**July, 2022**

* Illinois Open
  + Any changes we need to make for next year? **Timing System or a back-up. Time Standards for longer events for older kids? Better option maybe to limit meet (Friday Session) to 4 hours. Had issues with younger kid parents wanting to be on the pool deck… maybe we have a volunteer position to help with this next year (usher kids/snacks back & forth)?**
  + Will we make a profit?
* Wrapping up Long Course
  + Last day at the ARC: **7/26**
  + When is the Y closed for cleaning? **8/13-8/21**
  + Kick-off party for Short Course? **Last year we did it in early September (due to heat/COVID) also allows more kids to get signed-up.**
  + **THANK YOU FOR ALL YOUR HARD WORK IN THE 2021-2022 SEASON!!!!!!!**
* Coaches
  + What coaches are left? **Losing ~1/2 of our coaches.**
  + How can we let parents know that we're going to be sufficiently staffed starting next month?
  + Ways to encourage remaining coaches to stay… ???
  + **Send Will to the swim coaches conference in Las Vegas… Will to provide more information. Possibly send the next age group coach (if we have one by then)**
  + Salary discrepancy between coaches and when/how we can immediately increase their pay (Doesn't the board pay coaches except Will? How can be as a board be more accountable for their rates of pay and pay increases? **Will trying to get everyone on a pay scale… having issues with YMCA approving. Will thinks he has it resolved & it should be coming. Idea was brought up about having end of year bonus?**
* Registration + upcoming season
  + When does registration go live? **Should be open up ~8/5**.
  + **Last day of summer season will be 8/12.**
  + **First day of short course season will be 8/30.**
  + When are "try out" days? **8/29-8/30 4-6pm** **Who needs to try out… mostly new swimmers. Current HEAT swimmers should be notified prior to the end of the summer season if they are getting moved groups.**
  + **Asked that we add a front page section to the registration packet that has bullet points on what has changed since last year.**
  + **Should be hold a mock meet for little swimmers/parents to get them accustomed to how a meet works/experience working the jobs.**
  + **Discussed making a training video (w/ subtitles)**
  + Will practice times and locations change due to staffing concerns?
  + What important information can we include in registration and have parents check off that they've read it? Such as team store, equipment needs, social media accounts for updates, etc.
  + How is the team store coming along? Don't forget the masters store - they're excited to buy all of the things! **Elsmore will be our Exclusive Team Store… with them being exclusive will have to run everything through them (team shirts) first. If they can’t get them, we will have the ability to go else where (campus ink). Will get 30% off everything on team site… should get a coupon code later on for 30% discount for entire Elsmore site.**
  + The HEAT banquet is booked and contract signed Sunday, April 16, 2022 at the iHotel and Conference Center. Can this be placed on the Team Unify page for upcoming events? More details to come.
* Website + Social Media
  + We need to do some serious updates to the website! There are too many words on the pages and a lot of outdated information that is confusing to new parents (and returning parents). **Can we revamp/redo the website? Ryan Bradley has agreed to take over the website.**
  + Natalie + Mindy want to create some short informational videos for new parents as well some helpful videos for swimmers to watch with their parents, on topics that can help them feel more comfortable and confident?
  + Facebook Live on the HEAT page with a Q&A with Will and some parents that helps to answer questions, share details about the season, and explain more about HEAT. This can be both a recruiting tool for new swimmers and help the families of younger swimmers feel more included on what is going on. We can pin this live video to the top of the Facebook page. I'd like to do this in early August in advance of registration forms coming out. We will develop a script in advance. Natalie and Mindy can help make this happen.
  + Can we have the YMCA include the a mention when HEAT swim registration goes live in an attempt to recruit new members?
  + Can we put something on the TV behind the front desk?
* Sponsorship
  + Plan to start reaching out to businesses and families after LC Y State with the sponsorship deck shared at the last meeting… **no feedback, so it’s a go! Should have the YMCA vet the packet before we pass it out?**
  + How to coordinate the asks, so we don’t approach the same people/company? Natalie floated an idea of creating a spreadsheet. May also have to share with YMCA, so we aren’t stepping on their toes.
* Budget
  + Current budget**… May budget was sent out earlier today. Not much came in June. Should start getting billed for summer meets (should show up in July report.) May’s report doesn’t reflect getting the 2nd ½ of the loan being repaid… was told it was sent in during May (hopefully shows up on June’s report???)**
  + Plans for keeping up with the budget… **will get a recap after 8/31 to help get an idea of a budget for next year.**
  + Goals for sponsorships and donations… **$12k**
  + Wishlist items that HEAT wants and needs: **Can we get line items added that differentiates between sponsorships & donations?** **Have codes for both, so just need to make sure we code them appropriately.**
  + **How do we communicate out when bills/fees are going to hit?**
* Swim lessons and water safety for summer camps
  + Update from Will –using the $2500 donation to provide swim lessons/water safety for children of color in the community… had 12 kids show up for swim lessons today. (Plan to have lessons 4 Thursdays this year.) Kids aged 4-12yrs.
  + Plans for next season
  + How will this impact Will's schedule
  + Next step… can we get suits/goggles donated for next summer. Looking to get possibly a grant through USA Swimming. Do we give opportunities to sponsor a swimmer (say $100 for swim gear/suit/etc…)