

# Hill Farm Swim Club Board

## Meeting Minutes

August 13, 2017

### In Attendance

Jennifer Eriksen, Mary Kraemer, Amy Talerico, Joe Kreye, Jay Kemp, Ben Jones, Deanna Stadler, Janna Casey, and Kevin Mirrus. **Absent:** Jen Feldkirchner and Aaron Stegner.

Motion to approve the minutes from 7/16/2017 by Mary. Seconded by Ben. Minutes approved.

### Committee Reports

- **All-City** – Kevin asked to be notified for future board meetings. Kevin reported that the All-City board is functioning well. The board meets 6 times a year. The next meeting is September 20. The board has partnered with an accounting firm. The board has approximately \$7,500 in funds and is considering how that might help the host team. The board makes money from the swim fees and all other revenue goes to the host.
- Ridgewood is still raising funds to remodel and won't be able to host the dive meet in 2018 or the swim meet in 2019. The board voted to allow Ridgewood to host the dive meet in 2019 and the swim meet in 2020. Westside will host the dive meet in 2019 and the swim meet in 2019. Due to traffic and parking concerns, and the resulting safety concerns, Westside will host the 2019 preliminary events on Friday and Saturday and the finals on Sunday.
- The board is also thinking about the spectator and swimmer experience for All-City. Questions include: How sustainable is the event as numbers continue to grow? Should there be set standards to abide by, such as seating requirements, pool length, etc.
- **Treasurer** – Annual dues income is at \$244,448, up \$341 from the projected amount. The pool realized \$535 from the silent auction and is looking to make over \$550 from apparel sales. The pool is close to realizing its projected income for the year; we are \$5,900 ahead of last year for income. There are no more payroll periods to pay out. The board will need to create a list of pool projects to complete for proposing next year's budget.
- **Membership** – Amy reported that there have been 31 stock sales and 41 summer passes sold. Aaron sent an email update reporting that 6 people have received

letters from Mary regarding unpaid dues. Aaron heard from 5 of those members and informed them that the past amounts could be forgiven if they purchase a summer membership or get on the sell list.

- **Outreach** – Deanna shared feedback/suggestions she received from members. One suggestion was to post staff bios as a way to start a conversation between members and staff. It could also be used to let members know if a staff member is available for child care or other such off-site services. Another member asked about the pool providing staff to monitor a lunch bunch for kids at the pool during the weekday. The board discussed the fact that a number of kids are already doing that and that, to the extent it needs to be organized, parents could do that themselves. The board also discussed the possibility of posting a wish list for pool donations on the pool web site. Finally, the board agreed to send a thank you card to Dave Woody for his large donation to the food drive.
- **Pool Director**- The staff continues to have a good energy. Janna will have exit meetings with the staff beginning Monday, August 14. There have been lots of well-attended parties at the pool and the “cow power” week of lessons was great!

### **Old business**

- **Nominations**- One nominee has been contacted. Mary will send the board her positions description to share with a potential candidate for treasurer-in-training. Such a candidate would need to contact Mary to discuss the qualifications for the position. The board discussed possibly dividing the receipts part of the job from the dues part. Joe will prepare an email to send to the members regarding board positions and flyers to post at the pool.
- **Tiles** – The board discussed having another “drown the debt” campaign involving the purchase of personalized tiles to put on the outside wall of the pool. Joe has materials from the 2009 campaign and will look into getting that process started. Terry Heinrich will also look at the numbers related to that previous campaign.

### **New Business**

The pool will need to purchase update Meet Manger software for next year in order to run the swim meets and communicate the results to other pools. Mark Chandler is looking into this and Kevin will ask the All-City board if there is a specific version we should be using.

### **Parking lot**

Board nominations and the annual meeting.

**Next Meeting** – Sunday, October 1, at 7 p.m. at the Great Dane-Hilldale.