

Hill Farm Swim Club Board

Meeting Minutes

July 2, 2018

In Attendance: Joe Kreye, Deanna Stadler, Jennifer Eriksen, Janna Casey, Kimberly Wheeler-Yates, Ben Jones, Mary Blabaum, Amy Talerico, Jen Feldkirchner **Absent:** Mark Chandler

Motion to approve minutes from 6/03/2018 meeting by Kimberly Wheeler-Yates, Seconded by Deanna and Amy. Minutes approved.

Committee Reports:

- Treasurer
 - See Profit and Loss Statement & Balance Sheet.
 - Currently we have \$21,600 more in dues compared to this time last year
 - \$1,800 more in swim team fees than last year. Due to increased fees and participants.
 - Expenses are \$14,500 less than last year. There were no large pool repairs this year. Two picnic tables and an umbrella were purchased. Other expenses are inline with budget.
 - \$262,589 cash – \$34,600 more than last year.
 - We have four unpaid dues.
 - Candidate for New Treasurer – Currently full-time at the state, degree in Accounting and is a Certified Internal Auditor. Mary will finish this year and will train the Treasurer on the budget.
 - Currently in the process of setting up a savings account for use with PayPal.
 - Safety deposit box → (Previous board member's name still listed).
 - Refinance will happen this year. More information to come.

- **Membership**
 - 2018 there were a total of 44 summer passes. In 2017 there were 41.
 - 35 stock purchases total since the pool closed last year
 - 21 of these were directly from pool
 - 14 transfers – member to member
 - 17 people remain on the sell list
 - There are still 6 summer passes available for July/August
 - Summer passes for August is unlimited.
 - Family passes July/August is \$525
 - August Family is \$260
 - Individual Passes – July/August \$260
 - Individual Passes - Aug \$130
 - Couple Passes July/August \$400

Couple Passes August - \$200.

- **Buildings and Grounds**

Nothing to report

- **Outreach**

- Hot-Dogger is doing very well. They started opening about 15 minutes early
- Food carts are doing well - \$304 total
- Sassy cow night at the pool was a hit. Profit \$164
- Kona \$55
- Little Tibet \$82
- Toast \$40
- Upcoming -
 - More food carts coming in July
 - Still looking for someone the 19th
- Holy cow – Their mission is to give food away to homeless. They will donate popsicles and in turn we will donate to Second Harvest.
- Adult social - Catered by Chipotle and will be July 14th. Music by Shawn Michael - Beatles. \$15 per person

Pool Director's Report:

- Baby pool – new rules are going well.
- Parking going well
- Staff training – review/reminders about safety
- Education/reminders about dogs/glass bottles

Old Business:

- In the process of setting up PayPal account for the fundraiser for the tiles. This fundraising opportunity will be available for 30 days. Pool member will be the Installer for the tiles.
- Software Upgrade is working well. The away meet worked very well. Thank you Jen E. Meet Manager and Team Manager is our current software. We're on the latest version.
- Online membership . Currently researching the same software used by Seminole and Ridgewood "Wild Apricot". Software will track membership and dues. Weighing cost/benefit and need more research. Also need to get details on what is considered membership.

Nominating Committee

Need to vote on new board members

Kim

New Treasurer candidate

New Business: PR/Marketing/Social Media

- Joint Fund Raiser with Holy Cow & The Ronald McDonald House
- July /August timeframe
- Holy Cow - Joe Brosious. Deanna has reached out to Joe to check his availability. Waiting to hear back. Discussed partnering this with a fundraiser for The Ronald McDonald House Charities of Madison.
- Boards like the idea of off-season volunteering at RMHC preparing meals. November/February – tentative dates
- Neon Night August 10th

Next Meeting:

Sunday, August 5th @ 5:00pm

Brunch & Music

Meeting adjourned.