

April 2019

Dear Hill Farm Swim Club Members and Families,

A new season at Hill Farm Swim Club is quickly approaching! For all information about Summer 2019 including, pool hours, swim and dive team, swim lessons, water ballet, social events, video fun, and much, much more, please see our [Hill Farm Swim Club Website](#).

John and I, along with the Personnel Committee, have hired a staff that loves Hill Farm and wants to give back to the place that gave so much to them growing up. We are all of us ready to make our 59th year in operation a fun-filled safe summer. Although our management and staff run the day-to-day operations, much of the planning, organization and longer-term decision-making for the pool are performed by member-volunteers. Please feel free to contact any Hill Farm Board member if you have questions. Contact information is available on page 2 and on the HSFC website.



For Summer 2019, we will continue the many great traditions that make HFSC the Have Fun Swim Club: These include our Join the Herd Open House, NEON night, Family Fun Day, weekend swim times with floaties, noodles, and fins, extended pool hours on Wednesday nights, fire pit nights, PJ and movie night, Teen and Middle School Nights, Food Cart Nights, Adult Social, Hot Dogger Lunch Cart, YOGA in the lawn, water aerobics, Swim and Dive team trip to Noah's Ark, and plenty of ice cream parties.

Important Dates to Remember

- **Sunday, April 28, 2:00-3:00 PM:** Hill Farm grounds clean-up day, where members and staff gather to get the pool grounds ready for opening. There is a job for everyone. And, each family that participates **will receive four free guest passes** for use this summer.
- **Tuesday, April 30, 4:00-7:00 PM:** The new designs for the 2019 Hill Farm Apparel and Swim/Dive Team suits and caps will be revealed at Simply Swimming 6649 University Ave. We strongly encourage all Hill Farm Swim and Dive team members, as well as any members interested in buying this year's awesome Hill Farm apparel, to go to this event. Let's show our Hill Farm Pride!
- **Friday, May 24, 6:00 PM:** We invite New Members to a New Member Orientation on Friday, May 24th at 6:00pm to meet the Hill Farm Board of Directors and staff, tour the pool, and learn about the many activities and opportunities Hill Farm has to offer.
- **Saturday, May 25, 1:00 PM:** THE POOL OPENS FOR SUMMER! SATURDAY, MAY 25TH AT 1:00PM

Commemorative Tile Fundraiser

In 2009 we remodeled the pool and held a fundraiser to celebrate both the past and the future of HFSC. At that time members were given the opportunity to purchase commemorative tiles, which now adorn the exterior of the clubhouse. Last summer we again offered our members the opportunity to purchase these commemorative tiles – get ready for The Big Reveal on Opening Day! There was so much interest we will once again give members the opportunity to purchase personalized commemorative tiles throughout the upcoming Summer of 2019. Tile orders can be placed at: <http://hfsc.donationbricks.com/>

Pool Improvements and Capital Spending

Last year we made a number of critical improvements to the pool including: 6 new chaise lounge chairs; 2 new picnic tables and shade umbrellas; caulking a joint expansion in the main pool; new tile around entire baby pool as well as concrete work; new swim meet software; a new water basketball hoop and outdoor basketball hoop; a new racing lane line; new AED battery and pads; new plants by locker room and bike racks; paid for the trimming of all trees on the property and to remove one of our Norwegian Pines; and finally we repaired the main pool heater. Hill Farm Swim Club also greatly appreciated generous donations from several Hill Farm families towards new swimming fins, backstroke flags and 17 new lilac bushes that were planted on the north side of the pool property. Thank you! In 2019 we will be resurfacing the baby pool vessel; replacing 10 drain covers (to comply with new legal requirements); and upgrading underwater lights in the diving well.

In addition to the capital improvements of the past couple of years, we are providing hourly wage increases for our Hill Farm Swim Club staff in order to remain competitive within our near West-Side Madison community. Despite these expenditures, the financial condition of the pool remains solid. Hill Farm Swim Club operates as a breakeven 501(c)(7) entity, with dues making up 93% of total annual revenue. Payroll is the largest expense, at 45% of the total budget, but other significant costs include the Principal & Interest on the “new” pool mortgage, pool maintenance, pool operations, and of course utilities and real estate taxes.

2019 Board of Directors

Hill Farm Swim Club has been run by a volunteer Board of Directors since its founding. These volunteers are elected by the membership at the HFSC Annual Meeting and serve three-year terms. Feel free to contact the Board of Directors with any questions, concerns or feedback you may have. If you are interested in serving on the board, please contact the President.

President: *Joe Kreye* - 608-231-0154 or jtkreye@hotmail.com

Vice President: *Jennifer Eriksen* - 608-217-0375 or jennifer.eriksen@gmail.com

Treasurer: *Kristen Tranmal* - 608-233-3204 or ktranmal@gmail.com

Asst. Treasurer: *Mark Chandler* - 608-445-0166 or mchandler1@gmail.com

Secretary: *Kim Wheeler-Yates* - 608-236-3155 or kimi@kimberlywheeler.com

Buildings & Grounds: *Ben Jones* - 608-217-3289 or benjones123456@gmail.com

Social & Grievance: *Deanna Stadler* - 608-692-9980 or deanna.stadler@gmail.com

Membership:

- **Current Members:** *Jennifer Feldkirchner* - 608-438-9993 or jfeldkirchner@gmail.com

- **New Members:** *Amy Talerico* - 608-233-1503 or talerico@tds.net

Can't wait to see you all very soon. Get excited for a fun summer together!

Moorah To Yah!

Janna and John Casey

Pool Director and

Assistant Director/CPO

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