

PARC Board Meeting

Meeting Info

- **Date:** July 19, 2026
 - **Meeting Type:** Private Board Meeting
 - **Attendees:** David, Jim, Mike, Ricky, Nemury
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Key Outcomes

The board addressed four major areas: 501(c)(3) tax-exempt status filing, elimination of MailChimp in favor of [Groups.io](#) as the sole communication platform, membership renewal follow-up processes, and club marketing/retention strategy. A formal vote passed unanimously to cancel MailChimp. The 501(c)(3) bylaw amendments will be drafted and presented to members next month following the required 20-day notice period. Ricky was assigned to lead membership renewal outreach using an existing expired member list, and the board aligned on creating a new member welcome package and renewal communication that highlights club activities and value.

Decisions Made

- **501(c)(3) Status:** Board agreed to pursue 501(c)(3) (educational nonprofit) rather than 501(c)(7) (social club), as 501(c)(3) allows tax-exempt donations of equipment and facilities. ¹
- **Bylaw Amendments Required for 501(c)(3):**
 - Add explicit language classifying the club as an **educational organization**, not merely social. ¹
 - Add explicit **dissolution clause** stating that club assets (repeaters, etc.) transfer to another charitable or 501(c) organization upon dissolution. ²

- **Bylaw Vote Timeline:** Changes cannot be voted on at the upcoming member meeting due to the required **20-day advance notice**; vote scheduled for next month. Requires only a **majority of paid members present** (not all paid members). 2 3
 - **MailChimp Cancelled:** Unanimous board vote to eliminate MailChimp. 4
 - Cost: **\$13/month** — deemed unnecessary expense. 5
 - Performance issue: Only **28 of 51 emails opened** in the last Park Hopper campaign, with open-rate reliability further undermined by ProtonMail privacy blocking read receipts. 6 7
 - **[Groups.io](#) designated as primary communication platform** for all club announcements, meeting notices, and event postings. 8 9
 - **Website as secondary channel:** All [Groups.io](#) content should also be reflected on the website for members who prefer not to use [Groups.io](#). 9
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501(c)(3) Filing – Detail

- The IRS has **no records** of the club ever filing taxes under its name or EIN; prior treasurer likely never filed. 1
 - Filing as 501(c)(3) first (before any corporate tax filing) is the recommended approach — process is simpler and avoids risk of back taxes. 1 10
 - **Back-tax risk is low** but real: club has no recorded revenue, making it nearly impossible to enforce, but 501(c)(3) status eliminates the exposure entirely. 10
 - Club qualifies as educational through **park events and activities** — no formal curriculum or official documents required. 11
 - Precedent: **Gold Coast** and other local clubs are already operating as 501(c)(3). 11
 - Jim used **Gemini (AI)** to research required bylaw language; the IRS will request a copy of bylaws to verify compliance before approving status. 1
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Communication Platform – [Groups.io](#) & Website

- **MailChimp limitations identified:**

- Dual-database maintenance burden ([Groups.io](#) + MailChimp requires duplicate effort). 5
 - Template creation overhead vs. simple [Groups.io](#) posting. 5
 - Open-rate data unreliable (ProtonMail users like Mike and Nemury show as unopened even when they viewed the email). 7
 - **[Groups.io](#) advantages:** Free, accessible via web or mobile app, already has majority of club membership. 8
 - **Jim's plan:** Any content posted to [Groups.io](#) will also be sent via MailChimp until cancellation is complete; after that, [Groups.io](#) only. 12
 - **RSS Feed / WordPress Integration proposed:** Jim will investigate whether [Groups.io](#) posts can feed into the WordPress website via RSS, similar to the existing ARRL RSS feed already on the site. 13 14
 - David noted the ARRL RSS feed has a **delay of a few days** before the website reflects updates. 13
 - **Scrolling marquee idea:** Jim suggested a scrolling marquee on the website homepage (e.g., "Upcoming Member Meeting – click for details") using a WordPress plugin. David to research implementation via Gemini. 14
 - **Alternative platform noted (not decided):** Nemury mentioned **Space by Wix** (used by URG and South Dade GMRS) as a member-gated message board alternative — suggested as something to evaluate for future integration. 15 16
 - **Official source declaration:** Board informally aligned that [Groups.io](#) is the official information source; members who don't use it are responsible for missing communications. 17
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Membership Management

Current State

- **MoneyMinder** holds the authoritative ("golden") list of paid members, tracking call sign, name, start date, renewal date, and expiration date. 18
- Website membership table is updated **manually** by Jim when payments are processed —

takes minimal time but is not automated. ¹⁹

- Approximately **17–18 expired members** currently on the list. ²⁰
- **Anniversary-year membership** (not calendar-year) prevents MoneyMinder from sending automatic renewal reminders without monthly manual obligation creation — not worth the effort. ²¹

Renewal Outreach Plan

- **Ricky assigned** to go through the expired member list and send personalized renewal emails to known active participants (e.g., Patrick Kelly, Roberto). ²²
- Jim drafted a **Gemini-generated sample renewal email** posted in [Groups.io](https://groups.io) as a starting template for customization. ¹⁹
- **Nemury's proposed reminder cadence:**
 - 30 days before expiration: first reminder
 - 15 days before expiration: second reminder
 - 1 week before expiration: final friendly nudge
 - If no renewal after three emails, member likely does not want to return. ²³
- **Patrick Kelly** flagged as a priority — expired within the last two days, known active contributor (donated coax to the club). ²⁴ ²⁵

Membership Value & Retention Messaging

- Members currently **lose no tangible access** by not renewing — website, [Groups.io](https://groups.io), and park events are open to all. ²⁶ ²⁷
- The appeal must be framed as: "**Your dues keep the club running**" — supporting repeaters, park events, and club momentum. ²⁶
- **Mike's suggestion:** Renewal communications should include a **list of all club activities and training events** from the past year to demonstrate value ("here's what you'd be missing").
²⁰ ²⁸
- **Nemury's addition:** Include community service highlights (e.g., hurricane hunter data dissemination) — small details make a big impact on retention decisions. ²⁵

- Long-term goal: develop **closed/members-only content** to create a tangible benefit for paid membership, but acknowledged the club is not yet at that scale. 27
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New Member Welcome Package & Marketing

- **Jim initiated** development of a new member welcome package (~3 weeks ago), inspired by the Broward Club's package (delivered in a manila envelope). 22 29
 - Package purpose: inform new members (especially those who joined via licensing tests) about **what the club actually does** — events, education, purpose. 29
 - **Nemury's marketing framework recommendation:**
 - Add a clear **mission statement** to the website
 - Publish what members can **expect from the club** and what the club **expects from members**
 - Highlight specific activities: J-pole building, antenna testing, POTA, swap meets, show-and-tell 30 31 32
 - **Website traffic analytics:** David receives traffic reports but questions accuracy; Nemury (drawing from experience with the Georgia group) emphasized using traffic data to guide content and retention strategy. 33
 - **Club differentiator:** Monthly in-person park events (Park Hoppers) set PARC apart — other clubs meet infrequently. Testing was previously a unique niche but is now offered by 3+ groups in South Florida, requiring new value propositions. 34 35
 - **Instagram content (Diane):** Board discussed whether Instagram posts should be cross-posted to [Groups.io](https://groups.io) to increase event visibility. 36
 - **Proposed graphic:** Create a visual summary of past year's Park Hopper locations and activities (e.g., "Come Get Involved") for [Groups.io](https://groups.io) and renewal communications. 36
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Pending Confirmation

- **Jim + David** to finalize exact bylaw amendment wording for 501(c)(3) and post to [Groups.io](https://groups.io) before Wednesday's general meeting. 3

- **Wednesday general meeting:** Board will verbally announce upcoming bylaw vote and encourage attendance at next month's member meeting. 10
 - **RSS feed feasibility** for [Groups.io](https://groups.io) → WordPress integration to be investigated by Jim. 13
 - **WordPress scrolling marquee** implementation to be researched by David (via Gemini/plugins). 14
 - **Ham Club Online** platform (mentioned by Nemury, used by EARC) — Jim to review when time permits as a potential membership management alternative. 37
 - **MoneyMinder training for Ricky:** Jim to show Ricky how to run monthly expiration reports so Ricky can proactively send renewal emails ahead of each member meeting. 21
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Action Items

- **Jim:** Draft bylaw amendment language (501(c)(3) educational + dissolution clauses) and post to [Groups.io](https://groups.io) before Wednesday's meeting. 3
 - **Jim:** Cancel MailChimp subscription (\$13/month savings). 4
 - **Jim:** Investigate RSS feed from [Groups.io](https://groups.io) to WordPress website. 13
 - **Jim:** Teach Ricky how to run monthly expiration reports in MoneyMinder. 21
 - **Ricky:** Contact expired members using Gemini-drafted email template; prioritize known active members (Patrick Kelly, Roberto, etc.). 22 24
 - **Ricky + Jim:** Collaborate on renewal email content that outlines what dues support and what the club has accomplished. 24
 - **David:** Research WordPress scrolling marquee plugin (ask Gemini: "how do you create a scrolling marquee in WordPress"). 14
 - **David:** Update email address in MailChimp/[Groups.io](https://groups.io) to Gmail so open-tracking registers correctly (before cancellation). 38
 - **David + Jim (+ team):** Develop club activity summary graphic/content for use in renewal emails, welcome package, and website marketing. 28 36
 - **Board:** Announce bylaw vote at Wednesday general meeting; encourage maximum attendance for next month's formal vote. 10 39
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Other Notes

- [Groups.io](https://groups.io)