

NSSCDS BOD MEETING April 13, 2025

Quorum- Yes

BOD Present- Fred Stratton (FS), Steve Forlenza (SF), Steve Dalcher (SD), Gayle Hall (GH), Renee Power (RP), Chris Brock (CBr), Jamie Chandler (JC)

BOD Absent- None

Members Present- Adam Hughes (AH), Chris Brown (CB), Ian Parrish (IP), Courtney Parrish (CP)

Meeting called to order by FS at 1930 hours.

FS made a motion to accept minutes from March, 2025 BOD meeting. Seconded by SD. JC, SF, GH abstained. Motion passed.

IT -SF

Secretary Report 4/13/2025

- Beta test of Text blast info gathering complete and successful.
- Website signup updated to gather cell phone and cell carrier to facilitate text blast program.
- More frequent email blasts for conference. Requires coordinated effort or may end up counterproductive.
- Shane has been engaged to assist Ian and Courtney with conference promotion for 60 days. Introductions have been made between Teri and Shane,
- Training database issue uploading photos of students. Isolated issue and cannot be recreated by Howard.
- No progress on conversion and import of old certification data. Subcontracted by Howard to reduce costs.
- Howard fixing/modifying pop-up if student already exists in database. System will now display “Student already exists” preventing duplicate registrations and error messages.
- All BoD members are now moderators on Facebook. Adam and TJ are only Admin. When BoD changes Adam and TJ (Sylvester Muller) can modify the moderators. This ensures all BoD have equal control of the content.

- The screenshot below shows how opens and clicks are negatively impacted by too frequent contact with members. The “unsubscribe” number is the ultimate gauge for which there is no return. Once a member leaves, they are gone forever. It is a very slippery slope. 5.6% and 3.7% click rates are borderline terrible.

Name	Sender	Sent	Sent to	Opened	Clicked
NSS-CDS- International Conference 2025 NSS-CDS- International Conference 2025	NSS-CDS	Mar 30, 2025 10:01 AM EDT	2.2K	52.2%	5.6%
NSS-CDS 2025 Recognition Awards NSS-CDS 2025 Recognition Awards	NSS-CDS	Mar 22, 2025 10:23 AM EDT	2.2K	59.3%	3.7%
Divesoft... A Primary Sponsor of the 2025 International Conference Divesoft... A Primary Sponsor of the 2025 International Conference	NSS-CDS	Mar 7, 2025 08:50 PM EST	2.2K	57.7%	7.6%
NSS-CDS- Two Grand Prizes! International Con... NSS-CDS- Two Grand Prizes! International Con...	NSS-CDS	Feb 16, 2025 09:05 PM EST	2.2K	62.3%	8.4%
NSS-CDS- International Conference 2025 NSS-CDS- International Conference 2025	NSS-CDS	Feb 10, 2025 12:23 PM EST	2.2K	62.6%	9.4%
NSS-CDS- Underwater Speleology Vol 51, No 4 Winter 2024 NSS-CDS- Underwater Speleology Vol 51, No 4 Winter 2024	NSS-CDS	Jan 7, 2025 02:43 PM EST	2.2K	65.8%	17.5%
NSS-CDS- MERRY CHRISTMAS NSS-CDS- MERRY CHRISTMAS	NSS-CDS	Dec 24, 2024 07:21 PM EST	2.2K	62.9%	11.0%
NSS-CDS- Instructor Info Dues renewal NSS-CDS- Instructor Info Dues renewal	NSS-CDS	Nov 26, 2024 08:23 PM EST	44	88.6%	53.8%
NSS-CDS- LAST CALL FOR DEMA TEE NSS-CDS- LAST CALL FOR DEMA TEE	NSS-CDS	Nov 14, 2024 09:01 PM EST	2.2K	67.2%	6.9%

- Courtney has full control over IG account. AH has all passwords for all email and SM accounts.

-SF will approach Shane regarding implementation/integration of eLearning into WordPress. FS- likes the idea of a retainer deal with Shane upon the success of the Conference work (audition). SF- process suggestion... Shane needs to familiarize himself with our system, then speak to Autumn regarding her requirement. Then Shane can construct an eLearning website or plugin what’s required into our WordPress site.

-FS- proposed schedule for eblasts. SF- Send when we have enough relevant information. Frequency should be based on the amount of information to disseminate. Less is more. Bombarding our membership will cause unsubscribes. FS- maybe consider alternative platforms for eblast.

-SF- Highly recommend a paid Marketing Director to coordinate ALL efforts. No duplication of efforts, branding is correct, trade shows, UWS articles correspond with all other forms of marketing, etc.

Training Report CBr-

Training Report – April 2025

Certifications

43-48 Certifications YTD

30-35 Certification YTD 2025

Significant Contributors

Chris Brock 11

Ken Sallot 8

Jim Wyatt 6

Max Kuznetsov 5

Lamar Hires 4

Steve Dalcher 5 (Manual entry by SF)

E-learning recommendations from the second round of reviewers have been looked at and implemented when appropriately. Final review begins next week.

Discussion

At this point the product is essentially done. Now I need the BOD to develop how it is to be implemented and specifically who will do the implementation.

Awards

Deadline 4/18/2025 Ballots sent to board members.

Treasures and Operations report. -AH and RP

Attached are the March 2025 financials for the NSS-CDS, and below is my manager's report. The financials are as of "Year to Date" per BOD request. My manager's reports will reflect mostly on the month I am reporting (in this case March), and year-to-date if relevant.

Also, I have attached a new report at the request of Steve F. and Gayle: 2025 Budget Comparison.

Cash in Bank:

Checking: \$46,695.36

Savings (Meeting House Fund): \$9,869.04

Total Cash-in-Bank: \$56,564.40

Manager's Report:

The month of March was another highly profitable period, driven largely by the success of the three active grand prize raffles. In March alone, we achieved a net profit of nearly \$7,000, bringing our total year-to-date profit to approximately \$26,000.

Looking ahead, it appears there was a significant number of raffle ticket sales from this past weekend that are not included in this report. This suggests that April is already shaping up to be another strong month for raffle activity.

AH- Looking to open a second bank account to house training funds. All in favor.

SF- Recommends a separate escrow account be opened for Lifetime member dues. This way money collected can be distributed in the year they are due not the year collected. (Amortize the lifetime member dues over XXXX years)

AH- Donation receipts are required. IRS rules apply.

FS/AH- Cap raffle sales. IRS rules apply. Can't cap a raffle it violates gaming rules.

Upcoming Expenditures

It is important to note again that over the next three months, we anticipate approximately \$20,000 in expenditures related to the upcoming conference and grand prize raffles. Below is a summary of the major expected expenses:

- Liberty CCR: \$8,500
- SF Tech Drysuit: \$2,500
- Conference Food: \$3,500 to \$4,000
- Conference Shirts: \$3,000
- Venue and Other Conference-Related Costs: \$3,000 to \$5,000
- Stratis Travel Reimbursement (Holiday Sweater Sales Funded): \$422
- UWS Layout Fees (Barbara): \$600 (due in April)
- Mugs (Renee ordering): Approximately \$530

While this may seem like a lot, I'm not concerned at all. In fact, the opposite. Compared to previous years, our financial position is exceptionally strong. It is worth noting that grand prize raffle items are typically not funded until the month of the event, yet we are already ahead of schedule. In short, we are right on track with our budgeting and planning, and this year is shaping up to be the most successful one since Covid.

Grand Prize Raffle Performance

Here is a breakdown of financial performance for the three grand prize raffles:

- Choptima: \$4,320.00
- Divesoft Liberty: \$8,880.00
- SF Tech: \$3,980.00

(again, we sold a ton of raffle tickets this past weekend, close to \$1500. That is not included in the numbers above since it won't get deposited until tomorrow or Tuesday)

Non-Recurring Expenses in March

In addition to the high raffle revenue, March also included several significant non-recurring expenses:

- Autumn E-Learning Layout Fees: \$875
- Website Maintenance and WooCommerce Subscriptions: Approximately \$200
- DEMA Final Registration Payment (Orlando): \$325.60
- Conference Marketing Materials: \$314.52

We also received the \$150 security deposit refund for the Winter Workshop venue in High Springs. On the P&L, this will appear as a negative expense under "Winter Workshop – Venue."

Conference Update

As of today, we have approximately 105 people registered for the International Cave Diving Conference in May.

More expensive than last year but on budget.

That's all I have for now. If anyone has questions or would like additional details, feel free to reach out.

Properties

Program Director Report

Gayle Hall

4/10/2025

1. Clear Cut

- Plans submitted to Lance Kelly, Wakulla Springs Park Manager 3/20/2025
 - Awaiting the next steps and timeline
 - Communication planned when timeline confirmed
- Lance planning to dive their sites with FL DEP Safety Committee to review impacts of allowing DPVs in system

2. Science Committee

- Dives at Alachua/Mill Creek 3/23 and 4/3
- Samples collected at Stations A, B, and C
 - New sample kits include DOC and water isotopes
 - Cations/anions/nitrate also collected
- Results expected back at EOM

3. Safety Committee

- Lines and Markers SOP sent to Board
- Replaced line at Ginnie

SD- Wall of Honor. Budget for wall ~\$6,000.00. Will wait until after the conference to fundraise. Brick donation will save us a large amount of money. Pavers on hand for the wall. "One more brick in the wall"

SD- Tee shirts for volunteers, previously opposed by the BOD. SD ordered the shirts. Motion to reimburse SD for the shirts \$226.55. CB seconded. GH opposed. Motion Passed 6-1.

SD- Some forward movement on Edward's. A complaint was filed. We believe we are exempt. IP/SD handled this issue.

SD- Ted McCoy and Ken Sallot will install some gold line into the system.

SD- Complaint made by a member with mobility issues. Cow needs some mulch to temporarily correct conditions. Motion to purchase \$200.00 seconded by SF, All in favor. Motion passed.

FS- Liability waiver pending for Edwards. JC reviewed. A few minor tweaks pending.

Winter workshop

SD-RP picked up 3 more speakers. Comprehensive package should be ready by the conference. FS/CB in Mexico now doing additional recon.

FS- Lanny and Clare run a great operation. 50 attendees will be the cap. Trip for two will be the grand prize for the Workshop. Details to follow.

By Laws amendments

JC- Revising by-laws “classes of members”.

GH- Ballot outside of the election? Cost associated with balloting.

FS- Kelly Jessop runs elections. Other language requires attention.

JC- Put ballots around conference to boost participation.

JC- motion to adopt the language sent Feb 16, 2025. SD seconds. All in favor. SF- we voted on this issue already and it was approved. Motion Passed.

JC- will send a request to Kelly Jessop.

International Conference

Ian/Courtney- Everything is going well on schedule and under budget. Registration deadline looming. Tee shirts to those who pre-register only. Tee shirts will have to be purchased by last minute attendees. Tee is tribute to AH. Facebook and IG posts will be going out on schedule. JC recommended wristbands to control pre-registered vs non preregistered attendees. CP- appreciated advice and will consider. There will be plenty of food to go around. Box lunches from the Great Outdoors.

Meeting Adjourned 2115 hrs

Meeting recording

https://us06web.zoom.us/rec/share/h6mGcj1-zUy1q_uMai7bOj3Aqn2y6wWjSr_oXPg98KnV2y-_MCGOQ1x9NTYKBTz9.lxbJuCdB2kezMvl2?startTime=1744586902000

Passcode: Pnsn60%5

CAVE DIVING SECTION OF THE NATIONAL SPELEOLOGICAL SOCIETY, INC.

Profit and Loss
January - March, 2025

	TOTAL
Income	400.00
Instructor Fees Income	
International Conference Income	4,320.00
Choptima Raffle Sales	8,880.00
Divesoft Liberty Raffle Sales	6,310.00
Event Registration	422.01
Knitwise Holiday Sweater Sales	3,980.00
SF Tech Raffle Sales	23,912.01
Total International Conference Income	13,880.00
Membership Dues	2,254.61
Merchandise Sales	900.00
Student Registrations	
Winter Workshop Income	
Winter Workshop Merchandise Sales	981.00
Winter Workshop Raffle Ticket Sales	1,780.00
Winter Workshop Registration Income	825.00
Winter Workshop Sponsor Income	800.00
Total Winter Workshop Income	4,386.00
Total Income	\$45,732.62
Cost of Goods Sold	
Books - Blueprint for Survival	295.47
COGS - Grim Reaper Signs	909.45
COGS - Hats	532.25
COGS - Hoodies	1,287.20
COGS - Product Samples	24.53
Total Cost of Goods Sold	\$3,048.90
GROSS PROFIT	\$42,683.72
Expenses	
DEMA Expense	
DEMA - Registration Fees	814.00
Total DEMA Expense	814.00
International Conference Costs	
Event Liability Insurance	119.92
Marketing Materials - Conference	314.52
Venue Cost & Cleaning Fees	1,250.00
Total International Conference Costs	1,684.44
Merchant Fees	2,125.27
Office Administrator	3,000.00
Office Expense	
iContact Email Membership	98.40

CAVE DIVING SECTION OF THE NATIONAL SPELEOLOGICAL SOCIETY, INC.

Profit and Loss
January - March, 2025

	TOTAL
Misc Supplies	186.18
Total Office Expense	284.58
Postage & Shipping	840.87
Repairs & Maintenance	490.00
Cow Porta Potty	176.93
Repairs & Maintenance - Other	90.00
Spypoint Camera Subscription	756.93
Total Repairs & Maintenance	756.93
Software Expense	32.97
Microsoft 365	195.00
QuickBooks Online Fees	99.00
Voting Software	125.94
ZOOM Meeting Subscription	452.91
Total Software Expense	61.25
Taxes & Licenses	209.94
UWS Expenses	600.00
Adobe Publishing Software	809.94
Layout & Drafting Fees	809.94
Total UWS Expenses	809.94
Website Expense	875.00
E-Learning Layout Fees	129.75
Website Design & Maintenance	308.00
WooCommerce Fees	1,312.75
Total Website Expense	1,312.75
Winter Workshop Expenses	106.49
Winter Workshop - Coffee, Materials and Utensils	323.60
Winter Workshop - Credit Card Fees	1,062.57
Winter Workshop - Food	490.50
Winter Workshop - Merchandise Costs	69.13
Winter Workshop - Misc Supplies	53.05
Winter Workshop - Name Badges	1,408.10
Winter Workshop - Shirts	250.72
Winter Workshop - Soda	182.38
Winter Workshop - Tables	121.26
Winter Workshop - U-Haul Rental	-150.00
Winter Workshop - Venue	3,917.80
Total Winter Workshop Expenses	3,917.80
Total Expenses	\$16,060.74
NET OPERATING INCOME	\$26,622.98

CAVE DIVING SECTION OF THE NATIONAL SPELEOLOGICAL SOCIETY,
INC.

Profit and Loss
January - March, 2025

	TOTAL
Other Income	
Interest Income	12.60
Total Other Income	\$12.60
NET OTHER INCOME	\$12.60
NET INCOME	\$26,635.58

Line #	Income	BUDGET (2025 Totals)	ACTUAL (January - March 2025)	DIFFERENCE
	General Revenue			
1	Membership Dues	\$ 22,750.00	\$ 13,880.00	\$ (8,870.00)
2	Merchandise Sales	\$ 15,000.00	\$ 3,235.61	\$ (11,764.39)
3	Interest Income	\$ 75.00	\$ 12.60	\$ (62.40)
	Total General Revenue	\$ 37,825.00	\$ 17,128.21	\$ (20,696.79)
	Training Program Revenue			
4	Student Registrations	\$ 2,125.00	\$ 900.00	\$ (1,225.00)
5	Instructor Renewals	\$ 2,500.00	\$ 400.00	\$ (2,100.00)
6	E-Learning Sales	\$ 2,000.00	\$ -	\$ (2,000.00)
	Total Training Program Revenue	\$ 6,625.00	\$ 1,300.00	\$ (5,325.00)
	International Conference Revenue			
7	IC - Event Registration	\$ 7,500.00	\$ 6,310.00	\$ (1,190.00)
8	IC - Grand Prize Raffle Sales	\$ 12,000.00	\$ 17,180.00	\$ 5,180.00
9	IC - Door Prize Raffle Sales	\$ 4,000.00	\$ -	\$ (4,000.00)
10	IC - Sponsor Revenue	\$ 1,000.00	\$ -	\$ (1,000.00)
NO BUDGET	IC - Sweater Sales	\$ -	\$ 422.01	\$ 422.01
	Total International Conference Revenue	\$ 24,500.00	\$ 23,912.01	\$ (587.99)
	Winter Workshop Revenue			
11	WW - Event Registration	\$ 3,000.00	\$ 825.00	\$ (2,175.00)
12	WW - Door Prize Raffle Sales	\$ 1,500.00	\$ 1,780.00	\$ 280.00
13	WW - Sponsor Revenue	\$ 500.00	\$ 800.00	\$ 300.00
	Total Winter Workshop Revenue	\$ 5,000.00	\$ 3,405.00	\$ (1,595.00)
	DEMA Revenue			
14	DEMA - T-shirt Sales	\$ 2,500.00	\$ -	\$ (2,500.00)
15	DEMA - Merch & Membership Sales	\$ 2,000.00	\$ -	\$ (2,000.00)
	Total DEMA Revenue	\$ 4,500.00	\$ -	\$ (4,500.00)
	Total (Budgeted) Revenue	\$ 78,450.00	\$ 45,745.22	\$ (32,704.78)
	Expenses			
	General Expenses			
16	Merchant (Credit Card) Processing Fees	\$ 3,000.00	\$ 2,448.87	\$ (551.13)
17	Postage & Shipping Supplies	\$ 2,000.00	\$ 840.87	\$ (1,159.13)
18	Store & Merchandise Restocking	\$ 5,000.00	\$ 3,048.90	\$ (1,951.10)
19	Insurance & Annual Filings	\$ 3,000.00	\$ -	\$ (3,000.00)
20	Awards Expense	\$ 400.00	\$ -	\$ (400.00)
21	FDACS Reporting & Misc Corporate Registrations	\$ 250.00	\$ -	\$ (250.00)
22	Property Tax	\$ 200.00	\$ 61.25	\$ (138.75)
23	PO Box Renewal	\$ 350.00	\$ -	\$ (350.00)
24	Misc Office Supplies	\$ 400.00	\$ 186.18	\$ (213.82)
25	Office Administrator	\$ 12,000.00	\$ 3,000.00	\$ (9,000.00)
26	Website - Maintenance & Design (Steve F.)	\$ 2,500.00	\$ 129.75	\$ (2,370.25)
27	Website - Hosting Fees	\$ 500.00	\$ -	\$ (500.00)
28	Website - Events Ticketing Software	\$ 300.00	\$ -	\$ (300.00)

29	Website - Membership/Auto-Renewal Platform	\$	350.00	\$	-	\$	(350.00)
30	Website - Misc . Woocommerce Subscriptions	\$	250.00	\$	308.00	\$	58.00
31	Subscription - iContact	\$	393.60	\$	98.40	\$	(295.20)
32	Subscription - Zoom Meeting	\$	503.76	\$	125.94	\$	(377.82)
33	Subscription - Microsoft 365	\$	119.88	\$	32.97	\$	(86.91)
34	Subscription - Voting Software	\$	99.00	\$	99.00	\$	-
35	Subscription - QuickBooks	\$	720.00	\$	195.00	\$	(525.00)
36	Cow - Porta Potty	\$	1,476.00	\$	490.00	\$	(986.00)
37	Cow - Spypoint Camera Subscription	\$	360.00	\$	90.00	\$	(270.00)
38	Cow - Signage (Steve D.)	\$	100.00	\$	-	\$	(100.00)
39	Properties - General Repairs	\$	1,000.00	\$	176.93	\$	(823.07)
40	Properties - Hurricane Contingency & Tree Removal	\$	2,000.00	\$	-	\$	(2,000.00)
41	UWS - Layout & Drafting Fee	\$	2,400.00	\$	600.00	\$	(1,800.00)
42	UWS - Adobe Software Subscription	\$	839.76	\$	209.94	\$	(629.82)
	Total General Expenses	\$	40,512.00	\$	12,142.00	\$	(28,370.00)

Training Program Expenses

43	Training - Cert Card Printing Supplies	\$	500.00	\$	-	\$	(500.00)
44	Training - New Cert Card Printer	\$	1,000.00	\$	-	\$	(1,000.00)
45	Training - Postage & Shipping	\$	150.00	\$	-	\$	(150.00)
46	Training - Elearning (Variable based on Revenue)	\$	1,500.00	\$	875.00	\$	(625.00)
47	Website - Learndash	\$	500.00	\$	-	\$	(500.00)
48	Website - Uncanny Owl	\$	150.00	\$	-	\$	(150.00)
49	General - Merchant (Credit Card) Processing Fees	\$	400.00	\$	-	\$	(400.00)
50	General - Misc.	\$	500.00	\$	-	\$	(500.00)
51	General - Overhead Overhead Allocation	\$	1,500.00	\$	-	\$	(1,500.00)
	Total Training Program Expenses	\$	6,200.00	\$	875.00	\$	(5,325.00)

International Conference Expenses

52	IC - Venue Cost	\$	4,000.00	\$	1,250.00	\$	(2,750.00)
53	IC - Grand Prize Raffle Cost	\$	7,500.00	\$	-	\$	(7,500.00)
54	IC - Shirts	\$	3,500.00	\$	-	\$	(3,500.00)
55	IC - Catering (Main Event)	\$	3,000.00	\$	-	\$	(3,000.00)
56	IC - Food (Social)	\$	1,000.00	\$	-	\$	(1,000.00)
57	IC - Breakfast	\$	300.00	\$	-	\$	(300.00)
58	IC - Coffee & Dining Supplies	\$	250.00	\$	-	\$	(250.00)
59	IC - Drinks & Materials	\$	500.00	\$	-	\$	(500.00)
60	IC - Ice	\$	200.00	\$	-	\$	(200.00)
61	IC - Lunch for Volunteers	\$	150.00	\$	-	\$	(150.00)
62	IC - Misc. Event Supplies	\$	1,000.00	\$	314.52	\$	(685.48)
63	IC - Name Badges	\$	150.00	\$	-	\$	(150.00)
64	IC - U-Haul Rental	\$	100.00	\$	-	\$	(100.00)
NO BUDGET	IC - Event Liability Insurance	\$	-	\$	119.92	\$	119.92
	Total International Conference Expenses	\$	21,650.00	\$	1,684.44	\$	(19,965.56)

Winter Workshop Expenses

65	WW - Shirts	\$	1,500.00	\$	1,408.10	\$	(91.90)
66	WW - Food	\$	1,000.00	\$	1,062.57	\$	62.57
67	WW - Soda	\$	200.00	\$	250.72	\$	50.72
68	WW - Venue	\$	400.00	\$	250.00	\$	(150.00)
69	WW - Misc Supplies	\$	250.00	\$	501.55	\$	251.55
70	WW - U-haul Rental	\$	100.00	\$	121.26	\$	21.26

		\$	3,450.00	\$	3,594.20	\$	144.20
	Total Winter Workshop Expenses						
	DEMA Expense	\$	1,250.00	\$	-	\$	(1,250.00)
71	DEMA - Travel & Lodging	\$	200.00	\$	-	\$	(200.00)
72	DEMA - Membership Fees	\$	835.00	\$	814.00	\$	(21.00)
73	DEMA - Registration Fees	\$	150.00	\$	-	\$	(150.00)
74	DEMA - Electric	\$	2,000.00	\$	-	\$	(2,000.00)
75	DEMA - Shirts Expense	\$	200.00	\$	-	\$	(200.00)
76	DEMA - Misc Expenses	\$	4,635.00	\$	814.00	\$	(3,821.00)
	Total DEMA Expenses	\$	76,447.00	\$	19,109.64	\$	(57,337.36)
	Total (Budgeted) Expenses	\$	2,003.00	\$	26,635.58	\$	24,632.58
	Budget Net Profit						