

# Topeka Swim Association

## Board Meeting Minutes

Tuesday July 9th, 2019  
6:30 pm

Call to order 6:36 pm by President Richard Allen

Attendees: Richard Allen (President), Kyle Larson (Vice President), Danielle Jeffries (Secretary & Volunteer Coordinator), Lance Green (Treasurer), Monica Brede (Merchandise/Fundraising Coordinator), Laura Perkins (Website/Social Media Coordinator), Coach Bob Shearer, Dave Allacher (Community Member-at-Large), Cheryl Carey (Community Member-at-Large)

Brent Allshouse is absent

Motion by Lance Green to approve June minutes with changes. Seconded by Dave Allacher. Motion Carried.

Lance Green presented financial report:

- Lance has not received the June report yet. He believes that Beach Bash will come in around \$20,000.
- The donation for Sunflower State Games was added and will be just over \$600 on the June financial report. The pool rental at the end of May is \$26,000. We only have June and July left to be billed for and are tracking right where we budgeted on pool rental. Bob has received the June rental and will check the numbers and get this to Lance.
- Proposed budget-
  - Projections based on where we are at. Fees did not go up in any areas other than swim school. We have increased the fees to \$65 raising it \$5. For program fees year over year, we are purposing a \$15,000 increase of expected revenue. In the last 4 years we have not seen an increase. If swim lessons continue in July like they did in May and June we will see an increase in program fees this year. In the past few years, we have dropped; 2016-17 - \$26,000 in program fees, 2017-18 - \$30,000 in program fees, and 2018-19 - \$8,000-\$9,000 (actual vs budget). Along with varsity being fluid, so is high school prep. We have increased this by \$5,000 as an expectation. If we pulled high school prep from the budget, we recommend we move it into varsity budget. TSA's annual fee is only \$36 out of the total \$110 fee charged to families during registration.
  - We will be basing our net income on what we have made the previous year from now.
  - Expenses – Salaries are going up. This is driven by swim school having to put more workers on deck and we had to raise the budget to compensate for more employees for lessons. Pool rent stayed the same. Bob has been informed that our pool rent will not be increasing this year.
  - Training and education – There will be no clinics next year that the coaches will go to. This is a way to get the expenses closer to the income. Coaches can do classes and videos online that will help but not affect the expenses line.
  - Credit cards fees went up due to more families using credit cards to pay. This payment schedule was passed in 2013 by the board when they decided to do away with paper payments. We are now realizing the unintended consequences to using paperless billing. The mktg and awards will be staying the same on next year's budget.
  - Volunteer shirts- The board has decided to take this line off the budget. We will either get a donation or use the team t-shirts. Talking about making it a team shirt and having parents buy them at a discounted price to wear when volunteering.
  - The computer that was authorized by a previous budget will come out of savings and will not affect this year's budget.

- Bottom line is we would be proposing a budget of an income of \$1,662 for the 2019-20 year.

Dave Allacher moves to accept the budget with changes. Laura Perkins seconded. Motion carried

Richard will send changes to Kim and then distribute the final budget.

Bob Shearer presented Coach's Report:

- Mike has put in his notice and will be leaving at the end of the week. We need to make sure Annette is brought in if there are changes to Kirk working.
- Bob reached out to SwimQuik about the kick back and is in his Coaches report.
- Nichole and Kirk are still not on the website. Bob will get that up as soon as possible.
- The board discussed ways to get more kids to funnel into the swimming program from swim school. The swimmer to coach ratio is good but we need to make sure that we are letting the parents know what is going on with their child and what they still need to work on before moving up. Talked about having a small ceremony for kids moved into silver. Also discussed have a mini swim meet at the end of each session so that the children and parents get a better understanding of swim meets and what they entail. Richard and Bob will discuss and decide if this is a possibility. When the children do move up, have the coached sit down with the families to explain what the expectations are and give them their ribbon for moving up. Howard and Bob will communicate with the Board so that one of them can be there to engage with the parent and give them a different perspective.
- Bob was asked about the recruiting plan section C. What does that mean in \$'s? He informed the Board that 6 kids that swam with Hayden last season joined TSA varsity/high school prep. We also had kids join the varsity program full time and also had Hayden kids that have started working with swim school. Bob feels that Howard's involvement with coaching the Hayden High School swim team has been beneficial to TSA.
- Recognition banner – Bob does not know where we are at and tried to get in contact with Christine but has not heard anything back from her. Laura will get ahold of Christine; Bob will facilitate that meet. Hoping to get this item taken care of.

Committee Reports:

- Parent Mentoring and Community Building (Kyle Larson) -
  - a. Email notice for wave the wheat, sectionals, mc districts, champs, zones will be sent out. The crash area at Wave the Wheat is not open Friday and he will let parents know that they will not have it. This email will also include a reminder that the sign up for Districts will still be open until midnight on the 14<sup>th</sup> in case any kids get their cuts at Wave the Wheat. The form for Sectionals needs to be sent out for approval for kids to swim. Bob will fill this out and send to the parents. Kyle will send an email out for Districts and Champs and Zones.
  - b. MAAPP meetings- The natatorium building closes on July 30<sup>th</sup>. All participants will practice at Blaisdale after that. Kyle will wait and start the MAAPP meetings again in September when the pool opens back up. He will plan do one the week of registration for new families. August 19<sup>th</sup> will be the day we open early registration. This gives Bob time to get the packet and have it reviewed by board members. Kyle plans to have a MAAPP meeting the week of the 19<sup>th</sup> for returning family members. Bob will touch base with Annette and see about the availability of the room. The tentative plan is to do this on the 22<sup>nd</sup> at 6pm. Kyle will send an email out informing families of the training.
  - c. Board needs to plan to be here on the 3<sup>rd</sup> and 4<sup>th</sup> for tryouts. Have laptops in the room to help families get registered when they find out the group their kid should be in. Bob will get with Dave to work on getting flyers out to all of his locations to promote tryouts and it will have both dates on there to invite them to join. We will be holding our first tryouts on July 29<sup>rd</sup> for 501 lessons and YMCA. Bob will email the board with the times so they can be there.

- d. New parent – Kyle will plan to do the MAAPS training for new parents on the 9<sup>th</sup> at 6pm. This is the first day back to practice and we hope to be able to catch more families.
  - e. Watermelon/ice cream social will tentatively be held the same day as the team suit fitting. Planning to do this on September 21st at 9am. Kyle and Monica will work on the menu and Monica will check with Swimquik to make sure they are available. They will come back in the August meeting with finalized plans.
  - f. We will be moving the August board meeting to August 6<sup>th</sup> to work with members schedules. The Senior Olympics is the 14<sup>th</sup> of August and is still not a sure thing.
- Meet Director Committee (Danielle Jeffries) –
    - a. SSG – The meet went well. Thanks to 501 for getting the AC turned on. Send Mike a heartfelt thanks as well as Annette for getting the AC up and running.
    - b. Danielle and Bob will get together to add a form to our registration. Asking families what they are willing to learn more about. These volunteer opportunities will be Official, Meet Director, Computers, Hospitality and Meet Marshall. Asking families to pick at least one they would be willing to learn more about. They are not required to do these jobs but maybe get a little more information about them.
  - Volunteer (Danielle Jeffries) –
    - a. Not sure if there will be a Senior Games. At this point we are not going to put anything out until we know. Richard will let Danielle know by the 1<sup>st</sup> if we need to get a sign up for volunteers.
    - b. Intrasquad will be October 5<sup>th</sup>. The short course meet schedule needs to be posted by August 31<sup>st</sup> with the list of our meets that we are planning on going to. October 19<sup>th</sup> and 20<sup>th</sup> is IMX, January 3<sup>rd</sup>-5<sup>th</sup> is True Blue, and there will be an intrasquad/dual meet in January.
  - Merchandise & Fundraising (Monica Brede) –
    - a. Swim quick update was given by Bob earlier. Monica will follow up with them about the t-shirt sales.
    - b. Monica will also follow up with Linda from ramada and see what will be done to correct the issue. Jessica with the city of Topeka will contact hotels and work on getting price points for TSA. She will then get with Monica about which hotels to speak to.
    - c. Erin and Monica are getting together to finalize the new team t-shirt design.
    - d. Monica had a meeting with Visit Topeka they are excited and want to do more work with TSA. They stated that if we are bidding big meets we need to try and get a letter from the city to include showing the city is welcoming everyone. They will also put together bags for the swimmers and also put signs around town welcoming swimmers and families. Monica also found out that there is a fund through the city for events. We can ask for money from this fund for meets such as Beach Bash. Visit Topeka would like to be a part of the USA Team Down Syndrome meets. Monica was also informed about a program called Show Your Badge. This gives them a discount at locally know restaurants. When families use this, TSA would get a kick back and the families get a discount as well. It is recommended that we add this to our heat sheets and list the available places that they can go. This is a great way of encouraging people with incentives to get more people to come to our meet. It was also suggested to Monica that the 2030 club has grants and likes to purchase big ticket items that are sustainable. Monica will need to write a grant for this. She will work with Bob and Shawn to get the numbers and any other information that is needed. Downtown rotary also likes to donate money to places that positively impacts children. The City also pays people to volunteer average \$10 a shift to work at city events happening. That money would then come back to the club. May be a good idea to look into getting a group of people together that can help with these projects.
    - e. Swim-a-thon – Amanda with USA Swimming online platform donation, team unify has this. USA Swimming has all the sample emails and information needed. Might be a beneficial thing to coordinate this with the corporate games (April 17-19). USA swimming members and non-

members can be in the water at the same time. Monica and Laura will canvas parents who may have an interest in helping and get with Bob to help with coordination. They will also include Annette in initial conversations. They will plan to come back in the next couple of months with a coordinated plan. Information that may be beneficial would be who are the tier one donors, tier 2, ext... Monica will also have hospitality get in contact with Visit Topeka to help getting donated water and food for our meets.

f. Monica will put something together for the earrings fundraiser and send pictures to put up on website for preorders.

- Website & Social Media (Laura Perkins) –
  - a. Laura has got the group page set up. She is planning to set up a promotional calendar with dates. She will get with Erin to get this up and running.
  - b. Bob got with Team Unify and walked through issues that we had. Hopefully they have got the general operations things worked out. The links are all now up and working and directing members to the correct places.
- Richard emailed the Zones packet and the online email information. They are accepting bids for the 2022 at the earliest. Hopefully at the next board meeting we will see if there have been any updates to this. Have Brent forward the pdf to both Laura and Lance to help coordinate this.

#### Old Business:

- Team sponsor contract
  - a. Speedo
    - i. In this contract they are separated in certain areas not able to spread it around to all groups.
    - ii. It is the Board's idea to get rid of this contract due to many complaints about the team suits.
  - b. Arena/TYR
    - i. Bob is to get with these companies and ask for a couple of suits to test for fit and durability.
- Officials recruitment drive
  - a. The Board clarified what TSA reimburses volunteers for. Background checks for officials and meet directors are reimbursed.
  - b. TSA will reimburse certified officials their USA Swimming non-athlete member registration after they have worked as an official for 15 sessions at home meets. Motion on the floor by Richard Allen. Seconded by Dave Allacher. Motion carries
  - c. Monica plans to talk to Joe Farthing at the meet this weekend in Lawrence about official recruiting ideas.
- Banners
  - a. Talk about hanging banners during the meet and then taking down. Bob will need to talk to Kirk and/or Annette about if this is a possibility for sponsorships during club meets
- MAAPP
  - a. Kyle –
    - i. We need to remove the policies that MAAPP directly affects, under MAAPP list what is included. Kyle will send Bob a list of the policies needing to be removed.
    - ii. The section named Policy, Forms and Fees needs to change to Policies, Forms and Fees.
    - iii. Changed a title to the MAAPP policy. Bob will make the change and put the correct attach the correct policy. Need to contact Jay the LSC safe sport chair and ask her about whether we can have both the MAAPP travel policy and our own.
    - iv. In our electronic communications we have the request to discontinue as part of the form, MAAPP does not have a form. We need to make sure we have this form before we delete the policy.

b. Richard

- i. The MAAPP training classes went well. He had questions and raised eyebrows but overall they went well. Had one class where no one showed up but the other two had members show up.
- Athlete pick up policy
    - a. MAAPP addresses this
  - Earring fundraising update done earlier
  - Goals
    - a. Monica feels the coaches needs to hype up meets to the kids who will in turn get hyped up and tell their parents about wanting to go. Some other ideas brought to the table were:
      - i. Promote end of season awards in advance based on participation number of meets you go to. LSC meets only
      - ii. Incorporate team scores into our team meets. We can decide on if we are going to do awards
      - iii. Adding volunteers to registration which was discussed earlier.

New Business:

- Registration packet will be completed and sent to Kyle and Laura to review.
- Already addressed that (b)
- The returning registration plan and dates were already discussed. Bob and Lance will meet and discuss an incentive for families to register ahead of time. Is it a good idea to do a yearly dues payment option? Where you can pay a for a year or a 6-month and get a discount. Another option is to have every athlete signed up for every meet and parents must go in and remove their child from the meet or they will be signed up and charged.
- Richard proposes that we think about and look into this and bring your thoughts back to the august board meeting. If we are going to implement it, do it next year.

Open Floor:

- Danielle will look into the cost of a bouncy house at the watermelon/ice cream social and Bob will ask Annette if we are able to do this.
- We need to replace the amp from our sound system. It is recommended to ask Ed to research options for us to replace this item. Ask him to give us a bid on cost so that we can purchase one. This will come out of capital cost. We need to also ask Ed where the best place to store it would be.

Motion by Danielle Jeffries to adjourn at 10:50 pm. Seconded by Monica Brede. Motion Carried.

Next meeting scheduled for August 6, 2019 at 6:00 pm at Capital Federal Natatorium Board Room.