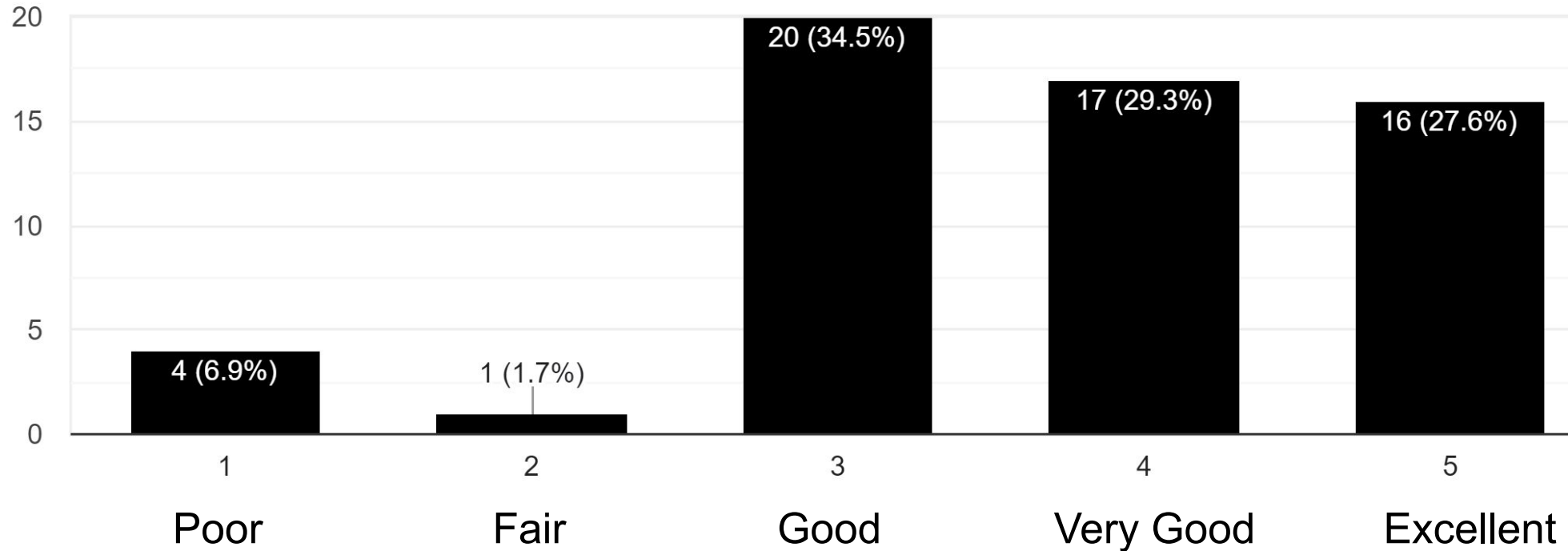
**Of those who answered 'no,'  
32% would like to pass the test**

# Participation by program

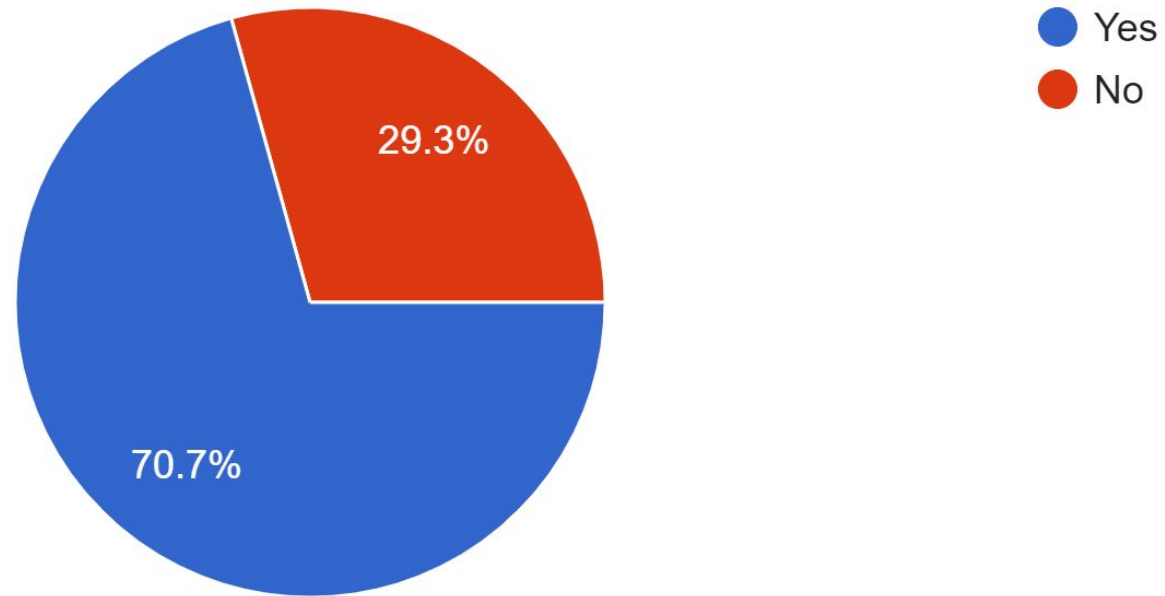




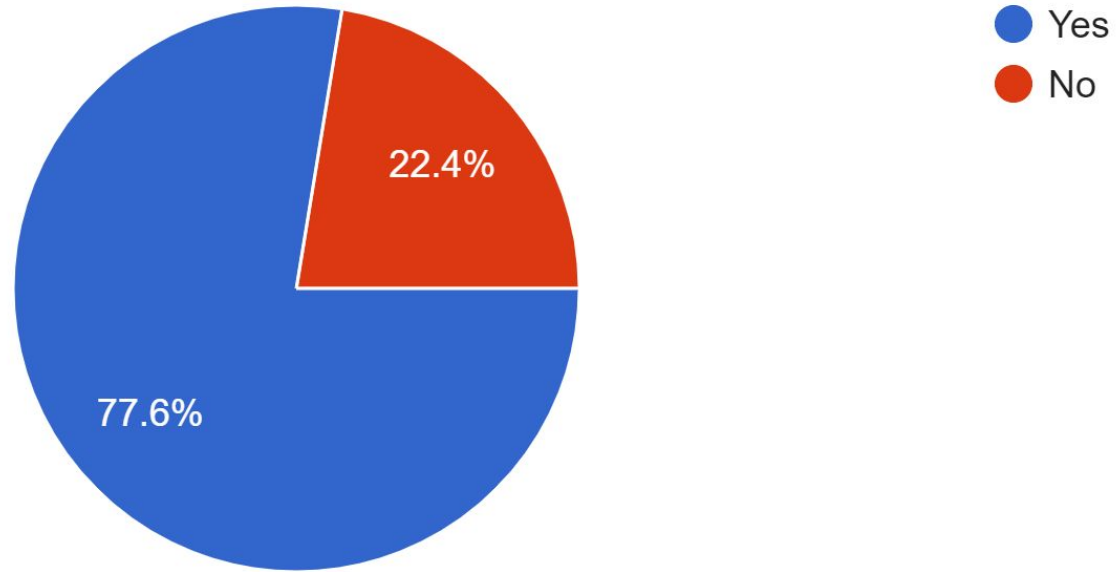
# Program Rating



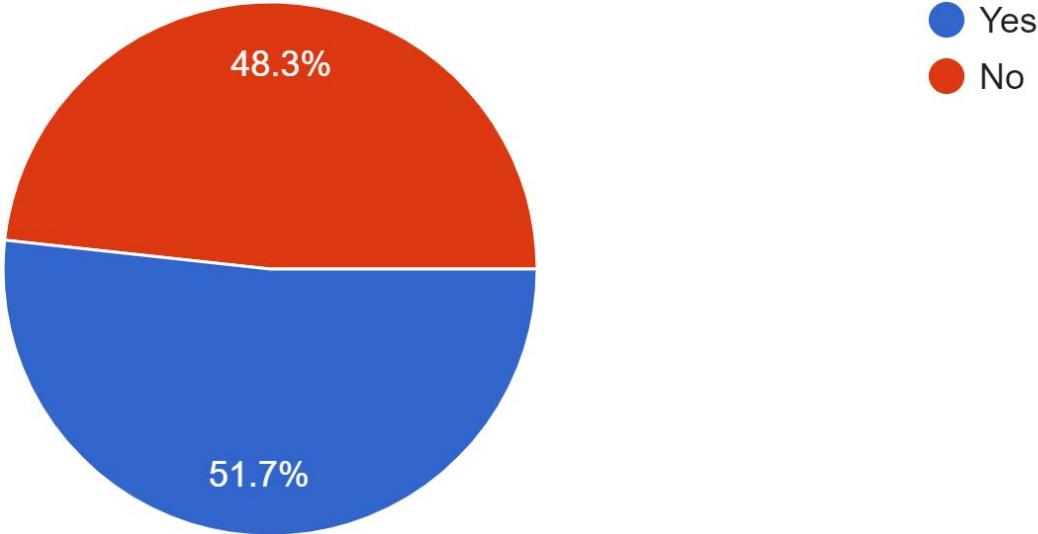
# Do the current times of programs meet your needs?



# Does access to equipment meet your needs?



# Do you find the Teamsnap app useful to meet program needs?



# Program Rating - Summary

- Overall positive
- Need clarity and consistency for reserving boats, including sweeps and quads outside of programs
- Captain's test could be more accessible
- Program scheduling challenges
- Need more and better equipment
- Additional staffing support
- Communications with members and program participants should be more streamlined
- More interaction between experienced rowers and those new to the sport

**Fundraising is key to meeting some of these needs!**

# NEW 5 YEAR STRATEGIC PLAN



# Clear Direction and Focus

A **strategic plan outlines a mission, vision, values, and goals, providing a clear direction for MCRA.** This clarity helps align everyone involved, from staff to volunteers to donors, toward common objectives.

It helps **define goals** related to expanding membership, improving facilities, enhancing training programs, or increasing community engagement.

# Resource Allocation and Sustainability

**Non-profits often operate with limited resources**, including finances, volunteers, and time. A **strategic plan helps in prioritizing these resources** effectively.

By identifying key initiatives and setting timelines and milestones, **MCRA can allocate resources where we will have the most significant impact** that advance the organization's mission.



# STRATEGIC PLAN - SUMMARY

In summary, a strategic plan provides a roadmap for MCRA, guiding its activities, optimizing resource allocation, and enhancing its ability to navigate change and achieve long-term sustainability.



# **MISSION**

Through recreational and competitive rowing, we foster personal growth, build community, and promote health and fitness for people of all ages and abilities.

# VISION

Our vision is to be a recognized Center of Rowing Excellence in the State of Maine, supporting a vibrant community focused on education, healthy competition, and continuing the heritage of rowing on the Androscoggin River.

Integrity

Respect

Safety

Generosity and  
Volunteerism

Teamwork

# VALUES

Environmental  
Stewardship

Superior Coaching  
and Equipment

Communication  
and Outreach

Diversity, Equity  
and Inclusion

Good  
Governance

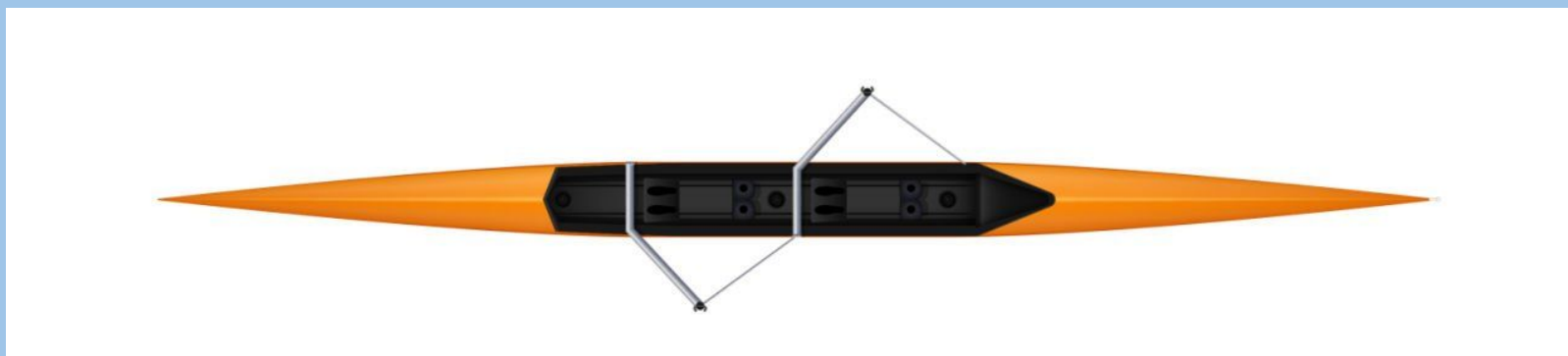
Fun and  
Enjoyment

# **NEW COMMITTEE STRUCTURE**

- Governance and Executive
- Finance
- Program
- Development and Communications
- Facilities and Maintenance

# STRATEGIC OBJECTIVES

1. Ensure exemplary governance
2. Ensure adequate resources
3. Improve messaging and communications
4. Staffing and volunteers
5. Strengthen and expand programming
6. Capital improvements and boats - dock expansion 2025



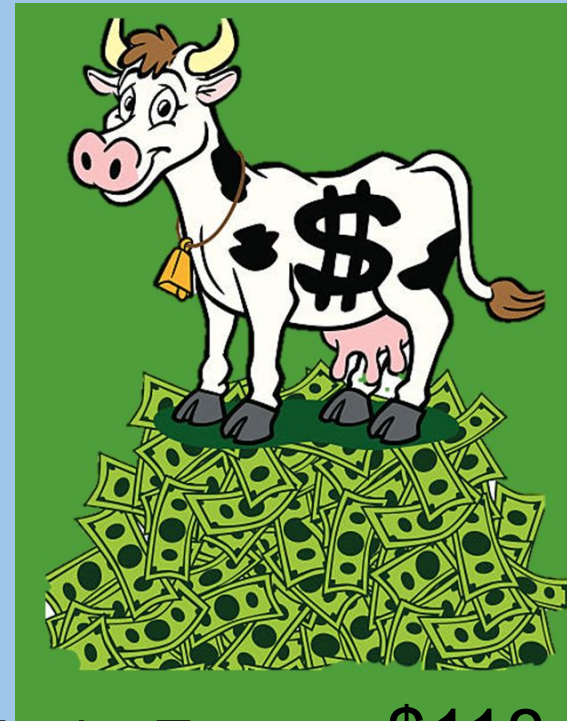
# MCRA FINANCIAL OVERVIEW

2024 Projected Annual Expenditures \$155,000

“Zero Based” / “Needs Based”

## 4 Main Sections of the Budget:

- 1) Administrative
- 2) Facilities & Equipment
- 3) Programming & Payroll
- 4) Junior Competitive Rowing



## 2024 Projected Revenues:

Memberships + Programs + Boat Storage + Junior Team = \$118,160

Fundraising Efforts To Balance the Budget = \$36,840

# MCRA FINANCIAL OVERVIEW -expenses

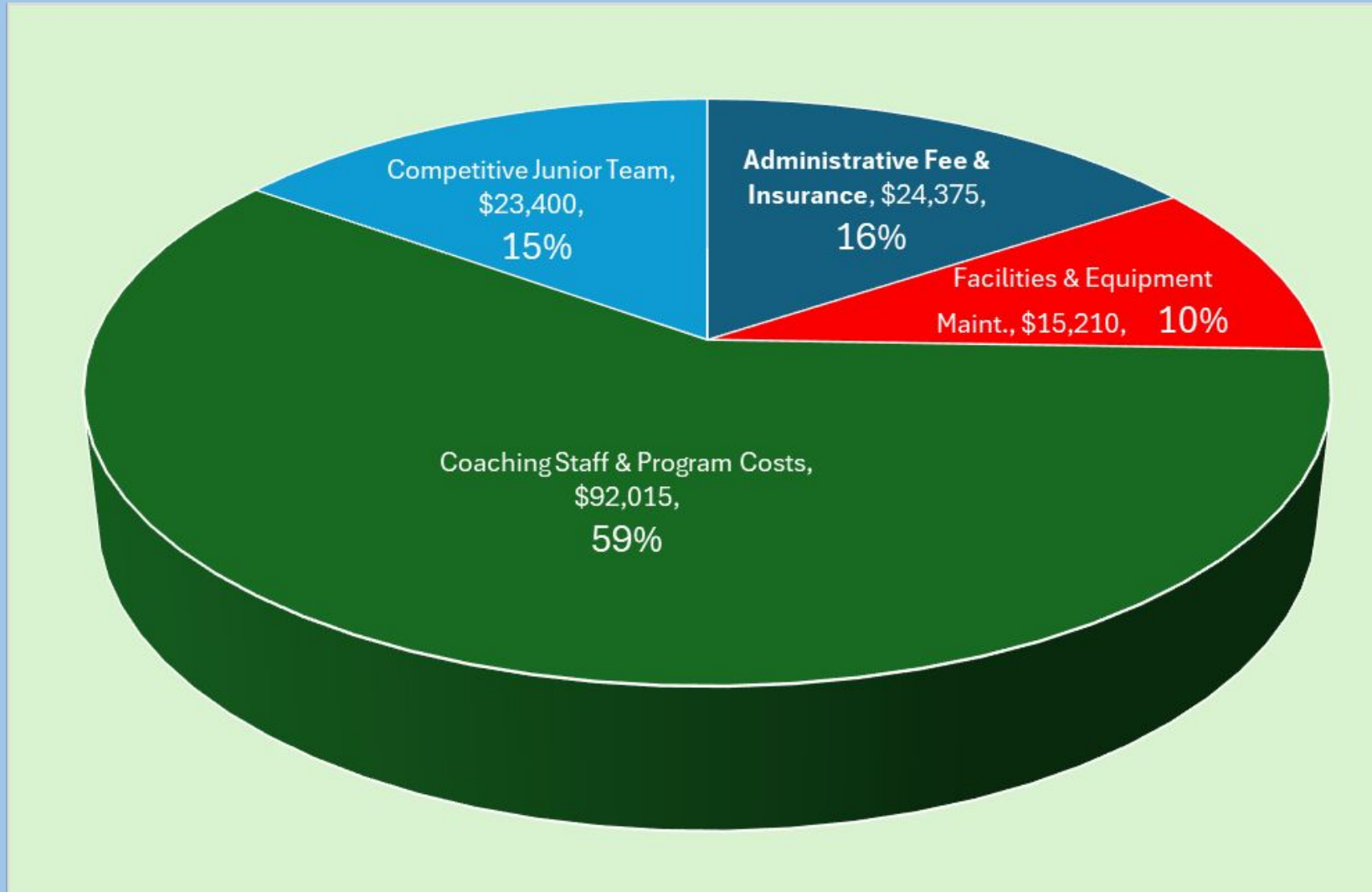
- **Administrative Fees & Insurance** **\$24,375**
  - printing, mailing, website, software \$3,475
  - Insurance & Credit Card Processing \$14,900
  - Consultants & Training \$6,000
- **Facilities Repairs & Maintenance** **\$15,210**
  - Boat Repairs, Launch Maintenance, Supplies \$12,400
  - Rent, Utilities, AED \$2,810
- **Coaching Staff & Program Costs** **\$92,015**
  - Winter Training Facilities \$4,400
  - Cow Island Fees \$2600
  - Director & Staff Wages, Taxes, Insurance \$85,015
- **Competitive Junior Team** **\$23,400**
  - Travel, Regatta Fees, Truck Rental \$19,800
  - Equipment, Uniforms \$3,600

**2024 Total Budget \$155,000**



# 2024 ANNUAL BUDGET EXPENDITURES

## \$155,000

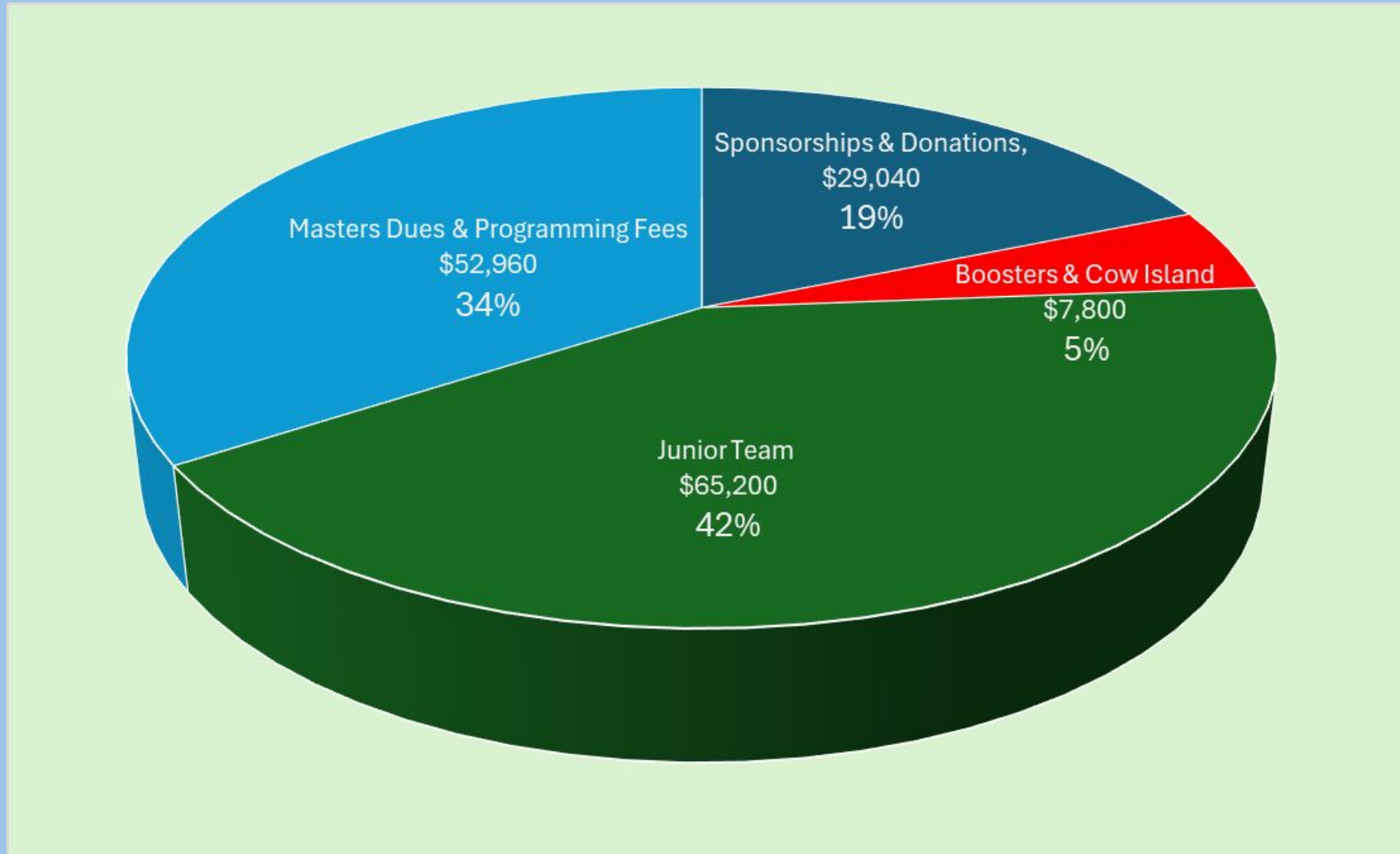


# MCRA FINANCIAL OVERVIEW - revenue

- **Boosters & Cow Island** **\$7,800**
    - Ergathon, Pie Fundraiser, Net Cow Island Fees
  - **Masters Program Revenue** **\$52,960**
    - Boat Storage & Memberships \$31,960
    - Program Services: LTR, Clinics, Competitive Rowing \$21,000
  - **Junior Team** **\$65,200**
    - Junior Comp. Team Dues Spring + Fall \$64,000
    - Head of the Charles Fees: \$1,200
  - **Sponsorships & Donations** **\$29,040**
    - Cow Island Business Sponsors \$8,000
    - Annual Drive, Corporate Donations, Grants \$21,040
- 2024 Total Budget**    **\$155,000**

# 2024 ANNUAL BUDGET REVENUE

## \$155,000



# Q&A



# PROGRAM OVERVIEW

Juniors (MS) Program = competitive and teaching

Team = 8th to 12th grade (year round)

Summer = rising 6th to 12th grade

Collegiate = development / some races (summer)

Masters =

Teaching = Learn to Row classes (summer/fall)

Fitness = Indoor (winter/spring)

Competitive Team = experienced & developing (year round)

Boat users (Captains Test) (summer/fall)

# Juniors Program

Spring competitive season = 13 weeks = 7 competitions (\$850)

March 5th to May 31st, 2024

Summer season = 2 week camp increments = 8 weeks

(\$200/session or \$600 for full summer)

2 races w/ Masters = not required, but encouraged

Fall competitive season = 10 weeks = 3 competitions (\$850)

August 26th to October 31st, 2024



# 2024 LEARN TO ROW (LTR) classes

All classes = 2 week increments = 8 sessions =\$195 (\$175 members)

Tuesday through Friday schedule = mornings (6 to 8am)

Tuesday through Thursday = evenings (6 to 8pm)

+ Saturday mornings (8:30 to 10:30am)

**LTR I** (sculling based)) **LTR II** (Intermediate sculling for Captains test dev)

**Learn to Sweep** focused sweeping, can repeat or move to Comp Team

CLASSES capped/structured so enough equip for moderate “boat user” activity in early mornings premium time slot

ALL classes can be repeated for comfort and skill develop as needed

For now due to staffing commits, LTR I = mornings / Learn to sweep = evenings  
hope to expand offerings (time options and LTR II) if can find staffing to cover

# Masters Competitive Team

Sweep and scull in team boats, coached practices = prepare for racing schedule

Racing commitment not required, but encouraged at least 1 race per season (see calendar)

MCRA membership required (\$200)

**Summer** = 12 weeks = Tues 5/21/24 to Thur 8/8/24 (\$450) 3 races available (see calendar)

**Fall** = 10 weeks = Tues 8/27/24 to Thur 10/31/24 (\$450) 3/4 races available (see calendar)

schedule = 3 days per week

Tues and Thurs morning 6:00 to 8:00 am + Sat morning 8:30 to 10:30 am

(some Saturday mornings = load trailer for Sunday races)(**no 5/25/24 = Juniors States**)

Evening sessions always open to support and recruit LTR II (6:00 to 8:00pm) starting June 4th



# Captain's Test and Boat Access

**Captains Test Development class** (for Intermediate experience from prior summer)

= Tues 6/4/24 to Fri 6/14/24 = 8 sessions = \$195 (\$175 members)

Tues THRU Fri mornings 6:00 to 8:00am - Captains test 6/14/24 **(8 slots)**

Fleet Boats available for members use = Boat users (MCRA shells)

Open schedule = moderate # shells available during class hours

1x/2x's (bigger boats by request at Directors discretion and availability)

= MCRA membership required (\$200) ( 10% discount on all programs)

+ Boat use fee (\$350) + Captains Test Passed (no fee) = access (iCrew)

**\*\* already passed Captains test, but want some monitored refresher or warm-up days with launch coverage, can attend above if all fees paid for season**

# SUMMER CLASS CALENDAR OVERVIEW

## LTR I

session 1: June 18 to June 28	morning
session 2: July 2 to July 12 (no class 7/4)	morning
session 3: July 16 to July 26	morning
session 4: July 30 to Aug 9	morning

## Learn to Sweep

session 1: June 4 to June 15	evening
session 2: June 18 to June 29	evening
session 3: July 2 to July 13 (no class 7/4)	evening
session 4: July 16 to July 28	evening
session 5: July 30 to Aug 10	evening

# SUMMER COACHING STAFF

LTR I - Michael Taraboletti (Bates) and Piper Wilson (Bowdoin)

LTR II - TBD

Learn to Sweep- Jenn Connelie

MASTERS - Coach Dave for the moment - search underway

JUNIORS/COLLEGIATE/MIDDLE SCHOOL - Coach Dave

Additional staff to be added as available

# 2024 REGATTA SCHEDULE

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## **June 23**

Festival Regatta (J+M)	Lowell, MA
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## **July 21**

Cromwell Cup (J+M)	Cambridge, MA
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## **August 4**

Quinsigamond Invite (M only)	Shrewsbury, MA
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## **September 14**

Cow Island Classic (Open)	Brunswick, ME
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## **October 13**

New Hampshire Championships (J+M)	Pembroke, NH
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## **October 18-20**

Head of the Charles - TBD	Cambridge, MA
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## **October 26-27**


Head of the Fish (J+M)	Saratoga, NY
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# COMMUNICATIONS

The screenshot shows a web browser window displaying the website for the Maine Coast Rowing Association (MCRA). The browser's address bar shows the URL <https://mcrarowing.org>. The website features a dark navigation menu on the left with the following links: HOME, MEMBERSHIP, REGISTRATION INFORMATION, REGATTA INFORMATION, COW ISLAND CLASSIC REGATTA, INFORMATION AND DOCUMENTS, CONTACT US, FAQs, and DONATE. A search icon is located at the bottom of the menu. The main content area is white and features a large group photo of rowers in black uniforms with a white tree logo. Below the photo are four content cards, each with a representative image and a title: MEMBERSHIP (rowers on a boat), MASTERS (a person rowing on a lake), COLLEGIATE (18-25) (rowers on a dock), and JUNIORS (18U) (a group of rowers on a boat). The Windows taskbar at the bottom shows the date and time as 4:42 PM on 3/23/2024.

**HOME**  
**MEMBERSHIP**  
**REGISTRATION INFORMATION**  
**REGATTA INFORMATION**  
**COW ISLAND CLASSIC REGATTA**  
**INFORMATION AND DOCUMENTS**  
**CONTACT US**  
**FAQS**  
**DONATE**



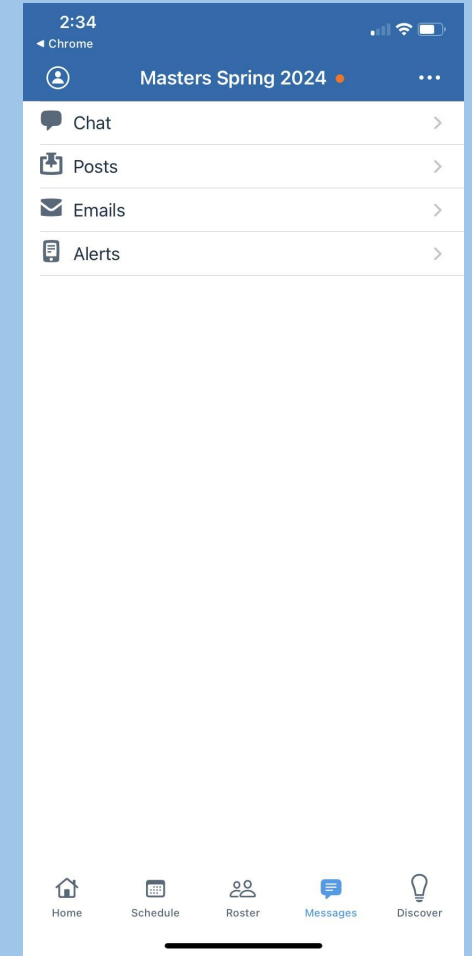
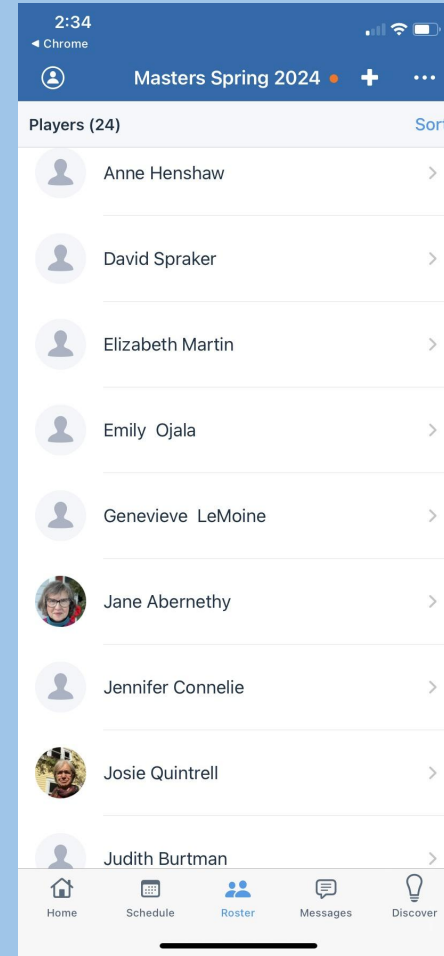
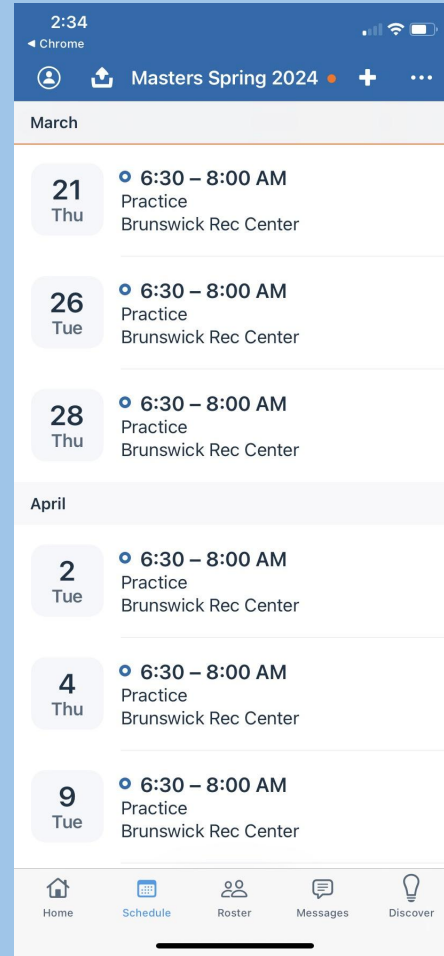
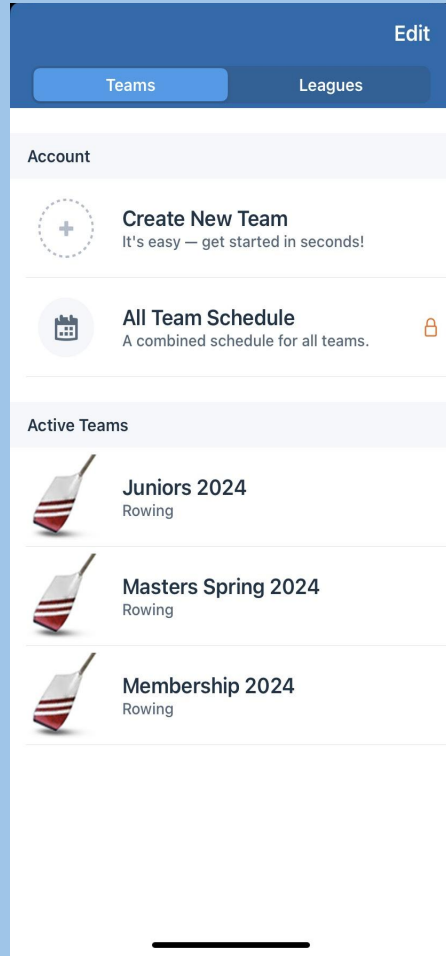
**MEMBERSHIP**  
MCRA has levels of membership to suit any level of commitment. The MCRA fee structure is designed to allow participants to select a level that best

**MASTERS**  
Our Masters (adult) program is designed to accommodate all levels of rowers, from those who have never rowed before to those who wish to

**COLLEGIATE (18-25)**  
MCRA offers collegiate rowers an opportunity to continue training throughout the summer. If the rower passes the MCRA Captain's Test and is

**JUNIORS (18U)**  
MCRA offers year-round rowing training and racing opportunities to students in the 8th through 12th grades. Rowers will have opportunities to race in

# TeamSnap App



1. Create user, auto during registration process OR email invite
2. Download app and login on desktop
3. Access teams, schedules, people, chat



# Google Photo Share

<https://photos.app.goo.gl/L9r2G2jS9U8SHws47>

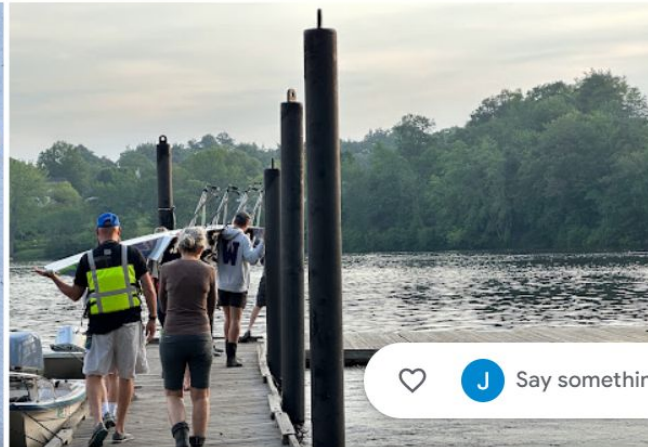



Google Photos

MCRA Photo Share

Jul 13 – Nov 4, 2023

Play highlights

Share icons: Print, Add to library, Comment, Share, More options, Grid, Profile



Say something

# Communication Platforms



**Maine Coast Rowing Association**  
537 followers • 17 following

Posts About Mentions Followers Photos Videos More

Switch into Maine Coast Rowing Association's Page to start managing it. [Switch Now](#)

**Intro**  
Visit our website for more information:  
[www.rowbrunswick.org](http://www.rowbrunswick.org) See you on the Androscoggin.

Page · Amateur Sports Team  
rowbrunswick@gmail.com  
[mcrarowing.org](http://mcrarowing.org)  
[Promote Website](#)

**Posts** Filters

Maine Coast Rowing Association  
17h · 🌐

JL Store closes on Monday, March 25th! Get your orders in now!!!

A person wearing a dark blue jacket with the Maine Coast Rowing Association logo on the back.

**mainecoastrowing** 92 posts 338 followers 116 following

Maine Coast Rowing Association  
Located in Brunswick Maine 🌲  
rowbrunswick@gmail.com  
[mcrarowing.org](http://mcrarowing.org) and 3 more

Professional dashboard  
435 accounts reached in the last 30 days.

Edit profile Share profile

Fall 2023 Spring 2023 Destacada Take overs New

Grid of posts:

- Juniors 2024 Ergathon Fundraiser  
March 30th, 2024  
9-11:30am  
Brunswick Rec Center  
The MCRJA Junior Program invite your rowed and row on the beautiful Androscoggin River in Brunswick. All donations from the ergathon will go directly toward the purchase of rowing boats (\$20,000) for the Junior Program.
- 2024 VIRTUAL TEAM CHALLENGE  
CONGRATULATIONS  
Maine Coast Rowing Association  
2,054,373m
- REGISTRATION NOW OPEN  
SPRING 2024  
JUNIORS MASTERS MEMBERSHIP
- 2024 VIRTUAL TEAM CHALLENGE  
CONGRATULATIONS  
Maine Coast Rowing Association  
2,054,373m



# Q&A



# VOLUNTEER SIGN UP

FACILITIES COMMITTEE  
COW ISLAND CLASSIC REGATTA  
DEVELOPMENT AND COMMUNICATIONS  
COMMITTEE  
PROGRAM COMMITTEE

