Anchor Club Board Meeting

July 13, 2014

Attention Minnetonka Anchor Board Members:

I am sorry for not being able to be in attendance tonight. Family matters have pulled me away from Minnetonka this weekend, otherwise I had every intention of attending. In my absence I have prepared some notes on important Aquatics happenings as well as future initiatives. Other members of our staff who are present at the meeting as well as Dave, Bob, or other board members may be able to expand on certain items.

**Recent Events and Developments**

* Hiring of New Aquatics Leadership Team
  + In the past several months we have hired/promoted Sara Goff (Head Coach), Erich Welton (Head Age Group Coach), and Aimee Hukill (Recreational Programs Coordinator of Aquatics). These are all important pieces to the puzzle in my work to set up our programs with effective leaders and to better organize our department staff. (See attachment.)
  + Scott Lhotka, our Beach Services Coordinator, is the other big piece. He is employed seasonally with Minnetonka Aquatics from May-August.
* TYR Partnership
  + At the end of May we reached an agreement with TYR to continue as a TYR team for the next 4 years. The big difference with this contract is that it encompasses all of Minnetonka Aquatics and will provide benefits to each of our programs. (See attachment.)
* Elsmore Partnership
  + In April we formally agreed to become an Elsmore team, effectively ending our partnership with Pure Blue Swim Shop. Elsmore has been great to work with and the move will be a positive one for our expanding aquatics community.
* MTKA Team BBQ
  + On Wednesday, June 25 we held our annual team BBQ at Lake Anne. The event was a success and the weather was great! (Sara G can speak towards this a bit more.)
* St. Louis
  + Approximately 40 athletes attended the travel meet this summer with great success. We even were able to make our stop at the water park on the way home this year! (Sara G can speak towards this a bit more.)
* Safety Day
  + On Friday, June 27 we hosted our first Beach Safety Day at Excelsior Beach. Approximately 50 young kids showed up to learn about beach safety. (Aimee can speak towards this a bit more.)
* Team/group goals
  + For the first time ever our lead coaching staff sat down and created team and group goals for the current long course season. The effect has been noticed and our athletes are responding to the challenges. (Sara G and Erich can speak more towards this.)
* Beach services
  + Aside from the large amount of rainfall this summer, beach services have been running great. The level of preparedness and professionalism from our guards has been at a very high standard. We continue to operate 10 beaches around the community.

**Future Initiatives**

* Education
  + We are currently working to implement new practices with regards to education for all of our stakeholders.
  + Learn-to-swim – Aimee has implemented new in-service training to better prepare our instructors for working with young children.
  + Swim Club – Kellie Cripe has been working to setup a series of educational talks that would be of benefit to our parents. The plan is to start this series in the upcoming season.
  + Swim Club – Similar to our learn-to-swim training, we are working to implement additional training for our swim club coaches as they work to continue and provide guidance and training to our young athletes.
  + Swim Club – We are working to implement athlete educational items focused on character development, leadership, and teamwork. We are planning to start this in the fall as well.
* Tour de Tonka
  + For the first time ever, Minnetonka Aquatics will be sponsoring a rest stop on the Tour de Tonka on August 2. The rest stop will be located at MME and on the shortest route of the tour; perfect for young families to stop by and meet us. Denny Wollan has agreed to serve as our lead volunteer for the event. One item that we must determine soon is a signature food item for our rest stop. If the board has any fun ideas, I’d love to hear them!
* Swim-a-thon
  + Kellie Binder has agreed to serve as chair of the swim-a-thon committee for our 2015 event. Michelle Houser will also provide guidance as former chair. Planning will begin in the fall.
* LTS growth
  + Learn-to-swim has had a great summer with a large increase from last summer due to the reopening of MMW. Revenue is also up approximately 50%.
* Communications plan
  + Sandra and I will be working over the next few months on establishing an aquatics communications calendar and ultimately an aquatics communications plan.
* Evaluation process for employees
  + I will be working with Dr. Peterson, Ted Schultz, and Bob on establishing new evaluation processes for our staff over the next year.
* Continue to find additional volunteers who are passionate about aquatics
  + We have recently done a great job of reaching out to additional families within the swim club for volunteer opportunities. We will continue to work at finding more of these volunteers to provide a gateway for even bigger projects that we always need help on.
* Swim club officials
  + We are still short on swim club officials. We need to continue and explore ways to bring in more officials so that we can better operate our in house meets and give our current officials some helping hands.
* 50 meter pool
  + Talks have resumed with Dr. Peterson on an additional 50 meter pool facility for the future. He and I had a great conversation about starting to set some money aside from our revenue each year. I am currently awaiting communication from Paul Bourgeois on the best way to implement such a plan.

Respectfully Submitted,

Dan Berve

Director of Aquatics