

**Friends of the Goodman Waves Board Meeting**  
**October 27, 2016 7pm**  
**Goodman Maintenance Facility**

In attendance: Cindy Schlichte, Becky Kohlhepp, Andy Schiessl, Rob Pauly, Lisa Tomberlin, Charlie Romines (Park Asst Superintendent) and Josh Schmitt (Aquatics Manager)

1. **Call to Order** 7:10 pm
2. **Minutes** – 9/22/16 minutes approved
3. **Treasurer update** – no changes from last meeting
4. **All City** – The Waves were only schedule two home meets because of AC needing two weekday evening meets. Cindy asked the city if we could host Wednesday or Thursday night meet. Josh said we could host one night meet provided we gave him the date so he can schedule around swim lessons. Tues and Thurs nights are better nights.
5. **Discussion – Survey Results**  
Cindy sent out survey to all 2016 families and we received 41 responses with lots of favorable responses. Highlights include:
  - Affordability was the biggest reason for joining the Waves followed by convenience.
  - New swimmers joined us through word of mouth. One area we could improve on is the referrals from the swim instructor. The 4 and 5 year olds from swim lessons can watch swim team.
  - Nearly 70% of respondents attended practice 5 times a day!
  - Stroke clinic was well attended because of the focus on stroke and turns as well skill building and technique improvements. The biggest reason for not attending stroke clinic was due to the scheduled time – both the time and the time between practice and clinic
  - Vacation was the biggest reason for not attending swim meets. Overall, the Waves had a much higher meet attendance, which led to many individual and team performance improvements. When asked how swimmers could be encouraged to attend swim meets, respondents ranked enjoyment of the sport, putting forth best effort, having fun, doing one's best and helping lower anxiety through various techniques as being important to them.
  - Nearly 80% of our respondents attended All City because it is fun, festive, the highlight of the season and enjoy watching the high level of competition. Those who did not attend cited not having been to enough dual meets or feeling overwhelmed. We can definitely improve in these areas.
  - We had a higher number of participants this summer and that led to our team doing very well in efficiency (points per swimmer). With nearly 70 swimmers on a team of 111, we walked away with 12th place out of 13 teams.
  - Communication with the coaches and parent group was just right. Many commented on wanting to email individual group coaches as opposed to only

being able to reach head coach. It's hard to find the time to talk to the coaches during practice.

- Team Unify website was overwhelmingly well received for many reasons including meet, volunteer and social sign-up, general info and calendar. Some used it to monitor swimmer progress. Only one respondent found it tricky to log in and find sign up info.
- Nearly half of our respondents are participating in competitive swimming during the school year.
- Most respondents will return to the Waves next summer!
- Future season ideas, responses included:
  - 65% Buddies/mentoring for swimmers and families
  - 43% Folders for swimmers with team info, ribbons
  - 41% Mock meet
  - 32% Buses for away meets
  - 29% Dive team
  - Other ideas included dividing the team into two teams for a more accurate mock meet (hard to envision for new families), junior coaches, and different dive team practice as opposed to noon and transportation to/from practice.
- For the future, most people felt they would be likely to extremely likely to purchase a team swim suit themselves if swim team fees were reduced accordingly (N.B. This question is in reflection of the city's \$5,000 limit on purchasing non-sweat shop free merchandise. We want to continue to purchase suits, team t-shirts and latex caps for each swimmer but as the team grows, we have these budgeting constraints.)
- Only 7% participated in dive this summer. Reasons for not joining was that information came late and practice times. About 20% are likely to extremely like to sign up for dive team in 2017.
- 95% of our respondents gave the 2016 season a rating of 4 – 5 stars (out of 5).
- What makes waves unique-diversity of team? Family atmosphere is a plus.

## **6. Discussion – Dive team 2017**

- Charlie (Assistant Superintendent) and Josh would like to have dive team. City is interested in making the commitment to dive team.
- Cindy was contact by Graham Grafton who has interest in starting a Waves dive team and is very supportive of the Waves mission. His experience includes being a past diver and an All-City Dive coach for Ridgewood. By the end of November, Josh and Cindy will pick his brain about what it takes to start a Waves dive team including the expectations of families.
- Desirable number for dive team? Not sure, will ask Graham.
- Cost of dive team to researched: Last year, 2 week dive lessons were \$45 and with 3 sessions that seemed to cover the costs. Run concurrently with swim team dates.

- Dive team involves Friday night meets (the night before home swim meets). Teams host 2-3 times per year. Meets are usually Friday night. This could impact socials and swim meet set-up.
- Fewer volunteers are needed for dive meets.

## **7. Discussion: Highlight successes**

Charlie and Josh are supportive of this and are happy to share scholarship information to benefit fundraising efforts and telling the Waves story.

## **8. Discussion: Partnerships**

- Role of Foundations: Charlie encouraged us to reach out to foundations for funding. Goodman Waves has a great story. As founding funders move on...we need to reach out.
- Carmella of the Shelley Glover Foundation has committed to fund the Waves at the same level until we host All-City.
- Goodman Foundation not sure of funding commitment. They pulled out \$5000 in April 2016. The city did have to provide \$5000 that they were not anticipating spending. There were more swimmers so that helped lower their costs.
- Stephanie Franklin, Madison Parks Foundation, may have ideas about where to look.
- Because we don't always know the stories especially when it comes to scholarship recipients, we figuring out how to tell the story and some funders ask for reports or follow up to how money was used and it's impact.
  - Charlie and Josh said they could share this information.
  - Other ideas from board members include emailing 2016 families and ask if anyone is interested in telling their story as it pertains to swimming and the Waves

## **9. Miscellaneous**

- Accepting payment through TU – City would consider but it would set up a different dynamic for the team – less City ownership.
- Swimsuits – City law that states merchandise purchased must be sweatshop free when spending over \$5,000. Possible work arounds:
  - Reimburse city for rental of pool and then Glover money could go to the Parks Foundation.
  - Could we reduce fees and then swimmers buy own suit? Kids on a scholarship could still get team suit. All kids would continue to receive t-shirts and swim caps. City was open to these proposals.
- Team Size relative to pool space: 150 would be desirable number...not too big. Last year we had 111 swimmers.
- All-City hosting: City would like Friends to manage All-City, rent pool and Friends group would get lion's share of All-City proceeds to sustain team.
- General Concessions stand: Charlie said that the pool is looking for a private entity to run the pool concessions. The City does not make any money running

concessions. Are the Waves interested in bidding on the job? Would there be a rental fee? That would be judged on merits of the applicant.

- Criteria/expectations for concessions:
  - One person would have to have a food service certificate
  - Expectations that someone would be there every day pool open
  - Have to be 16 years of age. Volunteers of any age, swimmers and parents, Staff with 2 -4 people. Typically the city would do a 2 or 3-year cycle. Right now the city pays \$15 or so to staff, we could pay less per hour.
  - Mallards might be interested....possibly they might want to assist a not for profit. For a ticketed event you have to get an alcohol permit....it does not cost a lot. Non-profit would get the alcohol permit and then the dollars would go back to Waves after . Last year hired 15-16 concession staff. Charlie needs to hear back in the next two or three weeks.
  - Liability? Worker Comp?

Charlie thanked us for what seemed like a very good year. He really appreciated the good work Caleb and his staff did this year and expressed the Parks desire to continue working with parents group.

Board only discussions:

- Not sure about taking on pool concessions. Initial thinking was no
- Not clear on who pays for Waves scholarships (SGF or Goodman?).
- Cindy will ask Josh & Charlie for:
  - 2016 final budget
  - When swim coach jobs will be posted
  - When will dive team be decided? Dive head coach job description written & approved?
- Cindy will email Caleb telling him we'd like him to come back.

Respectfully submitted: Lisa Tomberlin