



Meeting

Sunday, September 27, 2009

Attending: Ana Kosciolk, Amy Busch, Amy Freese, Barb Scouler, Beth Wyer, Cindy McCollum, Dave Busch, Dave Scouler, Jonathan Leaf, Laurie Pohlad, Lorri Donlin, Lorrie Salzl Seylar, Mark Ambrosen, Sandra Hibbard, Tom Pohlad

Finance Report

1) Tax Status

- a) Jon & Tom completing ST3 form; Cindy McCollum signed so it could be processed. So far companies have assumed we're non-profit and we haven't really been paying/collecting sales tax
- b) Post-meeting research into collecting sales tax for concessions, etc: If we keep the number of days selling to 24 or less, we do not have to pay tax.
- c) No tax to pay on clothing sales.

2) Donations

- a) Have 503C, so checks can be made to the Anchor Club Trust account.
- b) Matching corporate gifts that can only go to an approved vendor can still be written to the Minnetonka School District, who will credit the funds to us.
 - i) Due to new legal restrictions, we should no longer have checks written to the Minnetonka Foundation. They can no longer "pass through" the funds, as this is not in their charter.
- c) Checks should continue to come through Tom Pohlad, who is keeping track and maintaining records.
- d) We have approximately \$7000 in the account, with \$1500 in bills to pay that offset that.
 - i) Have given \$43K; have another \$3K matching donation that brings our total to \$46K = nearly 1/3 of our commitment
 - ii) Grand opening donations were \$2K; sold approximately \$1K T-shirts (cost \$1.3K) and \$220 in Ducks (cost about \$250). We should begin to make money on these soon.
- e) If you purchase something that should be an Anchor Club donation against your pledge (or just a donation), give the receipt to Tom. He will do the bookkeeping.
 - i) If you purchase something that is an expense (for a meet—such as Swim 6 techs for the meet), bill the Minnetonka School District.
- f) We will begin recognizing donors with *Waves of Support* on e-mails and in communications. Actual wave levels to be determined.

Reviewed Purpose of Club

- 1) Initial: Get new pool/fundraise: 3- year commitment of \$150K
- 2) Reviewed mission and vision statements
 - a) Statements and vision statement maintained as written except to strike words “Minnetonka Communication Education”
- 3) Ongoing fundraising support
 - a) Value of \$20K/year; not a commitment but rather recognition of what can be earned through new enrollments, etc.
 - b) **ACTION ITEM:** Sandra to set up a meeting with Tom, Dave Busch, and Ben and:
 - i) Identify revenue streams
 - ii) Delineate credit (who gets credit/responsibility of what)
 - iii) Clarify financial responsibilities of Anchor Club
- 4) Ongoing support of aquatics community/volunteer development
 - a) Support development towards Club Excellence: Amy B reviewed the elements of excellence
 - i) We’re currently doing many of these
 - ii) Some are “easy” fixes: i.e. putting mission/vision statement on communications
 - iii) Anchor Club could sponsor athlete and family development: i.e. speaker on nutrition
 - b) **ACTION ITEM:** Dave S. and Amy will look more closely at the USA Swimming Volunteer Development information and start a plan to develop our volunteer base.
 - c) **ACTION ITEM:** Beth to coordinate meeting with Ana, Gretchen, Amy B and Ben, to determine “buckets” of volunteer needs.
 - d) Time to get more tactical—determine whose role is what in coordinating activity (including concessions)
- 5) **Concessions:** Still undetermined
 - i) **ACTION ITEM:** Robin Friedlander will coordinate concessions for HS Section 5AA meets (November, February).

Communications

- 1) **Discussion about communications role of Anchor Club**
 - a) Ultimately need to know from Ben what that should be
 - b) **ACTION ITEM:** Laurie, Beth, and Sandra to develop new communications
 - i) Acknowledge who has donated
 - ii) Review purpose of Club
 - iii) Call for volunteers

- 2) Things to add to new swimmer packets:
 - a) Pure Blue sponsorship
 - b) Anchor Club flyer
- 3) **ACTION ITEM:** Get Anchor Club time in new swimmer meetings (Oct 3,5,8 scheduled). *Note: Ben has approved this; we need to determine who will go.*

Sponsorships and Fundraising

- 1) **Amy Freese reported on sponsorship potential**
 - a) Type of sponsors: Can unify with other booster clubs, or just do our own
 - b) Need to determine what goes into an offer to a sponsor, and who has to approve that
 - c) Need to explore fundraising opportunities (i.e. Club swimmers selling a product; being *obligated* to sell a product).
 - i) Discussion that this would have to be Anchor Club because you can't really make the other aquatics groups sell something
 - (1) Concept of territoriality would have to go away when applying dollars to an Anchor Club debt, but the dollars actually go to the Club.
 - ii) Selling advertising in meet programs (Linda Harrington does this for diamond club)
 - d) Current versus alumni sponsorships/sales
- 2) Determined that new Anchor Club standing committee would be **Sponsorships and Fundraising**
- 3) **ACTION ITEM:** Amy to write a description of what a fundraising/sponsorship could look like
- 4) **ACTION ITEM:** Existing Fundraisers: Zelaz sales next Sunday; need to get word out via e-mail & signs
 - a) Need to blast out Pure Blue fundraising reminder to Club
 - i) Also: Put into new swimmer packet

Professional Athlete Sponsorship

- 1) Discussed potential to sponsor David Plummer, currently #10 backstroker in world and #4 in U.S., as he trains for 2012 Olympics
- 2) Impact of having an Olympian on your team automatically raises Club level
 - a) Known needs: Host family for three months
 - b) Has some \$ funding from USA Swimming; also would be paid Club coach
 - c) Need \$ funds for travel (frequent flyer points), other
- 3) **ACTION ITEM:** Need to get list of needs from Ben & circulate to group to determine how we can help; no one assigned to this.