

**West Chicago Sharks
Board of Directors Meeting
Wednesday, July 15, 2021**

Attendees: Coach Dan Fors, Coach Nick Parry, Coach Kara Parry, Dan Clasen, Amy Martensen, and Kathy Kosten

Meeting called to order: At 7:08 pm by Dan Clasen

Minutes from previous meeting approved: Amy made a motion to approve the June minutes, Dan seconded, all approved.

Financials (Stacey Gallagher): The financials are very consistent; the Sharks are not touching the money market or scoreboard fund. The checking account is what the Sharks are using to pay for pool rental and coaches' paychecks. Compared to other teams, the Sharks are in good shape.

Team President (Dan Clasen):

- With Board approval, Tom Wagner (swimmer Jake Wagner) will join the Board as the Shark's new vice president. Welcome!
- Officials are needed!

Coach Update (Dan Fors):

- The meets that are left in the season are:
 - Regionals
 - Time Trial (35 athletes signed up, more than the 20 in the June tt). The ISI is very strict with turned in packets, more reasonable with time sanctions for events.
 - Senior Champs – 4 athletes who have qualified
 - Age Group Champs – no qualifiers
 - Batavia Quarry end of the season party will be on Monday, July 26, from 6:30-8 pm. Total cost is \$400, so charging \$5/person should cover the cost. These social activities help build friendships and a lasting foundation for the team. This sets the Sharks apart.
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- For the **fall**: Fees will stay the same, \$6 per practice and a \$50 surcharge for t-shirts and custom caps.
 - Blue group will stay the same, but there will be an expansion as a pre-swim team level on Tuesday and Saturday. These will be 30–40-minute sessions and coaches will be in the water with the kids. There is a high demand from 5-year-olds right now. If the Sharks get kids on the team, the team retains them. If the Sharks turn them away, the kids will never come back.
 - Coach Kara will be the leader for the Leopards and Tigers.
 - Coach Karl will lead the Gray. There are lots of Tigers moving up, so numbers will need to be watched at this level.
 - At the White, Senior Level, Coach Nick Parry is coming back on to lead and oversee coaches, workouts, and attendance. He brings experience and stability back to this group and between the Sharks and the high school. Welcome! Coach Troy and Josh will also be working with the White group.
 - Thank you to all the coaches for support and teamwork!!
 - The Sharks are working with the high school to host meets and allow fans back in the stands. The hope is to host the Fall Fling, each session will be an age range. The Sharks is a young team, so there is not a lot of experience running meets. Meets are not filling to capacity, so everything is smaller. The Sharks can sustain with 75 swimmers and some small meets.
 - **Advertising**: The Sharks are pursuing all options. Since it is an Olympic Year, the swim team must be very visual.
 - Coach Dan would like to update and get more car decals, it shows dedication from swim families and is free advertising.
 - Warrenville National Night Out is Tuesday, August 3rd from 5-9 pm. The Sharks will be provided with a booth, table, and chairs. Must be able to give away 500 items, so sunglasses and Sharks tattoos will be given away. Coach Dan and Kathy will do spin the wheel and give out candy.
 - Sponsorships from businesses and donations to bolster incentives for the kids are options.
 - Possible fundraisers – Tower of Power, Culver’s Night, Trivia Night in October?
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- The Sharks are going to spend \$410 for an email blast service for a ½ page advertisement. This will distribute in the tri-city area. This service also provides data for how many hits the ad receives.
- There is a City of West Chicago marquee sign on Rt. 59, south of North Ave. The Sharks will look into advertising here, flags on lawns, and outside of the high school during practices that say “now enrolling”.
- Facebook Flyers and Banners and Flyers at different events around town.

Meeting adjourned: Kathy made a motion to adjourn the meeting, Amy seconded, meeting adjourned at 8:24pm.
