

Buffalo City Swim Racers
Board Meeting Minutes
May 18, 2017

Attendees: Kristy Michalek, Pat Scherer, Mike Switalski, Rick Mirable, Chris Muldoon, Zach McArdle, Jean Lalomia, Trini Ross, Meg Healy, Maggie Hamilton.

Absent: Charisse Freeman, Rich Bleichfeld.

The Board Meeting of the Buffalo City Swim Racers was called to order at 6:06PM on May 18, 2017 at the Westside Community Center, 161 Vermont Street, Buffalo, NY, by Chris Muldoon and Zach McArdle.

1. Approval of Minutes. Motion: To approve: Pat. Second: Rick. Carried.
2. Financial Report. Zach.
 - a. We are done with 2016-17 contract from the city.
 - b. Grant applications still outstanding from Bills, EC Youth Bureau Prime Time, and Ralph Wilson (approximately \$10,000 each). We will know more by the end of May.
3. Water Safety Festival. May 20, 2017. 10AM – 1PM. Mike
 - a. Mike spoke with sororities and fraternities (9) for support but has received little feedback.
 - b. Fire department, Scuba group, Emily Rose Foundation with CPR mannequins in addition to in-water lesson with at least 11 instructors.
 - c. Some need for assistance in electronics.
4. Buffalo Marathon. May 28, 2017.
 - a. Working M 23 on Bidwell. Maggie and Matt will open at 6:30. Mike will bring the tent. We need chairs.
5. USA Swimming E2 Diversity Select Camp and Regional Summit at UB. June 15 – 17.
 - a. Mike named Camp Director. Focus on multi-cultural marketing and programming board governance. Panel to discuss BCSR's on 6/17, 10:30AM – 11:00AM then questions. Currently, numbers at 48 swimmers and 20 attendees.
6. Summer Schedule. Mike.
 - a. Contract from YMCA. Acceptable. \$600+ per month rental. To begin July 5 for summer session.
 - b. Westside wants summer program. Will pick up 1/3 of cost for instructors.
 - c. Camp ALIVE and African American Cultural Center interested in a program as well. Will offer the same as Westside (1/3) at D'Youville. Have sent them a budget and are waiting.
 - d. 3 locations for summer : Caz, YMCA, and D'Youville.
7. Grants
 - a. Ralph Wilson Jr. Foundation: By the end of May.
 - b. Buffalo Bills Foundation: Timeline unknown.
 - c. Erie County Summer Prime Time: By the end of May. We are waiting.
 - d. Contract issues with the city worked through so that everything will come due at the appropriate times.
8. Marketing
 - a. We will have discretionary monies left from some grants. This surplus could be used to market to city to enlarge participation. Billboards, bus stops, sides of buses, public service announcements (TV and radio), Facebook page. Also, invitations to attend practices.

- b. Looking for a videographer to provide quality film.
 - c. P.R. might be helpful.
 - d. Our goal is wider participation.
 - e. Update and expand / modify existing brochures.
 - f. Ideas brainstormed.
 - g. Bring a friend to swim day.
 - h. Brochures for families through churches. Telesco.
 - i. Trini will help arrange time with pastors.
 - j. Use of social media. Concern with consistent usage. Telesco? Stats, quotes, pictures, info are important.
 - k. Kids / parents can supply info but should be funneled to site supervisors .
 - l. Site supervisors to funnel to 1 to post. (Katy Scherer). Milestones to be observed. Also comments and auto reply.
9. Old Business
- a. Team Unify Main Set App. Software. \$400 per year. Workouts, communications, results, schedules, documentations. Cost far more reasonable. Did not purchase Surfaces.
10. New Business
- a. Parents: Planning a meeting and offering fundraising ideas. Also, banquet being considered. Parents of competition swimmers must participate. Possibly 5/25/2017.
 - b. Pirate themed party fundraiser being planned. August date not firm.

Adjournment

Motion: To adjourn meeting at 7:36PM. Motion: Trini. Second: Pat. Approved.

Next meeting: 7/20/2017. Specifics: TBD.

Draft minutes respectfully submitted by Jean Lalomia