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| **DATE HELD:** | November 15, 2022 |
| **LOCATION:** | Zoom Meeting  |
| **DATE ISSUED:** | November 15, 2022 |
| **RECORDED BY:** | Pete Giannini  |
| **ISSUED BY:** | Pete Giannini  |
| PRESENT | BOARD MEMBERS | POSITION |
| Y | Dan Hohne | President |
| Y | Pete Giannini | Secretary |
| N | Chad Plank | Treasurer |
| Y | Aaron Opell | Head Coach |
| Y | Kara Sergesketter | WCSC Representative |
| Y | Jean Blanton  | Member At Large  |
| Y | Lisa Bryant  | Member At Large  |
| Y | Nathan Logsdon | Member At Large |
| Y | Jeremy Trusty  | Member At Large  |
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| **ITEM #** | **DISCUSSION** | **ACTION BY** |
|  | Meeting called to order at 6:07pm | Dan |
|  | Meeting Minutes from the last meeting were approved.  | Dan |
|  | Financial * Total profit to date 11,293 compared to budget of 10,370 (Positive $923)
* Need to verify with Chad on where sponsors are in the financials?
* Cash flow looked good for the month
 | Dan |
|  | Dashboard- Aaron reviewed the Dashboard (see attached) Growth of Club * Increase in Elementary division due to movements from Sea Serpents and LTS
* (59) people on the wait list for LTS which is at capacity
* LTS opportunity to have Faith discuss quality with parents before moving up and to make sure that the kids are ready.
* Aaron discussed feedback to parents at LTS and how the staff provides this feedback to parents. Focusing on providing good valuable feedback.
* ASF currently stagnate. Plan to focus on marketing LTS to help grow the numbers.

Meet Attendance * Face Off Meet Attendance was (12) short of 400 goal at 388 swimmers. Feedback from other clubs was good on day 2. Aaron will follow up with coaches from other teams to provide overall feedback.
* Meet committee felt the meet went well. Some of the set up could have gone better. Some of the experience from the vendor went under promised like the football game being televised. Saturday hurt with the weather and having the people in the cafeteria. Positive feedback for Sunday’s experience with the better weather. Volunteering was strong and all roles were filled. Aaron discussed making sure Faith is on site during a meet. Discussed a contingency plan in case a lifeguard does not show up.
* Meet committee has discussed putting together a meet guide on future meets.
* Feedback from teardown volunteers on not a lot of help and direction with teardown and cleanup on meet. May want to consider opening more slots and providing instructions on teardown from a tear down leader?
* Chillout is scheduled for January 27th -29th.

Strategic Objective * Target ASF and competitive team.
* Aaron, and Nick brainstorming on options to bring in new swimmers in both ASF and Competitive team.
* Ideas- Looking at a bring a friend program and some options with fees. Hoping to roll these ideas out in December.

School Board Meeting * School Board presentation was brief but went very well. Aaron received very positive feedback
* Positive endorsement from a board member during the meeting.
* Dr. Lambert shared positive feedback to Emily.
* Aaron sent a follow up email to the board.

  | Aaron  |
|  | Committees * Meet Committee (Jean and Nathan)- Covered above in Meet Attendance.
* Marketing, Merchandising, Communications (Lisa)- Postings on social media ongoing. Holding off on fliers due to the wait list. Goal to have the web store up by the end of the month but can’t guarantee being able to order and receive by Christmas. Working on an all-member shirt, towels, and caps with last names.
* IT and Website (Lisa)- Website has been updated. Made everything uniform and updated photos. Nick did a good job laying out different divisions, Link to google docs. Staff pictures were updated. Cleaner and uniform. Great Job.
* Family and Member Relations (Kara)- We are still looking for a head of the committee. Mallory may be interested. Tailgate went well it was moved inside due to the weather and band. Elementary gathering is being planned. Discussed having a leader in the committee from each age group.
* Fundraising and Sponsorship (Dan)- New Lane Sponsors- Lawn Masters and German American. Need to make sure we have banners for them and a better way to attach. ONB - Dan needs to follow up. Faith mentioned a calendar fundraiser. Aaron discussed meeting with faith and the committee to review.
* Safety (Jeremy) – Aaron would like to set up a meeting with Jeremy and Faith to discuss the safety committee and action items.
 | Dan |
| **6.** |  Monthly Focus – Bylaws * Jean has been reviewing the by laws and items to amend (Nominating Committee and New Committee structure). We need to finalize this in the April timeline so this can be prepared to vote on at the all-member meeting.
* Discussed parents signing release and waivers. Aaron discussed the registration and this being part of the registration process. Jean instructed Aaron to investigate this and confirm this information.
 | Dan |
| **7.** | Next Board Meeting Topics and Focus * Focus = Communication Planning
 | Aaron  |
| **8.** | Next Board Meeting: Tuesday December 13th at Rolling Hills  | Dan  |
| **9.** | Board Meeting closed at 7:19pm | All |
| 10. | The executive session stared at 7:20  | Dan |

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Pete Giannini: Secretary Date of Approval