BWSRC Annual Meeting Minutes

11/11/2018 @ 6:00 PM

Location –Louie’s Scoreboard

1. **Roll Call:**  Meeting called to order at **6:05pm**.

Board Members Present:   Chriss Carsello, Tawnya Stone, Becky Bolsinger, Brandy Feldman, Jen Dechant, Sarah Hora,  Lisa Schumacher, Eric Shepley, Jessie Sandbank, John Sklarsky, Andrea Schoenbeck. Mark Mikkola

Guests Present: Dan Stander, Aaron Denny, Mandy Denny

Board Members Absent:  Mark Oehler, Tom Neff

1. **Minutes (provided via email)**
2. **Annual Reports**

**President:** Overall, the 2018 BWSRC season was tremendously successful, with all things considered.  We completed a $300k plus renovation to our pool deck and pump house.  Improvements/renovations included a zero entry, water fixtures, improvements and replacements to our existing pump house.  We did experience a few necessary shutdowns, due to chemical levels and other minor issues with the renovations. These are being addressed and will be completed prior to the opening of the 2019 season. The board held all scheduled monthly meetings (minutes are available on the BWSRC site) and we continue to encourage those members interested in attending and running for board positions to attend.  Staff and board positions were all filled prior to the season beginning and held throughout 2018.

**Vice President:** The 2018 BWSRC year brought unique challenges and successes. Overall the year was a success bringing more staff than previous years and utilizing technology in new and varying ways to years previous.   We brought in two Assistant Managers and three head guards which helped tremendously as we experienced a few necessary shutdowns, due to chemical levels and other minor issues with the renovations. We will need to reevaluate staff levels and overall competencies as we get to 2019 season due to inspections and chemical balances. The lifeguard staff held several meetings to address performance and set expectations. We encourage anyone interested in the positions in 2019 to apply and provide information to friends and family members. We were able to staff all events for the pool and train additional staff through the end of the season as team members went away to college.

**Treasurer**:  There were two main changes to the finances this summer.  Due to the renovation, we had some unforeseen maintenance expenses.  We also increased employee pay, which impacted our payroll budget. We anticipate the maintenance expenses to decrease this coming year.  The payroll expenses should remain very comparable to this year.  A goal for this coming season is to develop a better procedure for collecting "private party rental" payments.

2018 was a challenging year with the renovation and unexpected expenses incurred with the chemical issues and such.  The challenges this year were the Lesson 1 swimming lessons with the delay of the pool being open due to the state inspection and the reschedules along with the number of unpaid lessons that carried on well after the start.  Having the managers/guards also take in lesson fees and the party rentals didn't seem to work well and we were not able to gain a true allocation of how profitable those events/lessons really were.  Another challenge was having contractors lined up for working at the pool without including the treasurer and ensuring the proper billing address was used.  Splash pool used an incorrect address found on Google.  The PO Box was not provided and there were no contracts signed to work a negotiation on cost to the pool.

Having split time with who's able to retrieve mail and process payments/make bank runs was extremely beneficial.

Recommendations for 2019:

* Seek sponsors for Social events and reduce cost of supplies
* Really consider eliminating the Casino night. This is the most expensive event and the cost to hold it compared to the money received is a loss profit.
* Enlist a system/process to receive payments for party rentals and ensure all fees are paid at the time of service.  I.e. do not have the deposits made as part of the nightly deposit.  Utilize google sharing documents to track and tie off with pool manager on when the rentals are being requested for proper staff planning and calendar reservations.
* Also incorporate a similar process for receiving/taking lesson fees and swim team dues.
* Seek to build committees for the potlucks (Memorial Day, 4th of July & Labor Day) and ask for assistance so the onerous work during these events can be lessened.  This is also a great way to help others get exposure to the board and offer interest on joining for future positions.
* Minimize the # of board members to core positions and solicit committees under those necessary (Pool & Grounds, Social, Communication) for example.
* Tracking expenses with receipts needs to be improved.  Providing what the expense was for, who paid for it (i.e. Social, Pool & Grounds, Pool Manager/concessions).  Obtain a list of the last 4 digits of every card holder is helpful but a monthly reconciliation to provide Mehar Accounting is required.
* Reduce future enhancements this year if possible.  Hold a true budget with accountability and closer tracking on spend rates.  Some fees cannot be change (Mehar's) but monitoring spending of other members can be improved upon.
* Solicit membership for donations for fridges/freezers/microwaves.  Seek options at Restore or Scratch & Dent for other areas to reduce costs.

**Secretary:** Regular board meetings were held on the following dates: 12/3/2017, 2/28/2018, 3/25/2018, 4/29/2018, 7/8/2018. The annual meeting was held on 11/11/2018. The annual bi-laws were reviewed and all proposed changes were voted on and approved. All meeting minutes were posted to the website by the webmaster. All documentation has been moved to Google Drive and put in the appropriate folder under the correct position.

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**Pool & Grounds:** Pool and grounds had a significant year with the renovation. We exceeded our budget for the lawn care services. We will review last year’s invoices and see what we need to do going forward for changes. We exceeded our budget for chemical use due to necessary upkeep due to the renovation.  The following year will be more normal. There are a few items to consider. Creating a line item for umbrella replacements, appliance replacements, future additional renovations, costs associated with having a specific CPO individual on staff/committee.

**Webmaster**: This was the second year of using Wild Apricot as a website host. It has been very useful and effective for managing membership, events, and lesson scheduling. Initially there was a learning curve of how the PayPal transaction fees took place through the website but it has since been changed. Wild Apricot annual renewal takes place on March 27, 2019 and costs $756 this past year. The cost is expected to go up next year. The domain name: [www.bowmanwoods.com](https://protect-us.mimecast.com/s/8DlMCERGQpS3wgjXuw09_3?domain=bowmanwoods.com) is supported through GoDaddy and auto renews on May 29, 2019. GoDaddy also supports the business emails and unlimited forwarding email address. The cost is $19.88 and renews on May 27, 2019.

**Membership:** Assisted in the transfer of 56 memberships with $0 in expenditures

**Social Chair**

* 3 Holiday parties: Memorial Day, July 4th, and Labor Day
* Include all meat/buns to be grilled (about 160 burgers and 160 dogs and buns for both)
* Condiments: ketchup and mustard (about 4 mega sizes of ketchup)
* Seasoning for patties
* Lemonade (LARGE Country Time)
* Plates, forks, napkins
* Kegs (or cans depending on budget/sponsors/weather/party size) typically 2 kegs for holiday parties. Reserve them about a week ahead, Hy-Vee on Edgewood Rd.
* LOTS of ice
* Make sure invites are send via email 3-4 weeks out, with reminders as events gets closer and advertise at the pool as well
* Guest bring a pot-luck dish to share
* 2-3 Adult Nights, about one each month
* Past themes: Tex-Mex Night, Luau, 80’s Night, and Casino Night
* Adult Nights do not have to be themed, it’s just been the tradition in the past
* Start times around 6-7:00 in the evening, ending around 11:00 (managers and guards need to be aware of dates and times for staffing 2 weeks in advance if possible)
* Typically charge $25 per person, or possibly get an RSVP beforehand for a cheaper price. This could also depend on sponsors or donations from companies/small businesses.
* Make sure invites are send via email 3-4 weeks out, with reminders as events gets closer and advertise at the pool as well
* Serve dinner, drinks, and usually provide a type of entertainment
* 2 Family Nights providing pizza or possible dessert type theme
* Usually on a week night, 6:00-8:00 or whatever works best
* Do not charge an entry fee like adult night, serve pizza and lemonade for example, and make sure to have plates and napkins.
* Middle School Night or Teen Night
* The past two years this has gotten a little wild. Excelsior and Oak Ridge students going into 6th, 7th, or 8th in the upcoming school year are invited. Guests are welcome for a normal $5 cover fee.
* Social provides pop/water/lemonade (whatever you like)
* Guest bring a snack to share
* Be careful, kids got extremely crazy last year and were “shot gunning” pops
* I suggest more chaperones. Kids were not allowed to leave without a parent picking up at the gate, or me walking them to their car
* Kids were not allowed outside once they entered the pool for safety
* Invites were sent, and clear rules and expectations were laid out

**Marketing**: Updates were sent out through email and Facebook to keep members informed on the renovation progress, maintenance that caused delays and closures of the pool, and information regarding social events. Lifeguard training schedules were also sent to members to encourage training leading to employment at the pool. A new sign for the corner of Brentwood and Boyson was purchased through CR Signs.

**Tennis:** We had another great tennis season.  Many thanks to all of you who who participated in lessons or team tennis.   Tennis is a life time sport which is best learned at a young age for muscle memory and has been proven to extend life by over 7 years. We had great feedback on our new tennis coaches and are hoping they come back again next year.  As always please feel free to reach out with any questions or feedback on the program.

**Swim Team:** Swim team this year had a couple challenges and some new, modern approaches to old problems.

**Challenges:** The new construction and subsequent closings proved to be challenging this year.

* We were closed after only one practice prior to our first meet because of water quality and pool safety issues. These problems were addressed and we were able to have some practice time, but it did challenge our members. It required a lot of communication with our team families (see below).
* We had another closing in the season, because the water was just too cloudy to safely allow swimmers in the water. This was a chemical problem while the pool managers worked through the changes in pool setup.
* We had a to be a little creative with backstroke flags since the construction removed one of the flag pole holes and this was corrected until after the season ended. Though it did cause some challenges with practices.
* Fortunately, the problems didn't affect our ability to host two of our four meets.

 **Communication Changes:** I implemented a couple changes in how we communicate with parents and swimmers this year. They had good reception for the most part and I expect to add to them this coming season.

* I created a new texting application that allows members or their parents to sign up for meets using text messages. It leverages an Amazon Alexa type technology so they can interact in a more user friendly way. This information was dumped into a database that we could query to help coaches provide meet signups. I plan on extending this to allow swim team members to do things like order shirts, volunteer for meets and use voice and a web page to provide a better service.
* I also created another web application that allowed me to send bulk text messages to team members with information about meets, closings and other news. I originally created it to be one way, but found that parents needed a good way to reach out to me, too, so I expanded the service to allow them to text back. I will extend some of those queries into the Alexis capabilities, too.

 **Swim Team Suits and T-Shirts:** This year we didn't require swimmers to order a specific swim suit. While they still could, some choose not to and were appreciative of the option, since those suits can be expensive and it makes swim team more attractive to swimmers, especially non-member swimmers. We also included shirts in the fees for swim team, this actually reduced the price of the shirts overall and gave swimmers some team pride. Next season will will allow more time for the shirts to be ordered before swim team season starts so shirts can be in hands earlier.

**At Large:** The At-Large position was a newly created position with the intention of providing more opportunities for the membership to participate in Board activities in order to gain experience and develop a larger pool of applicants for other board positions, especially in the case of President, which requires at least two years of Board experience prior to holding that position.  In my position, I attended board meetings, participated in the pool cleanup to start the season (even trying to use my own connections to find a solution to filling the pool faster), and along with other board members participated in necessary activities for a successful, but trying, season.  Over the course of the season, I would touch base with pool managers on daily operations offering support as needed, including getting the audio/network setup and working correctly.  I also advocated for a general list to track pool issues for the board since there were so many this season.

The At-Large position was generally ill-defined in duties and responsibilities, other than the intent of the position was to allow exposure for greater Board experience.  My recommendation for the position would be to try to define some additional duties for the position to successfully contribute to pool operations; whether it be as a backup or assistant to lessen the load of another position especially during a busy time.  I think that other board members just may not know how to utilize the At-Large position.

I would propose that the board undergo an examination of all positions including the At-Large position to determine if there is another way to allocate workload evenly across positions to maximize Board efficiencies in operations.  This would most likely results in Bylaw changes at the next Annual meeting.  Given the current budget situation, I would also recommend taking a look on a line by line basis to determine the spending priorities and needs in addition to alternative methods to reduce costs for the pool.

**4. New Business**

A.  Eric motioned, Andrea seconded the following Bylaws to be changed during the Annual Meeting:

* Section 3: Memberships: Whoever is listed on the membership account and resides at the house
* Change the age of 8 to 11
* Voting changed to secret ballot
* Additional powers given to the treasurer/co-treasurer:
	+ Open any deposit or shared account in the name of the association.
	+ Endorse checks or orders for the payment of money or otherwise withdraw or transfer funds on deposit at the association’s financial institution.
	+ Enter into a written lease for the purpose of renting, maintaining, accessing and terminating a safety deposit box at the association’s financial institution.

B. Elections for the following board members:

* President: Chriss Carsello
* Co-Treasurer: Billie Platner
* Co-Social: Dan Stander
* Swim Team: Mark Oehler

C. Social chair:  Mark Mikkola would like to resign.   Jessie nominated and motioned Brent Gasper and Lisa Schumacher seconded and he was voted as his replacement and will complete Mark Mikkola’s term and the position will be up for re-election after the upcoming year.

D. Chriss Carsello motioned that we add a position to the board for a Certified Pool Operator (CPO). Mark Mikkola seconded. Having a CPO available and on-site for the entire season and not relying on third party providers (once managers leave for college) would be beneficial for the pool. Motion denied.

E. Tawnya Stone motioned that we add a committee position under the Pool and Grounds Board position and Brandy seconded for a Certified Pool Operator (CPO) that is compensated with an annual dues and paid certification. The motion passes.

F. Becky motioned to keep the annual dues at $450, Andrea seconded. Motion passed.

G. Lisa motioned to keep the guest fees at $5, Dan seconded. Motion passed.

H. Net income was only $5K this year. Need to better utilize sponsorships, advertising, fundraising in future years. Even understanding that we had a large capital expense, we need to better manage expenses and look for opportunities to increase income.

* 1. Next meeting will be scheduled for the month of January. Exact date TBD.

**5.  Meeting adjourned at 8:05 pm.**