

# **Southern California Dive Club of the Inland Empire**

## **Club Policies and Operating Procedures**

- I. Club Name and Logo
  - a. Development
    - i. The SCDCIE will develop a Club Logo for the purpose of image/brand identification and use in all communications.
  - b. Requirements
    - i. The logo will meet the SCDCIE Mission and will be designed in an aesthetically pleasing manner.
  - c. Approval
    - i. The SCDCIE BOD will approve the Club's logo
  - d. Use
    - i. The SCDCIE BOD must approve any use of the Club logo.
  
- II. Membership
  - a. Requirements
    - i. Documents
      - 1. On initial sign up, as a requirement of membership, club members will complete & sign the Club's Membership Application, Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement, covering the term of their initial membership.
      - 2. On sequential renewals members will be required to sign "Member Renewal Signature Pages" for both the Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement.
      - 3. The Club will offer their members proof of membership via a club membership card. This card must reflect an expiration date. For club members to receive any benefits from our supporter, they must present their current SCDCIE membership card.
    - ii. Process
      - 1. Club membership and renewals may only be taken at Club meetings, via USPS or other delivery means and at sanctioned Club events and/or activities.
      - 2. Membership Application Agreement, Standard Safe Diving Practices, Club Events-Voluntary Liability Release and Assumption of Risk Statement forms

may be obtained from the SCDCIE Club Website and from our Supporter's in-store displays.

3. All forms must be completed, signed and then mailed/or submitted with dues payment directly to the SCDCIE Membership Director who is listed on the SCDCIE Application Form.
4. In the absence of the Membership Director, all forms and dues payment may be submitted to a SCDCIE Board Member, but will not be considered as an "approved membership" until reviewed and approved by the Membership Director.
5. Any SCDCIE activity or event requiring "approved membership" may not be participated in until the Membership Director approves the applicant's paperwork.
6. When forms are received they will be reviewed for completeness, necessary signatures and dues payment.
7. Membership cards will be distributed at next General Membership Meeting, BOD Meeting or mailed if the member requests.

b. Dues

i. Definitions

1. Dues will be levied on all members in order to cover the expense of maintaining the SCDCIE.
2. Actual dues will be determined based on the SCDCIE BOD approved budget.
3. Dues will be reviewed annually, unless circumstances require more frequently, and approved by the BOD.

ii. Fees

1. Annual SINGLE Dues - \$25.00, PLUS \$10.00 one time Application Fee.
2. Annual FAMILY Dues - \$50.00/Couple, PLUS \$10.00 one time Application Fee.
3. Family Members 18 & over: \$25.00/additional family member.
4. Family Members under the age of 18: \$10.00/Child (Associate Member).

iii. Frequency

1. Dues are to be paid yearly on or before the expiration date placed on the membership card.

- c. Application Process
  - i. Initial
    - 1. At initial sign-up, Club's Membership Application, Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement must be completed and submitted to the Membership Director.
  - ii. Renewal
    - 1. Upon Renewal – Members will be required to sign "Member Renewal Signature Pages" for both the Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement.
  - iii. Expired
    - 1. A renewing member has 3 months after their expiration date to renew at regular rates. After 3 months, member must reapply and pay the New Member one time Application Fee and Regular Dues.
    - 2. Upon Renewal within three months of expiration – Members will be required to sign "Member Renewal Signature Pages" for both the Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement.
    - 3. Upon Renewal after three months from expiration – Members will be required to sign Club's Membership Application and "Member Renewal Signature Pages" for both the Standard Safe Diving Practices Statement and Club Events-Voluntary Liability Release and Assumption of Risk Statement.
- III. Fiscal Responsibilities
  - a. As part of SCDCIE Mission the Club will conduct financial business in a manner that is considered acceptable by Financial and Banking business Standards.
  - b. Budget Preparation
    - i. SCDCIE Treasurer shall prepare an annual budget for review and approval of the BOD.
    - ii. Annual Budget format will follow standard financial practices.
    - iii. Individual Committees and/or planned events and activities requiring funding will have a budget prepared by the Committee for BOD approval.
  - c. Funds Disbursement
    - i. Funds will be disbursed only with BOD approval.
    - ii. All billings, invoices and other requests for funds disbursement must be submitted in writing and in advance, or while at regular BOD meetings.
    - iii. Blank checks will not be issued.

- iv. Board members requesting reimbursement for items that were not pre-approved must provide “Required Documentation” and will be reimbursed only with BOD approval.
  - v. Required documentation includes but is not limited to:
    - 1. Detailed Work Order
      - a. Itemization of services
      - b. Itemization of quantity (and/or)
    - 2. Original detailed receipt
    - 3. Credit Card receipt showing only total paid is not adequate.
    - 4. Purpose/reason for purchase
  - d. Accounting Procedures
    - i. The SCDCIE Treasurer will maintain a complete and accurate financial record.
    - ii. Accounting will be conducted on a Cash basis.
    - iii. Financial records will be maintained following Generally Accepted Accounting Procedures (GAAP).
    - iv. SCDCIE Treasurer will report financial status at each Board meeting
      - 1. Monthly and YTD income
      - 2. Monthly and YTD expenses
      - 3. Monthly and YTD cash flow
      - 4. Actual versus Budget amounts
      - 5. Any anticipated special expenditures
    - v. Any Committees or planned events/activities requiring funding will report financial status of their specific budget
      - 1. Actual versus budget amounts
      - 2. Any anticipated special expenditures
      - 3. Any anticipated variance in approved funding
    - vi. Treasurer will prepare and file any required Tax forms or reports.
- IV. Activities
- a. Definition
    - i. As part of SCDCIE Mission the Club will conduct, plan, fund, and execute various Club activities that will entertain, educate and inform members and related parties.
  - b. Process
    - i. SCDCIE will execute both Diving and non-Diving activities.
      - 1. Diving Activities
        - a. Boat Dives
          - i. Ensure that a Certified Dive Leader will be available for all Club charter trips unless Charter Operation provides their

own Certified Dive Leader to work as Boat Divemaster.

- ii. Visually verify that all Club Members have C-Cards from a recognized training organization and the certification is current.
  - iii. The SCDCIE will do its best to use the charter boats recommended by our Supporter. This will allow the SCDCIE members to use of their Boat Discount benefits of 10%.
  - iv. The SCDCIE will try to arrange through our Supporter special, "Members Only" charters throughout the year. Special pricing may be possibly arranged between our Supporter's Dive Boat's coordinator and the SCDCIE Activities Director.
  - v. Club will charter with our Supporter, and will pay through supporters registers, all boat fees.
  - vi. The SCDCIE will charter its own boat when spaces are deemed unavailable on our Supporter's boats. The SCDCIE will be financially responsible for the costs of the charter and Certified Dive Leaders, if required by the Dive Charter Operation.
  - vii. Supporter's Boat Charters will use their "Required List of Mandatory Emergency and Survival Equipment List" as a base for necessary Equipment.
  - viii. If the Club uses a Boat Charter other than our Supporter's, we will use our Supporter's "Required List of Mandatory Emergency and Survival Equipment List" and US Coast Guard requirements, as guides.
- b. Beach Dives
- i. Conduct a general safety and dive safety briefing for all Club Members.
  - ii. Visually verify that all Club members have C-Cards from a recognized training organization and the certification is current.

- iii. Ensure that an emergency plan is in place for the given activity/site.  
Leader should have a First Aid and Emergency Medical kit readily available.
- iv. An O2 kit is recommended but only required when the dive site location is in an area not close to Emergency Medical Services (EMS).
- v. Control a roll call roster for the dive activity/site.
- c. International Dive Trips
  - i. SCDCIE does not sanction International Dive trips unless approved by the BOD.
  - ii. SCDCIE Members qualified to lead International Dive Trips, not approved by the BOD, do so at their own risk.
  - iii. SCDCIE Members who attend International Dive Trips, not approved by the BOD, do so at their own risk.
- 2. Non-Diving Activities
  - a. Monthly Membership Meetings
    - i. See section V. "Monthly General Membership Meetings".
  - b. Social Gatherings
    - i. SCDCIE Members may from time to time meet for special interest gatherings other than sanctioned Club meetings at a place determined by the group.
    - ii. The gatherings will not be a sanctioned SCDCIE Meeting so it is held at the attendee's own risk.
- c. Who can organize, plan and propose Club-sanctioned activities.
  - i. Any SCDCIE Member in good standing can recommend an event.
  - ii. Only activities approved by the SCDCIE BOD are in fact Club-sanctioned activities.
- d. Process for submission and obtaining BOD approval
  - i. Any SCDCIE Member in good standing can recommend an event.
  - ii. Proposed activities must be submitted to the BOD in written form.
  - iii. Information pertaining to the activity must include:
    - 1. The type of activity
    - 2. Boat, Beach or trip location defined.
    - 3. Date and time
    - 4. A formal budget if funding is required.

5. Activities may be recommended in San Diego, L.A., Orange, Riverside, San Bernardino, Ventura and Santa Barbara Counties.
  6. The BOD will consider trips planned outside of these areas on a case-by-case basis.
  7. If a Club-sanctioned Dive is being planned, a fully certified and Insured Dive Leader must be present at the activity.
- e. Non Club-Sanctioned Activities
- i. Definition
    1. An activity planned by a member and/or outside organization in which members may participate but has not been approved by the SCDCIE BOD.
  - ii. Restrictions
    1. Members participating in a SCDCIE non-sanctioned Club activity, do so at their own risk.
  - iii. Disclaimer Requirements
    1. Any SCDCIE non sanctioned activity listed in the Club Newsletter or on the Club Website must include a disclaimer
      - a. This trip/activity/event is not sanctioned by or affiliated in any way with the SCDCIE.
- f. Club-Sanctioned activities Leadership
- i. Definition
    1. Authorized Leadership qualification will be a minimum of a Divemaster, Assistant Instructor or Instructor, which will be referred to hereafter as a Certified Dive Leader.
  - ii. Requirements
    1. Person(s) appointed by the SCDCIE BOD from qualified members of the local diving community.
    2. A Certified Dive Leader must carry an independent, Professional Liability Insurance policy recognized by their particular certification Agency. A copy of the Dive Leader's insurance must be on record with the SCDCIE Secretary.
    3. Leaders Professional Liability Insurance must be submitted and filed with the SCDCIE Club Secretary.
  - iii. Responsibilities
    1. Leadership is responsible for conducting a safe activity and following procedures defined in SCDCIE Policies and Operating Procedures.

g. Club-Sanctioned Activities Safety Requirements

i. Definition

1. All SCDCIE Club-sanctioned activities will meet the following Safety Requirements:
2. Certification Card verification
3. Leadership
  - a. A Divemaster, Assistant Instructor or Instructor, which will be referred to hereafter as a Certified Dive Leader.
4. Equipment
  - a. Roll Call Board
  - b. Egress Plan
  - c. First Aid Kit
  - d. Cell Phone
  - e. Inner tube or Life Guard Torpedo
  - f. Mask, Fins, Snorkel, weight belt and appropriate thermal protection for the day's weather and diving environment.
  - g. An O2 kit is recommended but only required when the dive site location is in an area not close to Emergency Medical Services (EMS).

V. Monthly General Membership Meeting

- a. Meeting will generally be held on the first Tuesday of each month
  - i. If the first Tuesday is a Holiday then the meeting will be delayed to the second Tuesday or other date determined by the BOD.
  - ii. If a meeting is not scheduled on the first Tuesday or is rescheduled for whatever reason, all Club members will be notified per requirements specified in SCDCIE By-Laws.
- b. Meeting agenda should be prepared by President or assignee
- c. The general activities/topics of the meeting will include:
  - i. Social Hour
  - ii. Announcements, acknowledgements, old and new business
    1. President
    2. BOD
    3. Committees
    4. General Membership
  - iii. Break
  - iv. Speaker Presentation
  - v. Raffles
  - vi. Adjournment
- d. Speakers and Presenters
  - i. Speakers and/or Presentations will be provided that meet the SCDCIE Mission Statement.

- ii. Care should be given in selecting speakers and/or presentations that do not represent a conflict of interest with our supporter(s).
- e. Advertising/Promotion
  - i. New and/or used equipment may be promoted at club at club meetings.
  - ii. Non club sponsored travel may be promoted at club meetings with appropriate waiver statement required.
  - iii. Club sanctioned sponsored travel may be promoted at club meetings if approved by the SCDCIE BOD.
- f. Raffles
  - i. SCDCIE will provide raffle prizes as an incentive for meeting attendance, membership retention, stimulate interest in diving more and revenue generation.
  - ii. Raffle prizes will be provided through purchase, per the SCDCIE Board approved budget, Supporter donations, and Guest's donations.
  - iii. General Raffle
    - 1. There is no limit on the number of General Club Raffle tickets a member or visitor can purchase.
    - 2. When purchased General Club Raffle tickets are placed in the ticket spinner, they will not be folded, bent or have their size altered in any way.
    - 3. If person's name is placed on the back of picked ticket, he or she need not be present if picked for the Club General Raffle Drawing. If no name is on the drawn ticket and the member with a winning number is not present, the ticket will be returned to the ticket spinner.
    - 4. Unpicked, purchased general raffle tickets will be kept until the month of the quarterly raffle takes place. All members and visitors are allowed to participate in the quarterly raffle drawing.
  - iv. Quarterly Raffle
    - 1. Every 3 months, purchased general raffle tickets will be combined for the Quarterly Drawing.
    - 2. Quarterly Raffle Drawings will take place on the following months: January, April, July and October.
    - 3. If a member's name is placed on the back of the picked ticket, he or she need not be present if picked for the Club Quarterly Raffle drawing.
    - 4. If a non-member/guest's ticket is drawn and their name is on the back, he or she must be present to win the Quarterly Raffle.
  - v. Grand Raffle

1. The Grand Raffle is for the General Membership in good standing.
  2. When Club Member purchases his or her Grand Raffle ticket, their name will be crossed off the list for that particular Grand Raffle drawing.
  3. Only 1 Grand Raffle Ticket per Member will be allowed for each Grand Raffle.
  4. If person's name is placed on the back of the picked ticket, he or she need not be present if picked for the Club Grand Raffle drawing.
  5. If not enough Grand Raffle tickets are sold during the second month for the same item, SCDCIE Members in good standing will be offered the opportunity to purchase a second Grand Raffle ticket in the third month.
- vi. Activities Raffle
1. All members in good standing that participate in a SCDCIE activity will have one ticket with their name on it placed in the drawing.
  2. Presence does not constitute participation.
- vii. Kiddies Raffle
1. The Kiddies raffle is open to all children nine years of age or less.
  2. One ticket will be given to each child in attendance and the corresponding ticket will be placed in the drawing.
  3. The child whose ticket is drawn receives a gift.
- VI. Communications
- a. As part of SCDCIE Mission the Club will conduct, plan, fund, execute and participate in various Communication processes and programs that will lead, educate and inform members and related parties as to the existence of the SCDCIE, meetings, activities and events.
  - b. General Guidelines and Procedures
    - i. Meeting Agendas
      1. Board of Directors
        - a. Meeting agenda should be prepared by President or assignee with submission of issues or new business items at least five (5) days prior to scheduled Board Meeting from
          - i. Board members
          - ii. General Membership
        - b. Meeting agenda will be sent to all Board members at least three (3) days prior to scheduled Board Meeting.

- c. Meeting agendas will be posted on SCDCIE Website at least two (2) days prior to scheduled Board Meeting.
      - d. Agenda should list following:
        - i. Time and location
        - ii. Reading and approval of Minutes
        - iii. Departmental reports with timing
        - iv. Old Business items with timing
        - v. New Business with timing
    2. General Membership
      - a. President or assignee should prepare meeting agenda.
    3. Other meetings
      - a. Board member or individual responsible for the meeting should prepare meeting agenda.
  - ii. Use of E-mail
    1. E-mail may be used to communicate amongst the board but should be done with great care to be respectful.
    2. E-mail may be used to communicate concerns or SCDCIE issues to be discussed at the next Board meeting.
    3. E-mail should not be used to conduct SCDCIE business.
    4. All Board members should be included in the distribution of E-mails discussing general SCDCIE issues or matters.
    5. E-mails dealing with SCDCIE issues or matters should not be distributed to non-SCDCIE members.
    6. E-mails communicating SCDCIE assigned Committee issues or matters should be sent to Committee members only.
    7. SCDCIE Newsletters will be distributed by E-mail.
  - iii. Chain of Communication
    1. Board communications stay within the Board until the business matter is resolved and ready for communication to the General membership.
    2. Committee communications stay within the Committee until their assigned business is ready for review and approval by the BOD.
    3. Board communications should be distributed to all Board members.
    4. Member communications may be submitted direct to the BOD via E-mail, placed in the Newsletter and/or posted on the SCDCIE Website and/or on the Website Bulletin Board.

c. Membership Survey

i. Purpose

1. Periodic General Membership surveys will be conducted to determine the interests, desires and future direction of the SCDCIE, based on the Mission Statement and input from the membership.

ii. Program

1. Conduct General Membership Survey.
2. Survey will be prepared and conducted by the Membership Director and/or Membership Committee.
3. Results to be reported to the BOD and appropriate items implemented based on BOD approval.

iii. Timing

1. Surveys will be periodic with a minimum of one annually.

d. Newsletter

i. Content

1. SCDCIE shall publish a monthly Newsletter.
2. Standard "date of publication" will be the first day of each month or a minimum of four (4) days before the General Membership meeting.
3. Content of newsletter should be driven by SCDCIE Mission to promote and enhance the sport of SCUBA Diving, aid the environment in which such activity takes place, raise awareness of the opportunities to participate in such activities, and provide social interaction and fellowship among those with similar interests in such activities.
4. Content of the SCDCIE Newsletter is managed by the Communications Director and Newsletter Committee
5. Final review and approval of content of the SCDCIE Newsletter is the responsibility of the Communications Director and/or the Newsletter Committee.
6. SCDCIE President will be allocated limited space for a monthly Letter from the President.
7. Appropriate advertising will be allowed based on SCDCIE Advertising Plan.
8. Newsletter will not contain classified ads for the purpose of selling new & used SCUBA or other sporting equipment if distributed within "Supporter" Stores. New and/or used equipment may be promoted on the club website and at club meetings.
9. Only SCDCIE Board Sanctioned events and/or activities will be listed using the Club's name.

10. Events and/or activities such as dive trips that are not SCDCIE Board sanctioned may be listed only with no special graphics and must include a disclaimer:
  - a. This trip/activity/event is not sanctioned by or affiliated in any way with the SCDCIE.
- ii. Submission Procedures
  1. SCDCIE President will submit monthly letter from the President at least ten (10) days prior to date of publication.
  2. General article submissions may be made up to ten (10) days prior to current issue publication date and will be subject to space availability.
  3. Approved advertising must be submitted no later than ten (10) days prior to publication date.
- iii. Restrictions
  1. Newsletter will not be used to communicate any political information unless it pertains specifically to the SCDCIE Mission as defined in By-Laws.
- iv. Distribution
  1. Newsletter will be distributed via SCDCIE Website
  2. A monthly SCDCIE Announcement E-mail will be sent on the date of publication.
  3. Printed copies of Newsletter will be available at the monthly General Membership meeting.
  4. Printed copies will be available at selected Supporter(s) locations.
- e. Website
  - i. Content
    1. SCDCIE shall publish, Post and maintain a Website.
    2. The primary purpose of the SCDCIE Website is to communicate SCDCIE information.
    3. Content of Website should be driven by SCDCIE Mission to promote and enhance the sport of SCUBA Diving, aid the environment in which such activity takes place, raise awareness of the opportunities to participate in such activities, and provide social interaction and fellowship among those with similar interests in such activities.
    4. The Communications Director and Website Committee manage content of the SCDCIE Website.
    5. Final review and approval of content of the SCDCIE Newsletter is the responsibility of the Communications Director and/or the Newsletter Committee.
    6. Appropriate advertising will be allowed based on SCDCIE Advertising Plan.

7. Website may contain classified ads for the purpose of selling new & used SCUBA or other sporting equipment.
  8. Only SCDCIE Board Sanctioned events and/or activities will be listed using the Club's name.
  9. Events and/or activities such as dive trips that are not SCDCIE Board sanctioned may be listed with no special graphics and must include a disclaimer:
    - a. This trip/activity/event is not sanctioned by or affiliated in any way with the SCDCIE.
  10. A General Membership "Bulletin Board" will be provided for the purpose of posting Club related news and activities.
    - a. The SCDCIE Bulletin Board will be posted with a disclaimer.
      - i. The postings on the Website are provided by individuals and are not necessarily the opinion of nor supported by SCDCIE.
- ii. Submission Procedures
    1. Website content must be submitted to the Communications Director and/or the Website Committee at least ten (10) days prior to desired posting date.
    2. The Communications Director and/or the Website Committee will post approved advertising within ten (10) days of receipt.
  - iii. Restrictions
    1. Website will not be used to communicate any political information unless it pertains specifically to the SCDCIE Mission as defined in By-Laws.
  - iv. Distribution
    1. Website will be hosted by a SCDCIE BOD approved Hosting Service.
    2. Maintenance and uploading of the Website will be the responsibility of the Communications Director, Website Committee and/or their designee.
    3. Any and all HTML, graphic files and/or other code used to create and publish the Website will remain the sole property of SCDCIE.
- f. Announcement E-mail
    - i. Content
      1. SCDCIE shall publish a monthly Announcement E-mail.

2. Standard “date of publication” will be the first day of each month or a minimum of four (4) days before the General Membership meeting.
  3. Content of Announcement E-mail should be driven by SCDCIE Mission to promote and enhance the sport of SCUBA Diving, aid the environment in which such activity takes place, raise awareness of the opportunities to participate in such activities, and provide social interaction and fellowship among those with similar interests in such activities.
  4. The Communications Director and Newsletter Committee manage content of the SCDCIE Announcement E-mail.
  5. Final review and approval of content of the SCDCIE Announcement E-mail is the responsibility of the Communications Director and/or the Newsletter Committee.
  6. SCDCIE President will be allocated limited space in Announcement E-mail
  7. Appropriate advertising will be allowed based on SCDCIE Advertising Plan.
  8. Announcement E-mail may contain classified ads for the purpose of selling new & used SCUBA or other sporting equipment.
  9. Only SCDCIE Board Sanctioned events and/or activities will be listed using the Club’s name.
  10. Events and/or activities such as dive trips that are not SCDCIE Board sanctioned may be listed without any special graphics and must include a disclaimer:
    - a. This trip/activity/event is not sanctioned by or affiliated in any way with the SCDCIE.
- ii. Submission Procedures
1. SCDCIE President will submit monthly Announcement E-mail content at least ten (10) days prior to date of publication.
  2. General news submissions may be made up to ten (10) days prior to current issue publication date.
  3. Approved advertising must be submitted no later than ten (10) days prior to publication date.
- iii. Restrictions
1. Announcement E-mail will not be used to communicate any political information unless it pertains specifically to the SCDCIE Mission as defined in By-Laws.

- iv. Distribution
  1. The Communications Director or the Website Committee will distribute announcement E-mail.
  2. Announcement E-mail will be sent to the SCDCIE General Membership list.
  3. Board members may send Announcement E-mail to additional recipients at their discretion.
- g. Collateral Publications
  - i. The Club BOD must approve all SCDCIE collateral publications.
  - ii. Club Promotion Tri-fold
    1. SCDCIE will publish an informational document designed to inform and educate readers as to the existence and benefits to joining the organization.
    2. Content of the Club Promotion Tri-fold will be managed by the Membership Director and/or assigned Committee.
  - iii. Club Promotion Display
    1. SCDCIE will produce an informational display designed to inform and educate viewers as to the existence and benefits to joining the organization.
    2. Content of the Club Promotion Display will be managed by the Membership Director and/or assigned Committee.
  - iv. Activity Flyers
    1. SCDCIE will publish an informational document designed to inform and educate readers as to the existence and benefits of a SCDCIE diving activity.
    2. Content of the Club Activity Flyer will be managed by the Activities Director and/or assigned Committee.
  - v. Activity Posters
    1. SCDCIE will produce an informational poster designed to inform and educate readers as to the existence and benefits of a SCDCIE diving activity.
    2. Content of the Club Activity Poster will be managed by the Activities Director and/or assigned Committee.
  - vi. Other
    1. SCDCIE will publish or produce other Club collateral materials designed to inform and educate readers as to the existence and benefits of a SCUBA diving event or activity.
    2. The Director designated by the BOD will manage content of any other Club collateral.

- VII. Public Relations
  - a. As part of SCDCIE Mission the Club will plan, fund, execute and participate in various Public Relations and Charitable events and programs that give back to the Diving Industry, communities we live in and those less fortunate.
  - b. Community Service Programs
    - i. Avalon Harbor Clean Up
      - 1. SCDCIE members will participate in this event on an individual basis at a SCDCIE designated location.
    - ii. Chamber Day
      - 1. SCDCIE will obtain and provide a club-sponsored table at this event.
    - iii. Other
      - 1. SCDCIE will participate in other community service programs as identified and approved by BOD.
  - c. Charitable Events
    - i. SCUBA Santa
      - 1. SCDCIE will conduct an annual Holiday event for the purpose of raising unwrapped toys for the “Spark of Love Toy Drive” or other toy drive program approved by BOD.
    - ii. Other
      - 1. SCDCIE will participate in other charitable events and programs as identified and approved by BOD.
  - d. Program/Event Promotion
    - i. Planning Process
      - 1. All SCDCIE sanctioned programs and events will be appropriately promoted to maximize results.
      - 2. The Marketing, Activities, Communication Directors and/or Program/Event Committee will plan all SCDCIE Public Relations events and/or activities.
      - 3. All SCDCIE Public Relations events and/or activities will be planned well in advance to maximize participation, professionalism and results.
      - 4. Where appropriate a formal planning document will be prepared and presented to the Board for review and approval.
    - ii. Funding
      - 1. Any SCDCIE Public Relations event and/or activity requiring use of Club funds will have a formal planning document and budget prepared and submitted to the Board for review and approval.
      - 2. At the conclusion of the event and/or activity an accounting will be prepared by the individual and/or Committee responsible reporting the financial details to the Treasurer and BOD.

- VIII. Revenue Generation Programs
- a. As part of SCDCIE Mission the Club will plan, fund, and execute various Revenue Generating programs that bring value to the SCDCIE members, the Diving Industry and related parties.
  - b. Advertising
    - i. Newsletter
      - 1. Appropriate advertising will be allowed based on the SCDCIE Advertising Plan.
    - ii. Website
      - 1. Appropriate advertising will be allowed based on the SCDCIE Advertising Plan.
    - iii. Other
      - 1. Appropriate advertising will be allowed based on the SCDCIE Advertising Plan.
  - c. Promotion
    - i. Trade Shows
      - 1. SCDCIE will promote, plan, fund, execute and participate in appropriate events to raise funds and/or increase membership.
    - ii. Industry Events
      - 1. SCDCIE will promote, plan, fund, execute and participate in appropriate events to raise funds and/or increase membership.
    - iii. Association Events
      - 1. SCDCIE will promote, plan, fund, execute and participate in appropriate events to raise funds and/or increase membership.
  - d. Supporters and Sponsors
    - i. SCDCIE will identify, foster and maintain relationships with appropriate BOD approved Supporters and/or Sponsors.
    - ii. Definition
      - 1. A “Supporter” of SCDCIE is defined as an entity approved by the BOD that will further the Club’s Mission and that contributes materially to the SCDCIE in the form of new membership, funding, product or service discounts, activities, events, promotion or other tangible benefits or assets.
      - 2. A “Sponsor” is an entity that participates in a SCDCIE sanctioned event and/or program that donates funds or products in return for tangible recognition as a “Sponsor” of the event and/or program.
    - iii. Requirements
      - 1. The entity must clearly demonstrate a commitment to SCUBA diving.
      - 2. The entity must clearly demonstrate it will further the SCDCIE Mission.

3. The entity must comply with the SCDCIE By-Laws and Policies and Operating Procedures.
  4. The entity must not conflict materially with any existing BOD approved Supporter.
- e. Disclaimer Requirements
- i. SCDCIE will prominently publish, display and communicate certain “Disclaimers” defining affiliation, or the lack thereof, with any necessary entity to minimize liability risk and/or maintain desired relationships or agreements.
  - ii. Advertising
    1. All advertising will contain an appropriate BOD approved disclaimer representing that it is a “Paid Advertisement” and is not affiliated with nor endorsed by the SCDCIE.
  - iii. Promotion
    1. All Promotional materials will contain an appropriate BOD approved disclaimer representing that it is a “Paid Promotion” and is not affiliated with nor endorsed by the SCDCIE.
  - iv. Sponsorships
    1. All Sponsor relationship endorsements will contain an appropriate BOD approved disclaimer representing that it is a “Paid Sponsorship” and is not affiliated with nor endorsed by the SCDCIE.
- IX. Supporter(s)
- a. SCDCIE will identify, foster and maintain relationships with appropriate BOD approved Supporter(s).
    - i. Definition
      1. A “Supporter” of SCDCIE is defined as an entity approved by the BOD that will further the Club’s Mission and that contributes materially to the SCDCIE in the form of new membership, funding, product or service discounts, activities, events, promotion or other tangible benefits or assets.
    - ii. Requirements
      1. The entity must clearly demonstrate a commitment to SCUBA diving.
      2. The entity must clearly demonstrate it will further the SCDCIE Mission.
      3. The entity must comply with the SCDCIE By-Laws and Policies and Operating Procedures.
      4. The entity must not conflict materially with any existing BOD approved Supporter.

iii. Current Program

1. Club Membership Roster will be provided to our Supporter for the purpose of membership verification.
  - a. Current name & expiration date SCDCIE rosters will be sent to our Supporter's Dive Boat Coordinator and Supporter's Dive Centers within our general membership area for membership verifications on a monthly basis.
  - b. The Membership Director or approved assignee will send required Club membership information electronically or via hard copy through the Supporters inter-store mail, USPS or other acceptable delivery method.
2. Supporter(s) will be requested to promote SCDCIE membership by allowing the SCDCIE access to the names and e-mail of new and continuing education students.
  - a. Names & e-mail address' of New & Continuing Education students will be collected with the assistance of our Supporter(s) Dive Department Managers, Instructors, Assistant Instructors and Divemasters who are sanctioned to teach classes at our Supporter(s) Dive Centers.
    - i. New Students
    - ii. Graduating students
    - iii. Continuing Education Students (Con Ed)
3. The SCDCIE will provide our Supporter(s) Dive Teaching Staff with Student and Grad Announcement forms/sign-up sheets to be filled out on the Orientation night and then sent via FAX, e-mailed or mailed via USPS to the SCDCIE Membership Director.
  - a. Graduating students, their Instructors and Certified Assistants names will be placed in the Graduations Announcement section of the SCDCIE Monthly Newsletter.
  - b. New and Con Ed students will receive Newsletter and an invitation to join their local SCDCIE via e-mail notification.
4. This method will help ensure the continued growth and survival of the SCDCIE and in-turn show our members the continued support we have for our Supporter(s) and visa versa.
5. At SCDCIE monthly meetings, the Club will do its best to promote our Supporters classes, charter operations, and sales.

6. SCDCIE will give the Certified Dive Leaders sanctioned to teach courses through our Supporter(s) Dive Centers, the opportunity to promote their classes at the General Meetings, Monthly Newsletter and on the SCDCIE Website.
- iv. Current Benefits
    1. The SCDCIE has a current Supporter who provides the following benefits:
      - a. Ten (10) free air fills at any of our Supporter's Dive Centers with a valid SCDCIE membership card & Certification Card
      - b. 10% discount on non-sale merchandise in the SCUBA Dept. & other related items (does not include items ending in .96 or .97). Also includes special orders.
      - c. 10% discount on dive classes (except OW, Divemaster, Assistant Instructor and Instructor).
      - d. 10% off on supporters Rental Dive Equipment, Dive Equipment Repair (parts & Labor) and our Supporter's Charter Boats.
      - e. Purchase of Monthly, Quarterly & Grand Opportunity Raffle Drawings of SCUBA Related Gear at a 30% (does not include items ending in .96 or .97).
      - f. Two (2) free air fills on meeting day per member/membership card.
      - g. 10% off *on our supporters Dive Air Cards*.
      - h. The Club will receive from our Supporter a \$50.00 gift certificate per month and a \$100.00 gift certificate per quarter for the Clubs raffles.
      - i. On SCDCIE Club meeting nights, members will be provided 2 free air fills per membership card.
      - j. The Club will have space made available at each of the Supporter's Dive Centers and classroom for an area to hang Club display racks for Newsletters, Club event flyers, application and waivers.
        - i. The displays and display racks will be maintained and updated by SCDCIE members.
        - ii. Location and placement will be at the discretion of the Supporter's Store Manager.
      - k. A "White" Announcement board for Club announcement of upcoming events may be provided.

- X. Board of Directors
  - a. Positions
    - i. President (in By-Laws)
    - ii. Vice President (in By-Laws)
    - iii. Treasurer (in By-Laws)
    - iv. Secretary (in By-Laws)
    - v. Activities Director
    - vi. Communications Director
    - vii. Membership Director
    - viii. Marketing Director
    - ix. Parliamentarian
  - b. Position Descriptions
    - i. Position Descriptions will be developed for each BOD position that describes the specific duties and responsibilities of the position.
    - ii. See attachment “SCDCIE Board Position Descriptions”.
  - c. Board Position Election Process
    - i. Each elected Board member will be provided three to five minutes to present their position choice or choices and describe their background and/or qualifications.
    - ii. A written ballot with the Board positions listed will be provided to each Board member.
    - iii. Each Board member will write the name of their choice for each Board position.
    - iv. The Board member with the greatest votes for a position is assigned to that position.
    - v. In the event of a tie for any one position a second tiebreaker vote on a written ballot will be held to determine the position.
    - vi. All Board positions are to be filled.
    - vii. There will be no “At-Large” positions in lieu of an assigned position.
  - d. Participation and Meeting Attendance
    - i. All Board members are expected to attend the General Membership and BOD meetings.
    - ii. All Board members are required to fulfill the duties as described in the SCDCID Board Position Descriptions.
    - iii. While serving on the BOD is voluntary and all Board Members have business commitments and family obligations, it is understood that by accepting an elected BOD position, the Board member must materially participate and meet the required duties. This should be a consideration prior to running and/or accepting a position on the Board.

- iv. If a Board Member fails to fulfill the duties as described in the SCDCID Board Position Descriptions or is absent from four or more General Membership and/or BOD Meetings the Board Member may be subject to dismissal by a majority vote of the BOD.
  - v. In consideration of other members of the SCDCIE BOD, during the conducting of the monthly board meeting, from the time of the Call to Order to the Motion to Adjourn is carried, the use of cellular telephones and other personal wireless communication devices is prohibited, with the exception of during recognized recess periods. The use of such devices while either at the table or by excusing yourself to conduct a call is both disruptive to the flow of the meeting as well as being inconsiderate to other members.
- e. Board Conflict Resolution Process
- i. Purpose
    1. Provide defined structure and process to facilitate conflict resolution in a professional, dignified and polite manner for the Southern California Dive Club of the Inland Empire (SCDCIE) Board of Directors (BOD) and/or general membership.
  - ii. Definition
    1. A conflict is defined as any disagreement or difference of opinion between two or more members of the BOD or SCDCIE general membership, or combination of both, related to SCDCIE business, policy or activity not governed by the SCDCIE By-Laws or Rules of Conduct.
  - iii. Procedure
    1. It is the responsibility of all members of the BOD and SCDCIE general membership to always legitimately and honestly attempt to resolve any conflict, directly with the given party in which the conflict exists.
    2. If after attempting to resolve the conflict the disagreement still exists the issue is to be tabled with no further communication until the next scheduled meeting of the BOD.
    3. At the Board meeting address the issue following the Roberts Rules of Order.
    4. If required the BOD will resolve the conflict based on the issue by way of a BOD ruling, vote or other appropriate action.
- XI. Other
- a. As part of SCDCIE Mission the Club will implement other structure and/or plan, fund, and execute various other programs that bring value to the SCDCIE members, the Diving Industry and related parties.