

# Topeka Swim Association

## Board Meeting Minutes

Tuesday August 6<sup>th</sup>, 2019  
6:00 pm

Call to order 6:00pm 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), Brent Allshouse, Coach Bob Shearer,  
Absent: Cheryl Carey and Dave Alacher (Community Members-at-Large)

Motion by Kyle Larson to approve July minutes with changes. Seconded by Lance Green. Motion Carried.

Lance Green presented financial report:

- Lance has not received the July financials and will email them out as soon as he receives them. As of the June financials we are still in the red, we are just not sure how much in the red we will be in the end.
- We received \$800 in commission from SwimQuik. Our Beach Bash totals reached \$23,000 as of the June financial report.

Bob Shearer presented Coach's Report:

- Laura communicated with Christine Fritsh who has promised to get her the information for the banners. She said she just got back from vacation and will get that to her. Laura will get this worked on as soon as she receives the information. She said the quote was high but the design and names are done.
- The flyers for tryouts are prepped and ready to go and the information is also on the website. Bob will also be working on the social media. He will get with Erin this week on ways to get more information out and to more people. This typically runs the week of the 19<sup>th</sup>. Bob will plan to get the flyers out the first week of school to allow parents to have a little more time to plan to attend.
- Registration system – MAAPP document is in Bob's hands. Volunteer form will be added to registration. Should be done tomorrow and Bob will open it and give a chance to look through and check for any problems or issues that may arise. Richard, Laura and Kyle will do this on Thursday evening. They will send any issues or changes that they feel are needed to Bob so they can be changed before we open to the membership.
- Need to have an introductory meeting for parents, swimmers and the coaches.

Committee Reports:

- Parent mentoring and networking (Kyle Larson) -
  - a. Email notice will be sent out by the end of next week. Once the bugs are out of the registration process.
  - b. MAAPP – Meetings will be held September 9<sup>th</sup> for new families and try for August 22<sup>nd</sup> for returning members. Bob will check to see if the room is available.
  - c. Parent to parent – Plan to tag along with the coaches meeting so we can incorporate this. Need to ask parents if they will volunteer to help and be there to answer any questions other parents may have. A list of which group each family is in will be done and ready before the season begins. This meeting will coincide with the group parent's meetings
  - d. Watermelon/ice cream social – Plan to do this on the 21<sup>st</sup> directly following the suit fitting. Monica will reach out to SwimQuik.
  - e. Need to consider IMX for next month's board meeting.
- Meet Director (Danielle Jeffries) -

- a. Nothing this month to report.
- Volunteer coordinator (Danielle Jeffries) -
  - a. List of volunteer options was passed around and will be send to Richard.
  - b. October 5<sup>th</sup> is the Intra-Squad. Schedule will be online tomorrow. IMX is October 19<sup>th</sup> and 20<sup>th</sup>. October 26<sup>th</sup> will be the trunk or treat practice. Bob will get with Annette and see if a bounce house is available and can be done during this meet.
  - c. Hold booths at the social to give information to families who are interested in helping out. Short quick information to give families more of an idea of what other volunteer options are available. Danielle will email the list of volunteer descriptions to the board.
- Merchandise and fundraising (Monica Brede) -
  - a. Swim-a-thon – Mike was finishing up with Sunflower State Games and Monica plans to call him back in August to coordinate a meeting with Monica, Mike and Jessica. Monica will call back in August and they will coordinate a meeting for all of them. Jessica is the hotel report.
  - b. Laura and Erin have run with the t-shirt design. A quote was passed around on the 2 ideas for the team t-shirts. This gives parents options that they can choose between and changes the shirts for the swimmers as well. Looking into going through somewhere local so parents can order and pick them up instead of paying for shipping. Laura will check into the turn-around is and the options on how to order the shirts. Monica will also talk to SwimQuik and find out what they can do and offer to compare. Tracy Cowman has volunteered to help with the merchandise ordering. A motto for the back of the shirt has not yet been decided on. It was also discussed that we can encourage parents to buy a shirt and wear the team shirts for volunteering.
  - c. Monica will get with Shawn and/or Bob to get the numbers needed for grants.
- Website & Social Media (Laura Perkins) –
  - a. Calendar is up and going but Laura has more dates and she will plug them in. Swim school will start on the 9<sup>th</sup>. Laura is waiting for the information and will get this from Bob so she can plug that into the calendar as well. Also need to get the dates to Erin so that she can post the information onto Facebook.
  - b. Fall meets will be posted and Bob will send an email out so that families can start planning accordingly. Bob will post the meets and the practice schedule for short course season as well.
  - c. Website issue follow up- it was a functionality aspect. Bob will get Laura set up with Tessa who is the account manager and that way she can also work with them to help with website issues that may come up.
  - d. Photo rotation will be added and start once the tryouts are done.
- Zones Bid Committee (Brent Allshouse)-
  - a. Got the information from Richard. They are now accepting for 2022. These bids must go in this fall. The meeting is in October so Brent will look into and try to get this done and submitted before then. He will start working on the packet. Mike with the city of Topeka and Annette will both need be a part of the process. Laura has also volunteered to help Brent in this process. Monica also informed the board that Downtown Topeka will also want to be a part of this.

#### Old Business

- Team sponsor contract package and proposal – (Bob)
  - a. Motion made by Richard Allen that we go forward in pursuing a contract negotiate with TYR on the contract. Seconded by Monica Brede. Motion carries.
- Officials recruitment drive – (Monica)
  - a. It was brought to Richard from Joe Farthing that we do a trifecta with AAAA and LA in recruiting officials. How do we incentivize working the meets in Lawrence for our volunteers? He said they hold monthly meetings on volunteer information and make it more of a social meeting. They also don't require officials to pay out of pocket at LA but they do at AAAA. Reimbursement incentive is a good way to get more people. There are 21 sessions available and requiring that they work 15 still gives them the chance to not have to work every meet. Richard and Monica will get together and figure out recruitment drive ideas.

- Banner options during meets – This task needs to be done. We need to talk to Annette or Kirk to see if we can put one up during meets to get sponsors.
- MAAPP –
  - a. Policy review and removal has been updated. Everything else looked good. We need to change Brent’s email from his wife’s email to his email on the website. Kyle did not find anything else that needs to be changed or removed.
  - b. Bob will get ahold of Jay out of Wichita to see if we can use our travel policy and the MAAPP policy simultaneously.
- Goals –
  - a. We had a 67% average attendance for home hosted meets for long course season, a 30% average attendance at away meets excluding champ meets, a 50% average attendance for both districts and champs. We need to consider possible incentives to get the attendance up. Hype up the away and home meets and how much fun they are is a great start. We have 7 officials and 82 athletes. Need one more official to meet our goal ratio.
- Registration packet revisions/review –
  - a. Talked about this already. Will happen within the week
- August returning member –
  - a. Board does not like the idea of an annual or seasonal payment option.
  - b. Incentivizing swimmers moving from team prep to silver. Pay a 25% discount for 3 months and is due upfront non-refundable but gets them a discount and gives them a trial period.
    - i. Motion made by Monica Brede that we offer the first calendar month free to all new TSA competitive team members. Seconded by Brent Allshouse. Motion carried. Bob will communicate with Kim as to when the billing will start for each individual member.
  - c. Think about the (one of the ways to encourage participation in our meets) option. Table discussion for a later time and will not be implemented until at least next long course season.
  - d. Perks/incentive options – We will not do this for this registration period. If this year’s registration does not do very well then we will plan ways to help incentivize members for next year.
- Sept. tryout plan – We have already talked about this. Will need board members to attend and help answer questions and be available.
- Regarding replacing the sound system that died during Beach Bash – What we need to purchase and where the best place and how we should store it. Brent will get with Ed and get this information. Get a couple of quotes

#### New Business:

- Bob will get with Holly and ask about what happened with the laptop approved by the Board two years ago and if it just fell through the cracks and see if her husband can still get one and get a discount. Come from our market manager account not the budget due to being approved from a previous year’s budget.

Motion by Laura Perkins to adjourn at 8:54 pm. Seconded by Monica Brede. Motion Carried.

Next meeting scheduled for September 3<sup>rd</sup>, 2019 at 6:30 pm at Capital Federal Natatorium Board Room.