

Minutes

TMEC Board Regular Meeting

Monday March 20 • Murrieta Mesa High School Library 6-8 PM

Board Members Present:

Jenn Beech, Jon Eyler, Justin Fender, Don Lindemann, Scott Parrott, James Schneider, Jim Sullivan, Blake Wettlaufer.

I. Executive Session (6-7 PM)

During the executive session the board discussed outstanding payments from families and procedures for collecting them and also reviewed financial procedures and processes. Progress has been made in reducing outstanding balances, but we still have work to do to make sure everyone who is participating on the team is caught up. The board also discussed the successful transition to Team Unified and how to maintain the team's separate web site as a simplified recruiting tool.

II. Call to Order (Meeting Open to All Members at 7 PM)

III. Approval of February 22 Regular Board Meeting Minutes

Because of time constraints at the meeting, the board deferred approval of the February minutes until our next meeting (although it was noted that Jon Eyler's last name was misspelled in the February draft).

IV. Persons Wishing to Address the Board

(A fifteen minute period for open comments on topics that do not appear on the agenda. Depending on number of commenters, president may impose time limits to maximize participation)

No members spoke to the board during this period.

III. Reports:

A. President's Report

o Results of the Home Meet

Lindemann reported that the home meet went very smoothly with the snack bar taking in \$1788 and the basket raffle earning \$877T. Meet fees were estimated to generate \$7000-8000 for the club. Good lessons were learned to apply to our two day meet in October

B. Treasurer's Report

o February revenues and expenses

Wetlaufer reports a year to date income of \$83,735 and year to date expenditures of \$88,623 for a net deficit of \$4887. This current deficit does not include March water fees or the meet fees for our home swim meet. Membership fees have been a total of \$64,000 for January and February combined.

C. Communications / Parent Outreach Report

○ Fundraising Updates

The Pieology fundraiser was very successful netting \$846.00, \$621 of which will reduce the fundraising obligations of the families who participated in the event and submitted receipts. Our next event will be the Savers fundraiser on April 8 for which we will be paid per pound donated. Future events include Freebirds in May and possibly Chile's in June and Bahama Bucks in July. Other ideas being explored include an online silent auction, TMEC swim night at a Storm game, movie and bowling nights, and using Survey Monkey to determine what kinds of connections our member families have to local businesses. We hope to look for corporate sponsors via logos, t-shirts, meet sponsorship etc to offset team expenses.

D. Coach's Report

○ Update on Coach's Clinic

The plan is to have about 100 swimmers participate in a clinic with David Marsh and team elite swimmers. We will need volunteers to check in students, run a snack bar, and feed team elite a light breakfast. TMEC swimmers will watch the end of the team elite workout, listen to a talk from David Marsh and his swimmers, and then break into practice groups led by the team elite swimmers.

IV. Discussion Items (not requiring a vote)

A. Blast Athletic fundraising tool

A representative from Blast fundraising presented on the ways his crowdfunding company could help our fundraising by having swimmers use a Blast designed web site to communicate with potential friends and family donors. The site would provide individualized updates so that donors would have information about their particular swimmer and the team as a whole and feel more connected to the team and their swimmer. Jenn reported she has had success with using this for her high school team. Blast earns an approximately 18% cut on donations although there are options and approaches that can up the team's share of proceeds.

B. Platform for Lessons and Swimathon

Coach Jenn shared that she would like to use Team Unify for the platform for lessons. She's hoping to begin advertising next week. Jenn talked about using Blackbaud as a platform for Swim-a-thon. Jon asked about whether or not Blast was able to serve this purpose as a platform. Jenn will look at whether or not the Blast will serve both purposes.

C. Apparel

Discussion of whether to use Squad Locker or Tri Lakes. Tri Lakes holds the inventory, families order directly from the site. Scott shared that they use this company with his basketball league and it is very effective and efficient.

V. Approval Items (requiring a vote)

A. Authorized Signatures for team bank account

Motion: To add Blake Wettlaufer, Justin Fender, Theodore Montgomery, as authorized signers on TMEC's SDCCU bank account.

First: Beech Second: Schneider

Ayes: 7

No: 0

Absent: 1

B. Travel trip budget for Auburn

Jenn reported on the proposed Auburn trip for which 30 swimmers qualify. She estimates the travel costs for swimmers to be between \$1000 and \$1200 per swimmer. She plans to begin fundraising with the blast group, require a \$500 deposit from each swimmer and bring 2 coaches and 2 chaperones. The board made it clear the team will not be paying or subsidizing swimmer travel expenses. The board decided that because coaches' travel expenses were already budgeted in the team's annual budget, this trip did not require specific board approval. The board emphasized, however, that the trip needed to be organized in a way that the team did not end up absorbing swimmer travel costs from cancellations.

VI. Future Agenda Items

none

VII. Adjournment: 8:37 PM