

**Sun Valley Swimming Pool Association
Monthly Board Meeting
920 Hawthorne Drive, Lafayette
March 9, 2010
7:00 pm – 9:00 pm**

APPROVED MINUTES

Call to Order – President, 7:10 p.m.

Roll Call – Recording Secretary

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| <input checked="" type="checkbox"/> President – Michael Davis | <input checked="" 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 checked="" type="checkbox"/> Dave Ridge |
| <input checked="" type="checkbox"/> Rules/Gate Duty – Pat Ketcham | <input 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 type="checkbox"/> Lisa Martin |
| <input type="checkbox"/> Long Term Financial Planning – John Goddard | <input checked="" type="checkbox"/> Jason McNally |
| <input type="checkbox"/> Swim Team – Bob Wash | |

1) Approval of Current Agenda and the Minutes from the 2-9-10 Board Meeting

- a) Current agenda: Approved. Add discussion of late fees and enforcement.
- b) Minutes from 2/9/10: Approved; change “Agenda” to “Minutes.”

2) Unfinished Business

3) Standard Monthly Reports

- a) Financial
 - i) Heard back from 80 members to date. Twelve families selected payment plans. Forty families still outstanding.
 - ii) Late fees: \$75 unless extenuating circumstances approved on a case-by-case basis. Financial Secretary and Treasurer will decide how to enforce late fee and apply that decision equally to all members.
 - iii) Emergency form hard to find during 2010 registration process. Financial agreed to change the form process next year to encourage people to fill out forms correctly and return them on time.
 - iv) Some disputes about guest fees and work party fines were handled on a case-by-case basis.
 - v) Member #123 has questions about fees that will be handled individually by Financial Secretary. Further complaints will be handled through Ethics Subcommittee. Check won't be cashed until issue resolved.
 - vi) Ensure Recording Secretary receives member information forms to update e-mail addresses in Constant Contact database.
- b) Water Quality
 - i) Water quality strategy for 2010: Filled up the pool with chlorine before end of season and went through filters, and vacuuming periodically, to be ready to go at start of season.
 - ii) Heaters: Possible to make it through 2010 season with one heater in conjunction with solar. Water Quality will investigate options in preparation for replacement.

- iii) Pool Covers: The pool will need new pool covers next season; current plan is to make current covers last through 2010 season.
- iv) Deck: In bad shape; needs patching and repairs. Will need massive updating or replacing in future seasons.
- v) Rats: Droppings found around pool. Water Quality and Maintenance will investigate using traps or hiring a service to deal with problem.
- vi) Water Quality: Currently good.
- c) Maintenance
 - i) Pool Deck: Agreed to help collect bids to prepare for eventual long-term replacement. Will investigate ways to combine projects to save money.
 - ii) Pool covers: Agreed to help research to prepare for replacement by 2011 season.
 - iii) General Update: Toured the facility. Coordinating work parties. Free mulch for ground cover. Mosaic mirrors/tiles project on hold for a future season.
- d) Membership
 - i) Total of 22 families leaving; 9 of which gave notice at end of last season. Thirteen or fourteen gave notice since 2010. Variety of reasons given, but primarily for financial reasons. Total for 2009 was 20.
 - ii) One new member so far. About seven to eight possible leads, and most of them are referrals. Eight or nine others are e-mails from newsletter ads. Followed up with last year's leads.
 - iii) Board president and Membership encouraged board members to actively refer friends.
 - iv) Membership will resend e-mails about ad listings.
 - v) Referrals need to be mentioned up-front and listed on the application, otherwise a family doesn't receive incentive. In cases when two families refer a member, both families will receive incentives.

4) **New Business**

- a) Lifeguards: Class Information, Applications
 - i) Red Cross: Lifeguard Class includes CPR and First Aid. Board agrees that this class will now be the minimum requirement for any lifeguard who needs new training.
 - ii) Plan to outreach to last year's lifeguards first to request for 2010 season. Prior year lifeguards receive first priority; then pool and swim team members receive priority.
 - iii) Suggestion was made to select a head lifeguard for this season, and hire right away.
 - iv) Decision to embed lifeguard schedule and Google calendar on Web site for 2010. Web chair already set up Google calendar on the site, and that existing feature will be leveraged for lifeguard scheduling.
 - v) Discussed a complaint received about lifeguards needing official t-shirts versus sunbathing outfits. For 2010, board will provide hats and shirts for lifeguards, but no budget for suits.
 - vi) Require swim coaches to receive same certification as lifeguards? Discussion deferred to April 2010 meeting.
- b) Swim Team: Team Unify, Registration
 - i) Registration starting March 20.
- c) Marketing: Mailings, E-Mail Blasts, Community
 - i) Postcard mailing with swim team: Direct mail piece. Three waves in mailing. Bought lists in the area. Highlighting experience/history, community involvement. Will drive respondents to Web site. A registration page will be built to register to get information for both or either swim team or pool.
 - ii) Recommendation and agreement that the registration page will have a designation about whether they are interested in either swim team or pool.

- iii) Referral system: We will send out an e-mail notice to all members that has the referral information and allows them to forward to their friends. Help generate referrals. Based on same messaging for the postcard.
- iv) Community: Decision to try holding a membership-wide potluck party monthly on a Friday night at the pool (versus one-time event as previously discussed). One family will be responsible for a theme and invite all members via e-mail blast. One family will host the first one as a test and board will evaluate afterward to see if any interest in having more frequently. Generate more family involvement on a social level.
- d) Nominations for Ethics Subcommittee
 - i) Names for nomination: P. Gutzwiller, C. Ross, L. Toth, and P. Wickline. Motion to exclude president of the board from the Ethics Subcommittee. Motion passed. Motion to nominate and approved four members passed. President will locate a fifth person to nominate.

5) **Good of the Order**

6) **Review of Action Items**

7) **Close Meeting, 8:55 p.m.**

Date: 3/7/10

Board position: Financial Secretary

Summary/Action taken:

- As of 3/7, collected and deposited all dues and miscellaneous fees / fines from roughly 90 members. This total excludes the post-dated checks from the payment plan
- 12 families to date chose our payment plan.

Provided Lisa Martin with Work Party Sign-up Information

Pending items:

Trace missing emergency forms for those members who made arrangements to get their keys mailed out to them

Resolve discrepancies between billing and payment as necessary

Trace outstanding dues

At the end of the month, remind members on payment plan that April check will be deposited soon

Issues requiring board discussion/decision:

Incorporate information from the member confirmation form into Constant Contact..

Emergency Form enforcement.

Communication to membership:

Date: 3/7/10

Board position: Membership

Summary/Action taken: Advertisements submitted in all elementary school newsletters, and Stanley's. Contacted "hot" leads from last year, that were waiting until this year, and they are not interested this year. The greatest interest so far for new suspects/prospects has been the joint pool/swim team membership promotion, and referrals from existing members.

22 families have left the pool, waiting for memberships to be sold, with one more possible within the next week. Families that have left at the end of 2009 and the beginning of 2010: #53, #83, #73, #101, #45, #187, #150,, #58, #42, (end of 2009), #3, #49, #174, #12, #41, #67, #39, #132, #120, #145, #14, #104, #40, and possibly #61.

NEW MEMBERS FOR 2010- #53. We have 3 or 4 more families in the cue, if we can get them to close, plus others who have inquired, that I continue to work on. REFERRALS ARE THE MOST RELIABLE SOURCE- HIGHEST CLOSE RATIO.

Pending items: Hang up banners; continue follow up with all interested in joining the pool.

Issues requiring board discussion/decision:

Communication to membership: "Spread the Word" Campaign for 2010. Refer a family to Sun Valley, and if they join, you get a furlough from your next work party. REFERRALS NEED TO BE COMMUNICATED UP FRONT, WHEN THE NEW FAMILY IS JOINING – and noted on the membership application- ideally.