

Buffalo City Swim Racers  
Board Meeting Minutes  
Thursday, November 21, 2019

Attendees: Mike Switalski, Mike Telesco, Dennis Wilson, Rich Bleichfeld , Rick Marable, Chris Muldoon, Charisse Freeman (via phone) , Jean Lalomia.

Absent: Kim Schechter, Annetta Williams, Zach McArdle, Barrett Erbe, Kristy Michalek.

Guests: Geetika Ramjiwal

The Executive Board Meeting of the Buffalo City Swim Racers was called to order at 6:09 PM on Thursday, November 21, 2019 at 1 Robert Rich Way, Buffalo, New York 14213.

1. Approval of Minutes.
  - a. Motion to approve with corrections: Rich B. Second: Mike T. Approved. Carried.
2. Committee Reports
  - a. Growth and Development. Mike S.
    - i. 990 returned. We are in good standing.
  - b. Programming and Infrastructure. Rich B.
    - i. Offered Geetika assistance as needed when assembly of handbook begins.
  - c. Marketing and Branding. Chris M.
    - i. Refinements: A tagline can be inspirational or descriptive. Content is also important. Discussion held.
    - ii. Website. Mike T. and Chris M. Several examples of the look and architecture of the webpage presented. Charts were displayed and explained. Care taken with the ease of use and the inclusion of essential categories. Discussion also held on the second site and the differences between the two.
    - iii. Video. Chris M. Videographer targeting January dates. Interviewing process considered. Plan: Shooting over 2 one-half day sessions. Goal: To shoot a wide variety of people and things then have those films for many purposes. Discussion held. Ideas: Unique stories, support roles/ people, etc. Ballpark costs to be considered, but will honor the stated budget.
3. Project Play Western New York Pilot. Mike S. and Geetika R.
  - a. Canisius College. November, 2019. Discussed enhancing/ improving the sport organization. 40 organizations were invited. Ostensibly for social good and change. A wide variety of germane topics were presented. Focus: To evaluate where our organization stands, what is our impact, financing through relationships, etc. Research project to be conducted by Roy Kessel, University of Wisconsin.
  - b. This group is working to find out what makes groups successful. Should we be included in this study?
  - c. Wilson supported.
  - d. Information given will be confidential, but the gathered data may be shared publically.
  - e. Motion: To approve participation in Project Play WNY: Rick M. Second: Chris M. Approved.
4. MOU with Catapult. Mike S.

- a. Hogan Assessment. Matches people/ qualities/ positions. Expensive, but would assess applicants. Discussion held. The Myers-Briggs Test does a similar but less expensive version.
  - b. Catapult services costs. Breakdown of fees discussed. More information needed. Mike S. will contact.
5. Hiring Update. Mike S.
- a. Head Age Group Coach. Top candidate declined. Search reopened. Currently 2 applicants. Interviewing committee to be formed soon.
  - b. Learn to Swim Director Search. Darcy has started. Schedule to be developed. She is excited to be on board.
  - c. Business Manager. Candidate B is top choice. Salary discussion held. Paperwork needs organizing.
6. Old Business
- a. Belle Center. Still working on this.
7. New Business
- a. West Hertel Academy. Interested in a partnership.
  - b. Frank A Sedita Academy. Community school. Interested in Friday nights. Requires multi-lingual coaches.
8. Motion to adjourn: Mike T. Second: Rich B. Approved. 7:10 PM.

Minutes respectfully submitted: Jean Lalomia