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| Hill Farm Swim Club Inc. Meeting Minutes |
| March 15, 2015 |  | 3:00pm | sTADLER hOME |
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| **Meeting called by** | Tissy Bauer, PresidentIn attendance: Janna Casey, Kate Munns, Deanna Stadler; Terry Heinrichs, Amy Talerico, Aaron Stegner, Joe Kreye, Jay Kemp. Excused: Mary Blabaum  |
| **Agenda topics** |
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|  | **Approval of minutes**  |  |
| **Discussion** | Minutes from the February, 2015, Meeting were approved pending minor spelling corrections (Aaron moved; Joe seconded).Summary meeting minutes from the February, 2015 were approved for posting with same edits. |
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|  | **Committee Reports** |  |
| **Discussion** | ALL-CITY Committee-(Kevin)* + Kevin briefly attended the meeting to clarify recent discussions and decisions.
	+ The arguments presented to raise the diver and swimmer entry fees for 2015 were based on the increasing number of swimmers each leading to consequent enhancements of the venue for the host pool. In addition, the current fees had been the same for many years. future proposals.
	+ There was much discussion about whether or not Seminole should be allowed to host All-City Swim in 2016 because their pool is 26.5 meters which is not compatible with the rules of All-City which state that pools need to be 25 meters or 25 yards. After considerable debate, Seminole will be allowed to host without making costly alterations to their pool. Discussion: Terry asked if All City was aware of and connected to the Madison Area Sports Commission who is interested in connecting to all major sporting events in Madison.
	+ The next All-City Board meeting will be 4/14/15.

Membership-(Amy & Aaron) * + **Amy** reported that 4 checks have been received. Three are for family stock memberships and one is for a Summer Replacement.
		- Six more families have indicated serious interest in stock memberships and one additional one is interested in being a Summer Replacement.
	+ **Aaron** said he received five more requests to sell. One has a strong lead on finding their own replacement and one may have a summer replacement for the 2015 summer.
	+ He asked if there are published fees for Adult-Couple and Adult-Individual summer replacements. The response was that it is the amount of the summer dues for each category plus $51.
	+ Currently there are 8 adults on the “want to sell” list.
	+ Aaron is continuing to check through historic emails to follow chains of communication.
	+ Aaron made a request/recommendation that the front office staff is clearly aware that we are accepting new members at any time along with the steps interested people should take to obtain a membership.

Building & Grounds-(Jay) John and Janna will go down to the pool during spring break to determine what needs to be done this year. They will connect with Jay Kemp to join them in making those determinations. Social, Publicity & Grievance (Deanna) * + The Marketing Committee met and decided on several courses of actions:
		- The pool now has a Fb (Facebook) page. People are welcomed and encouraged to send in more photos.
		- Neighborhood Welcome baskets are no longer being done by Daniella. Instead, Daniella plans to contact all the Block Captains in the neighborhood to distribute directories(with a pool pass stapled to it for distribution to new families
		- Deanna has emailed Safety Town and will follow up because she has not yet received a reply.
		- Samples of two small ads that could go in newsletters were circulated.
		- A one-page information flyer with tear-off phone numbers will be posted in nearby businesses that already have a notice board in effect.
		- As an incentive, Terry proposed (Jay seconded) that members who bring in new members receive a $50 rebate. Members who bring in Summer Replacements will receive a packet of guest passes. Also an early opening private pool party will be held for all new members and the families that brought them in. Finally, June 14th, a date early in the season will be an all-day “Bring a Friend Day” (no guest passes required). The proposal passed.

Personnel Committee/Pool Director – (Janna)* + Janna has heard back from all new and returning applicants who were offered a position for the 2015 summer season.
	+ Janna will meet with Will regarding head coach expectations this season.
	+ She has connected with Paul and he is gathering the contact emails for other pools/dive coaches. We are moving ahead with offering a Dive Coaching Clinic and will open it up to all the All-City League dive coaches for a nominal fee.
	+ Janna is working with Jojo to come up with a name for the new 8 & Under Age group category for the Dive Team.

**Pool Manager Report (Janna)*** + **Swim Suits –** An order form for the team swim suits will be posted online on the pool’s website. Janna will get the proper form from Dave and get it to Liz.
	+ **Lil Library** It was determined that Jay would determine the best way to do something with the “Lil Library” year this year that is more cost efficient for the pool at this time.
	+ **Eau Claire Ave. Construction –** Janna will contact the city and find out the specific dates that Eau Claire Ave (in front of the pool exit) will be impacted. That information will then be communicated to the membership and posted on the pool’s website.
	+ **The Swim Guide-** Will only be posted on the website this year. Janna will connect with Amy and Liz to update the information and get it posted on the website.
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Budget – Few Changes; No formal report. **Old Business****New Business** * Deanna indicated an interest in having the Dive Staff pursue/plan the possibility of hosting a special fund-raising dive meet at HFSC. Janna will share that request with the head dive coach.
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| DISCUSS |  |  |  |  |

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Next meeting will be 04/ , 2015 4 p.m., at the Heinrichs home). **Meeting was Adjourned at** 4:45 p.m. (KATE moved; AARON seconded) |

BUDGET: