

# Hill Farm Swim Club Board

## Meeting Minutes

June 3, 2018

**In Attendance:** Joe Kreye, Deanna Stadler, Jennifer Eriksen, Janna Casey, Kimberly Wheeler, Ben Jones, Mary Blabaum, Mark Chandler, Amy Talerico, Jen Feldkirchner. **Guests:** Kevin Mirus (All-City Committee representative) and Arvina Martin (City of Madison Alder)

Motion to approve minutes from 4/22/2018 meeting by Jennifer E. Seconded by Mark. Minutes approved.

**Parking discussion with Arvina Martin** – Arvina attended the board meeting to discuss concerns around street parking near the pool. There have been many cars parking in the near vicinity of the pool and there are concerns for visibility with cars exiting the pool parking lot and safety for kids biking and walking to the pool.

- The state is still charging \$75/month for employees to park in the new DOT ramp. Many state workers are choosing to street park in the neighborhood instead of paying the increased parking fees.
- One resolution that was offered was to change parking to 2 hour residential parking. A city parking engineer and Arvina are putting together a workshop regarding 2 hour parking. An invitation will be sent out to the board and neighborhood groups.
- The board is requesting that the city make the area between the two pool driveways be changed to no parking to increase visibility and safety.
- Arvina thinks we can anticipate increased traffic from the new developments.

### Committee Reports:

- **All City (Kevin Mirus)**
  - All City Dive meet at West Side this year, Swim meet at Monona
  - Volunteer requirements were rebalanced this year. HFSC will send 18 volunteers this year
  - Monona will be doing a “zero waste” push this year. There will be an All City App this year instead of printed programs and water filling stations for filling water bottles.
  - All 8 & under relays will be on Friday. Other relays on Saturday. New Unified Swim/Adaptive relays will be on Thursday.
  - Special Olympics is partnering with the All City League – will provide assistance to pools to increase accessibility.
- **Treasurer**
  - See Profit and Loss statement & Balance sheet.
  - There are 9 members with unpaid dues. Mary will send them a letter.

- 98% of the budgeted dues amount is in already. We've collected \$13,500 more dues than last year.
- We have \$21,000 more cash in the bank than this time last year.
- We need to refinance the mortgage in 2018.
- **Membership**
  - There have been 34 stock sales since the pool closed last year. 22 of these were summer pass members from last year. 20 purchased stock directly from the pool, 14 were member to member transfers of stock.
  - We have 36 summer pass memberships already for this year.
  - There are currently 17 members on the sell list. Two of these decided to not sell yet at this point and are going to use the pool yet this summer.
  - Everyone on the sell list is covered by a summer replacement, plus 3 other members who requested a summer replacement for 2018.
- **Buildings and Grounds**
  - The Englehardt family donated 14 lilac bushes that were planted along the sidewalk on the corner of Door Drive. The hope is that these will form a natural "fence" in the future.
  - John did a lot of work overseeding and patching areas of the lawn.
- **Outreach**
  - Food carts are coming again this summer. Deanna is working with the food carts independently instead of going through Let's Eat Out. So far we have Kona Ice, Toast, Little Tibet, We Go Waffles, and Buzzy's Lake House
  - Sassy Cow – He's coming sometime in June, but unsure of date yet.

#### **Pool Director's Report:**

- It was a busy and HOT opening weekend. We have a great staff. Many prospective new members have been coming in for tours.
- James Stadler is holding a Diving Fundamentals class.
- Staff are doing bios/photos to display in the entryway

#### **Old Business:**

- Wall tile fundraiser – We need to set up a paypal account.
- Meet software – Mark and Jennifer will meet to discuss the upgrade and purchasing a new laptop for the pool.
- Meeting minutes on website – The meeting minutes will go up on the website after they are approved at the next board meeting
- Treasurer Trainee – Mary will talk to Kristen about her interest in becoming treasurer and to set up training

### **New Business: PR/Marketing/Social Media**

- A discussion was had regarding the discussion that took place on the Hill Farm neighborhood Facebook page. Neighbors were requesting that they be able to purchase day swims or a coupon book for access to the pool for being a member of the neighborhood association. The board reiterated the position that was posted by several pool members on the thread that the pool doesn't receive any funding from the city or neighborhood, and that the business model of the pool is set up so that it relies on members to own stock and pay dues every year.
- We discussed that our pool is very accessible in that we don't have restrictions on who can purchase stock and become members, and that you don't need a sponsoring member like some clubs do.
- Jennifer Eriksen brought up the possibility of using Hootsuite for social media posts for the pool. Twitter, Instagram and Facebook posts could all be made using one tool. We discussed having several board members and maybe a swim team coach or two having log in access to these social media accounts so that they could be used for more frequent updating/posting. It was mentioned that we may be missing out on some free advertising seeing as prospective members who are younger adults will be looking for HFSC presence on social media when researching the pool.

**Next Meeting:** July 2<sup>nd</sup> at 7pm on the pool grounds

Meeting adjourned.