

TIDE Board Meeting Minutes
Zoom Call- October 15, 2020

Members present: Katy Arris-Wilson, Jennie Carder, Mike Salpeter, Jenny Huelsberg, Jenn Strach, Richard Hunter, Bridget Fickenscher, Carrie Duffy, Lyn Mannato, Kelly Swartz, Mackenzie Codington, Jack Roach

- I. Welcome and Call to Order: 8:33am
Minutes from September meeting approved with 1 correction: add Carrie Duffy to members present. Motion to approve: Jenn Strach, Second by Carrie Duffy
Jack is dialing in from Budapest. He is there for the International Swim League Meet!
- II. Finance Update:
 - a. Currently ahead of budget. Swim school income is up for September, so are meet entry fees. We do have \$3,300 of grant money that will need to be spent in December that is not showing as an expense yet.
 - b. Dryland Tent: Hoping for an update this week
- III. Executive Director:
 - a. Registration: 551 Registered swim team members. (6 new since last month)
 - b. Swim School: 128 Swim school students. This is the highest we have had in October. Great group of instructors, some are Masters swimmers, some are grad students, some ODU students, so their schedules and availability could be variable as the year goes on.
As of January, the Y is asking that all swim school students be YMCA members. We have sent a letter to Adam to ask them to reconsider this. Highlights of that letter: 20% of our swim school students are already YMCA members, we do not compete with the YMCA in the private lesson or "Mommy and Me" lesson groups-those would remain exclusively YMCA products, Tide would realize a 163% price increase if we had to absorb the YMCA membership requirement. In the letter we proposed an alternative, lane rental arrangement. Discussion here surrounded the board's acknowledgement of the importance of Swim School to our organization. It provides both monetary support and a pipeline of swimmers for our program. We agree that we need to keep the YMCA board members in the loop of our discussions with upper management. All agreed that we need a solid agreement on running swim school at the YMCAs to move forward. Katy will be circling back to the CFO this week.
- IV. Coaches Update:
 - a. Mike: Open Water meet was great! He thinks we should consider doing it again. October Tide hosted Meet-well run despite rainy weather. The meet revenue is looking good! Great Bridge Meet was moved to Sunday due to soccer games being scheduled there for Saturday. Too much traffic. Portsmouth Pool is back open. Great thing about the Portsmouth situation has been the realization that the indoor pool at Great Bridge has room and the Greenbrier outdoor pool is heated. Mike will consider if there is an opportunity to re-work the placement of groups to utilize the space.
 - b. Richard: Meet hosting has been challenging, but current environment has led to a more simple model. Perhaps there are things we can learn from this scaled down approach that we can carry with us forward. For instance, could we keep hospitality a "grab & go" set up? Coach Bridget will be looking at some of our old hospitality items to see if there are things we could purge from storage. Mike and Cat have been sharing the role of Meet Director. It is a ton of work, so thanks to them both. We have 546 athletes signed up for the dual meet, so we should expect revenue to be up. Good news! Coaches have been in communication with other teams about possibilities for December Championship meets. Other teams want to swim against us because we are fast, but we are also big, so this makes it tough in a COVID situation where numbers are a concern. December meets will no doubt look very

different this year. May have to split the squad to swim indoors. Richard asked for board member feedback on meets so far this season. Comments were that parents seem to like the shorter session. This can be hard on those swimmers that are swimming the longer races, back-to-back. Richard reports that the staff is more connected with a lower turn-over rate recently and we have seen fewer complaints from membership this season.

V. Discussion/Committee Reports:

- a. Banquet: Still considering options for an in-person celebration. Seniors will get a photo instead of a blanket this year. Silent auction is moving online.

Meeting Adjourned at 10:08am