

[Juneau Youth Sailing]

Introductions (cover)

Hello! My name is Carl Brodersen. I am the current JYS Board president *and* de facto treasurer. If you've ever gotten an email from JYS, that was me, and I say that with confidence because this is my 17th year running this program. That's a sign of just how important this organization is, and also of how much I deserve a break. But also, practically speaking, if any one board member gets hit by a truck right now, we're toast, so we need to diversify. We also have board member Neil Stichert who runs our physical plant and boat repairs and maintenance as well as a great deal of fundraising, and board member Alan of Alan and Sheila Degener, who have provided multiple program instructors (remember Tim? That was them!), also drysuit care, maintenance and storage, dock refurbishment, and a host of other good works and time.

Dock launch

While we've got you here, the dock launch is June 8 at 2:00 PM [subject to post-meeting change], please mark your calendars and plan to be there if you possibly can. It only takes a few hours and we literally can't start the season without enough people to get this done. Much appreciated.

Thank you for joining us

Welcome to our presentation of how Juneau Youth Sailing operates and some of the ways, big and small that you can contribute to its future. I know the undertone of this whole evening must feel like "please sign up for a huge commitment," and it is, but what we're really here to do is look for a path forward together. That includes, yes, some commitments, but we're also looking for ideas and referrals -*other* people that you can coerce into committing, so don't feel like this is a high pressure night. We're all here because we value this program and want to see a healthy future for it. Simple as that.

This is the outline of what we're going to talk about, but first, here are some completely gratuitous inspirational photos of kids having the time of their lives with JYS:

Photos...

Mission:

What an asset to our community! Juneau Youth Sailing is the only dedicated youth sailing program in Alaska.

There is a wonderful sailing *club* out of Big Lake that offers one or two kid classes each year, but JYS is still the only organization in the state that does what we do. We're a school program more than anything else; a day-camp, really not a club.

Through the act of sailing, we teach safety, navigation, and boat handling, while building confidence, competence, and leadership. And incidental swimming skills -you'll notice that like half of those photos were kids in the water.

Our kids are mostly 12-17, and when they join us for the first time, they're almost always too young to drive, which means that 14-foot sailboat is the largest craft they've ever had control of. It's an immensely empowering experience.

Our Story:

JYS is almost 30 years old. 2024 will be our 27th class season. It was organized in 1997 as the Juneau Youth Sailing Foundation.

Founders

Over a dozen local sailing enthusiasts got together to buy eight used dinghies from the Seattle Yacht Club and ship them north. Our old shipping container with the mural on the side was the box those boats came in. The first classes were taught in 1998, when all those founders each took two weeks of leave to be our first instructors, and since then we've largely been able to recruit from within our own ranks.

No photo.

In 2005, JYSF became just JYS when the name was changed to Juneau Youth Sailing Incorporated because too many groups were writing to us to ask if they could apply for grants. The word "Foundation" was confusing them.

Dock party

The program is administered entirely by volunteer effort. It is a gift to our community and the 2,500 youth who have benefited from its classes.

No photo.

JYS is a 501(c)(3) non-profit, so yes, those donations are tax deductible! We're based out of the Juneau Yacht Club here at Norway Point, but we are *not* the Juneau Yacht Club in any way. There is no administrative overlap between organizations. JYC very generously gifts us time and space in their facility to teach classes, but that's it. They have their own board to run.

Boats.

JYS maintains a fleet of 8 Vanguard 420 sailing dinghies (so-called because they are 4.2 meters long), and three safety boats (Boston Whalers with outboards used by the instructors). We also have that modular floating dock,

Container

...and now, three new-to-us used shipping containers for gear storage. Seen here is the old one being hauled to the recycler, and two of the three replacements. We can store everything indoors over winter because of these containers, which were unavailable for years because of pandemic supply issues. AML sold them to us for cheap in 2022 when they finally got some in. They need some upgrades still, but are a game-changer.

No Photo.

Tuition for similar programs elsewhere would be twice or even triple what we charge. The goal is very specifically to keep this affordable to everyone, which means we also offer full-ride scholarships to anyone who asks. Lack of tuition money will never keep a prospective student

off the water. Tuition only covers staff payroll, insurance, and a little bit of teaching materials. All the rest comes from fundraising. Our annual budget is usually in the \$30,000 range.

Our Crew:

Let's start with this idea that we're all familiar with:

There is a difference between A. Doing a Task and B. Owning a Roll.

A. is important, but means someone *else* still has to be the Owner of those tasks. We all start at A. and evolve to B. Like any organization, JYS needs both kinds of involvement.

SO: The *task* of teaching classes is performed by our four instructors: A Lead and three Assistants. *They* are paid employees and we are lucky to have them. JYS is almost always able to recruit from within its own ranks. This year's Lead instructor is Minta Shwartz, ably backed up by Brendan West, Michael Orsborn, and Lua Mangacat. Cultivating a crop of AIs who could rise to the position of Lead is an important part of program management. I always feel like it's a miracle every time we find someone who's old enough and has the requisite experience and trustworthiness for that top position, but we've had a quarter century of miracles, so maybe it's not as difficult as I imagine. Former instructor Nick Waldo there was a miracle twice. Thank you.

We also have a few Junior Instructors. These are older, more experienced students (13 and up who have mastered Level 2) who volunteer to sail with Level 1 beginners to help them learn the ropes. We used to have a lot more JIs when we had juniors classes for ages 10 & 11, but that class isn't offered anymore, so our JI needs are greatly reduced to just the Level 1 classes. We recruit staff from this pool of students. They are also an important feeder mechanism, and make those intro class experiences much more pleasant for students and instructors.

The program is led by a board of directors: the keepers of the tasks, who also perform most of the tasks. Right now the board is four people as you know: Myself, Carl Brodersen; parent Neil Stichert, and parents Alan and Sheila Degener.

Next in our structure is "The Mizzen" -named for the second mast on a boat that backs up the mainmast. This includes our payroll person who prepares all our state and federal employment and tax paperwork; our social media outreach mom (that's Hanna Stickel), and a few folks who regularly help our Boat Maintenance Lead. Most of them *could* be board members, but have an understandable aversion to meetings and titles. Some people are willing to do a board members-worth of work, so long as they don't have to carry a label, and that's totally fine.

Finally are Community and Parent Volunteers. That's anyone who helps with our twice-a-season dock launches, and it's also you. You read an email and cared enough to come listen to us tonight. Thank you. Even just being with enthusiasm for the program helps more than I can tell you.

Our Sponsors

There are a lot of local organizations that have supported JYS with in-kind services or, mostly, direct financial support. These four in particular, plus a long list on our website. We have a great list, and there is room for more. What businesses or organizations have a maritime and/or outdoor sports focus? Would they make a donation? Would they let us put a brochure by the register to help advertise? That sort of thing.

Our Impact:

This is what our Sponsors and our Crew accomplish. Sailing is more than just boat handling, it inspires art, writing, independent study, and provides a window into a new marine world at a young age.

The program fosters physical and emotional growth, self-empowerment, teamwork, and life skills like self-preservation, problem solving, and situational awareness.

[Next slide]

JYS has led to careers in marine biology, naval architecture, marine transportation, and education.

It teaches critical cold-water safety and hands-on nautical savvy -- which are of great importance in an environment like Juneau.

And it's an absolute blast! I was a JYS student. My first class was in 1999, and I was the first on-call JI before becoming an Assistant Instructor when I turned 16. Many of my core memories come from sailing those little boats in the Channel. This is an activity that can define the course of one's life, even if you never go boating again. It's not just boats, it's an experience!

Our Needs:

Materially speaking: we have three Boston Whalers with engines that require active maintenance during each season, as well as winterizing and de-winterizing, plus trailer maintenance.

Whalers

One of these boats is an emergency backup that lives on land. If a safetyboat breaks during class and can't be fixed MacGyver-style, we need to be able to get the backup in the water same day. At the moment we are working to replace two of our three outboards: they're old enough to need shop-level care too often, but still new enough that we should be able to sell them for something. New outboards will make this task a lot easier.

Dinghies

The sailboats also need regular maintenance before and during each season. Over half of JYS's dinghy fleet was purchased already used in 1997, and the rest around 2008 I think? So no two are alike anymore, and we're at the limits of what bandaids can do. But, dinghy maintenance is also poised to get a whole lot easier: The exciting news for this summer is that it's probably

the last one we will spend with the old boats! We are well on our way to raising enough funding to buy 8 new 420s, and, finally have a bead on a Rasmuson Grant to help with that. We're calling that the Keeping Wind in our Sails Campaign. There's more to raise, and not just from Rasmuson, but we're so close! Imagine eight identical 420s down there with *all* their parts, numbered, docked in numerical order!

Also, our dock is pushing 20. It needs to be disassembled and drained before we put it in the water this year because it's too heavy to drag around at dock parties, and a significant number of the blocks just need to be replaced.

Rollers

We'd also like to figure out a configuration of new block styles, like rollers, to cut down on dinghy hull degradation when hauling the boats out at the end of each day. Also did you spot that seal in the previous photo?

Seal

This little scamp is the reason why we have to pull the dock right after the season ends, because if we don't, this can happen:

Crap

Seasonal powerwashing is now a thing for JYS.

Suits

Finally, every bit as important as the boats, dock, and containers is our drysuit inventory. Remember all those pictures of swimming kids? It's because these suits mean they can get into their own home waters without freezing solid for the first time ever. It's incredible! Most of our suits are pretty new at the moment, but they still need constant care and repair, and for future replacements, we need to find a new vendor that can meet our needs, as the supplier that we have used since inception shut down in 2022.

Our Needs:

Administratively speaking, each year has a very similar broadstrokes outline. We need to find a Lead Instructor and three AIs, we need to fill up our classes by getting the word out about them, and we need to put the dock and boats in the water each Spring, and haul them out each Fall. Pretty basic.

Our Tasks

JYS is a small business. We provide a service, with employees, using equipment, and there's paperwork. In practice we're not that different from say, Juneau Jazz and Classics, or Lynn Canal Running Camp, or Litter Free Juneau. Most local non-profits function pretty similarly.

Most of the program management roles and tasks are intertwined. One way we can present them is to divide them out at a high level based on the idea that managing the program means responding to needs as they come to us, and the needs come to us in three ways: in the mail; via email, and from our equipment itself (an outboard will reliably let you know when it needs attention).

We'll return to that 4th category in a second after looking at the first three in more detail:

Checking the PO BOX:

And remember: these are all tasks that we're *already* doing, and *have* been doing for years:

Checking the PO BOX, as a category, entails:

- Keeping Federal, State and City paperwork up-to-date (the typical annual forms like State Quarterly filings, Federal taxes, Returns, 1099s, 990-Ns etc.)
- Our annual CBJ sales tax filing, maintaining an AK business license, AK Corporations biennial filings, having an AK Corporations Registered Agent, renewing insurance policies every April, Updating DMV vessel and trailer registrations.
- Processing employment forms, calculating bi-weekly payroll, issuing checks

Checking the Email inbox:

Checking the email inbox includes:

- Enrollment management and parent communication (creating a master roster in Google Sheets, creating and sending weekly class rosters, answering parent questions, sending class reminders to parents).
- Administering the website: Annual update with the new class calendar, site edits and updates.
- Advertising: Emailing registration announcements, going on *A Juneau Afternoon*, having JAHC put up our annual poster, posting updates on socials (esp. fun class photos).
- Staff coordination: identifying and hiring instructors, coordinating their calendars, preparing the annual Instructor Binder (including a calendar, current rosters, safetyboat tide table), ensuring instructors' first aid and CPR certification, scheduling and conducting pre-season instructor training days, maintaining instructor gear (through purchasing) esp. radios, first-aid kits, classroom teaching supplies etc.).
- Communicating with the Yacht Club: talking with JYC's rental manager, confirming our calendar with theirs, facilitating an annual MOU signing, communicating JYC event updates to instructors.

Checking boats:

Checking the boats involves:

- Organizing two annual dock-launch parties (checking tides to find a date, emailing parents, having a rigging party).
- Maintaining the dock: this year that means in advance of the dock-launch draining the leaky blocks and ordering replacements as needed.
- Maintaining Safetyboats: de-winterizing all three and water testing in advance of the season. Launching the two main boats a week before the first class. Keeping trailers in working condition. Repairing boats through the season as called-for. Quickly launching the backup safetyboat if needed.

- Maintaining Dinghies: Start of season rigging, repairs, and parts ordering. Maintaining sail inventory. Repairs through the season as called-for.
- Checking on the boats over the weekends when bad weather rolls through, laying on extra line as needed for wind and waves, and making sure bilge pumps are working.
- Maintaining Drysuits: Organizing the suits, repairing damage, maintaining an inventory, coordinating replacement orders, cleaning and packing them for winter storage.
- Maintaining and upgrading the Containers (racks and storage, ventilation, paint, new roofing).

Proactive Planning:

Those are most of the tasks for the three main *response* categories. Then we come back to this 4th category: *Proactive* Planning. This is mostly:

- Maintaining seasonal and long-term plans (goals, needs, esp. for equipment).
- Fundraising: perhaps above all else. Identifying and applying for grants (Youth Activities Grant, Douglas-Dornan Grant, etc.), approaching, and thanking consistent annual donors (like the Marine Exchange, CHARR, Territorial Sportsmen etc.), and identifying new potential funders.
- And then coming up with ideas for this community: Can we bring back regattas? Adult racing nights? Can we do adult classes? How can we coordinate with Douglas Indian Association and other community groups that are interested in us?

Our Roles

So generally speaking, those are all *tasks*. As we described earlier, what any program like this really needs is people who can be the *keepers* of those tasks: Folks who fill a Role, and take on and *manage* tasks themselves. This is one way to divide out those roles in more of a "yeah I can do that" sort of way.

What each role entails is flexible and will change and develop as the shape of the board changes over time. Some roles can be held by the same person. Other can be split amongst multiple persons.

The Champion category is meant to signify the people who may not have a specific role like, say, registrar, but who keep track of the program's overall needs and calendar and help guide the process each year. These are the people who send the Spring email that says "it's probably time we had a board meeting." You could also call it the leadership team. Realistically, pretty much every person on this list is actually also a Champion. It just signifies people who want to see this program thrive and have committed to helping bear the responsibility of running it for some time as part of a structured team.

Our Ask.

So. Our Ask.

Same as every non-profit in town on any given day, we're looking for a couple people who can join us by committing to helping this program out for enough time that they can make a difference. It's your typical Many Hands Make Light Work situation.

Is it you? It's okay if not, it's a commitment and everyone is busy. It's great if you can take something on yourself, but what we're also interested in today is:

Your network. With this idea of what JYS involves behind the scenes, who do you know who might want to support JYS financially? Who do you know who might want to be a volunteer and take on one of our tasks, and do it for long enough that they can take on the *role* of being that task's keeper? Do you have a friend who's good at Google spreadsheets, or knows html, or has a truck with a hitch and does boat stuff? Especially for the Champions, it does not even matter if they even know how to sail or have ever been in a boat, they just have to believe in the mission and have the basic skills to be useful in their particular role.

"Joining the board" sounds very imposing, but at its core, all that means is *reliably showing up*. It means just attending meetings when they happen, and reading email chains and responding helpfully. It means watching the process long enough that you eventually say "yeah, I can do that" when a volunteer is asked-for, and doing that once, and again, and then training someone else to do it too so you can pass it on. We have all those discrete tasks listed out for people to do buffet style, but more than anything else, we're looking for people who can *Do Juneau Youth Sailing*. We need champions. We need people to join the team. The team just happens to be a board.

So our ask is that you think on it. Who do you know that can help with money or time? Can *you* help with time? Can you commit for two or more summers, which is really what it takes to learn a role, perform it, and then train your replacement? We are especially looking for new boat chiefs; and folks who can use Google Sheets, because almost all of our administrative tracking is online spreadsheets.

JYS is doing great. This is a fabulous time to join up - not one of the safetyboats has moss growing on it! But we do need a bunch of people to join Team JYS, because we can't in good conscience replace the dinghy fleet without knowing we have more years ahead of us, and we can't go on without replacing the dinghies this year.

So: People and time. And money. Who do you know?

Thank you.

Thank you. Are there any questions?