

Sun Valley Swimming Pool Association
Monthly Board Meeting
3675 Mt. Diablo Blvd., Room 265, Lafayette
January 12, 2010
7:00 p.m. – 9:00 p.m.

APPROVED MINUTES

Call to Order – President (7:07)

Roll Call

- | | |
|---|--|
| <input checked="" type="checkbox"/> President – Michael Davis | <input type="checkbox"/> Lifeguards – Pat Hennessy |
| <input checked="" type="checkbox"/> Membership – Trish Van Ormer | <input checked="" type="checkbox"/> Water Quality/Personnel & Safety |
| <input checked="" type="checkbox"/> Treasurer – Matt Broback | <input type="checkbox"/> Dave Ridge |
| <input checked="" type="checkbox"/> Rules/Gate Duty – Pat Ketcham | <input checked="" type="checkbox"/> Clayton Ross |
| <input checked="" type="checkbox"/> Financial Secretary – Andrea Cochran | <input checked="" type="checkbox"/> Chris MacKay |
| <input checked="" type="checkbox"/> Corresponding Secretary – Sharon Mueller | <input checked="" type="checkbox"/> Maintenance |
| <input checked="" type="checkbox"/> Recording Secretary – Lisa Ross | <input checked="" type="checkbox"/> Lisa Martin |
| <input checked="" type="checkbox"/> Long Term Financial Planning – John Goddard | <input checked="" type="checkbox"/> Jason McNally |
| <input checked="" type="checkbox"/> Swim Team – Bob Wash | |

1. Approval of Current Agenda and the Minutes from the 12-15-09 Board Meeting

- a. Minutes from 12-15-09 meeting approved by board.
- b. Agenda for 1-12-10 meeting approved by board.

2. Old Business / Board Member Reports

- a. Dues Increase: Board confirmed that last meeting's vote to raise dues was in accord with current rules and bylaws.
- b. Report: Lifeguards
 - I. Lifeguard training classes for CPR and First Aid, and additional training requirements, will be clarified with lifeguard chair and discussed at Feb. 9 meeting.
- c. Report: Membership
 - I. Sales Plan for New Membership: New membership recruitment for 2010 will start soon, including advertising, collateral, and referral incentive program.
 - II. Decided to update marketing brochure.
 - III. Decided to continue referral incentive program, and Pool Maintenance agreed that the work party release bonus for member referrals is okay for 2010.
 - IV. Decided to continue swim team/pool member discount.
- d. Water quality: Update and related capital improvement discussion is deferred to next meeting.

3. New Business

- a. Marketing

- I. 2010 Member Communication
 - i. Agreed on general contents and topics of communication piece, and decided it should be sent prior to new season mailing during last week of January.
- b. Pool Usage Request
 - I. Conditionally approved member #119's request for pool usage.
 - II. Board decided a communication with conditions of approval would be sent to the member.
- c. Maintenance Issues
 - I. Basic upkeep is planned for 2010. Garbage and gardening service to continue.
- d. Opening Day Planning
 - I. Sunday, March 28: Board members required to attend are president, financial secretary, membership, and recording secretary.
 - II. New members and/or members paying late fee will have option to pick up key cards. All other key cards will be distributed via SASE from members.
 - III. Further opening day planning deferred until Feb. 10 meeting.
- e. Ethics Committee Formation Planning
 - I. Motion was approved to approach existing nominating committee to bring forth members to be nominated for the ethics subcommittee.
 - i. Action item: MG will research process if needed to form subcommittee.
- f. Constant Contact Renewal
 - I. Current annual renewal process will stay in place.
- g. Web site
 - I. Update with schedules, calendars, and clean up existing content.
 - II. Process will be developed for updates and turnaround time(s) for posting content.
- h. Swim Team
 - I. Swim team will start implementing Web-based tool called Team Unify in 2010 to help manage registration, clothing sales, operations, and administration.
 - II. Board will defer discussion about if and how to leverage system for pool operations in the future.
- i. Schedule Feb. 9 next meeting
 - I. Next board meeting is Feb. 9, 2010, at same location.
 - II. Board will discuss new venue for remaining 2010 meetings.

4. Close Meeting (8:52)

Date: January 12, 2010

Board position: Life Guard Chair – Pat Hennessy

Summary/Action taken:

Situation: Basic First Aid and CPR Instructor at the Lafayette Community Center, has agreed to host a training session for the SV pool, adults and lifeguards, on April 24th and 25th. On 4/24, 9am-12pm, is CPR training, 1-4pm is First Aid. On 4/25, 1-4pm is First Aid training. She can train up to 30 in First Aid and 15 per class in CPR. Note that instructor has spent 10 years as a lifeguard, 5 yrs. as ski patrol, American Heart Assoc. and American Red Cross certified instructor, 8 yrs. as Basic Life support lead instructor at Alta Bates Summit Hospital in Oakland.

Cost: \$35/person for CPR class, +\$10 material fee

\$30/person for First Aid class

Total cost per person in \$75.

Training Location: Sun Valley pool or St. Perpetua Hall

Pending items:

Issues requiring board discussion/decision:

Pending Action: Need board approval to book instructor at earliest opportunity. Also, if we need additional training for lifeguards besides CPR and First Aid, please advise how to proceed.

Board position: Membership- Trish Van Ormer

Summary/Action taken:

Summary/Action taken: 35 new member families for the 2009 season: (13 are joint pool/swim team promotion families, 16 new members were referred by current members- work party furlough promotion, and eight families are part of the June/July dues proration promotion.) One family came as a result of the end of year promotion advertisement in the Springhill Elementary Online Newsletter.

The 2009 new members are: #52, #152, #145, #27, #18, #20, #186, #108, #16, #116, #140, #164, #1, #72, #181, #14, #65, #56, #43, #42, #2, #111, #50, #128, #120, #9, #63, #90, #109, #190, #157, #173, #78, #89, and #91.

The families that left in 2009 up to present are 20 families. We also have requests for sale, or members moving out of the area for 8 memberships. There is also another family considering leaving, but they have not given official notice, just indicated that it could be coming.

We have 170 members in good standing (including the nine families asking to sell/ or considering that), and 25 pool owned memberships.

Pending items: Get Resolve on whether PO Box has moved, to finish updating 2010 membership forms to get to Sharon to post on the web. Get updated physical address for the family leaving to mail refund, when membership sells.

Issues requiring board discussion/decision:

Communication to membership:

Thank you for all of your referrals in 2009 for our "Spread the Word" campaign. Please keep sharing the good news about Sun Valley to your friends for 2010. We all appreciate your support!