

**Sun Valley Swimming Pool Association  
Monthly Board Meeting  
Sun Valley Pool, Lafayette  
June 15, 2010  
7:00 pm – 9:00 pm**

**APPROVED MINUTES**

**Call to Order** – President, 7:08 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             | <b>Water Quality/Personnel &amp; Safety</b>                   |
| <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 type="checkbox"/> Financial Secretary – Andrea Cochran                | <input type="checkbox"/> Chris MacKay                         |
| <input checked="" type="checkbox"/> Corresponding Secretary – Sharon Mueller | <b>Maintenance</b>  |
| <input checked="" type="checkbox"/> Recording Secretary – Lisa Ross          | <input checked="" type="checkbox"/> Lisa Martin               |
| <input type="checkbox"/> Long Term Financial Planning – John Goddard         | <input checked="" type="checkbox"/> Jason McNally             |
| <input checked="" type="checkbox"/> Swim Team – Raja Singh                   |   |

**1) Approval of Current Agenda and the Minutes from the 5-11-10 Board Meeting**

- a) Current Agenda: Approved.
- b) 5/11/10 Meeting Minutes: Approved.

**2) Unfinished Business**

- a) Water Safety Day
  - i) Total of five families attended. Two families expressed interest in joining the pool, and one joined already. Marketing outreach touched 450 families with information, and we'll plan to do it again. Plans for next year include community service ads in radio, ads in local papers, posting notices in grade schools, and selecting a better date. Preschools were excited about event and responded positively.
- b) Update on Web Site Consolidation
  - i) Consolidation to Swim Team web site to ".org" is complete, and e-mail addresses will remain active. The website is a work in progress. Goal will be to use it for all pool pages and member communication in the future. Constant Contact will be ported over to Team Unify. Agreed to some standards with swim team to address any communication overlap: Preface all events with Swim Club vs. Swim Team designation. Goal is to create a consolidated membership registration page. More research will be done with Team Unify, including a discuss about our database needs.
- c) T-Shirt Update
  - i) A standardized design for the t-shirt will be passed to the pool member who has offered to coordinate the t-shirt effort. The board will discuss further at the next meeting once the member has the information.

**3) Standard Monthly Reports**

- a) Membership
  - i) New membership as of June 15 (29 total). A couple more prospects are in the wings. Sales cycles are longer. Referrals are providing good leads; pro-rate offer is helping too.

- ii) Board discussed and recommended the formation of a welcome committee for the pool. Treasurer volunteers to be the board liaison on the committee. Committee will discuss whether to keep pool and swim team efforts separate, and will make a recommendation to the Board. Committee members will include both pool-only members and pool & swim team members.
- b) Marketing
  - i) Targeted Effort for Swim-Team-Only Families: Idea to do a targeted marketing effort to swim-team-only families, but no extra financial incentive beyond what the pool is already offering.
- c) Financial
  - i) Treasury Position: The Board discussed & approved a motion to have database and Team Unify conversion consultant for Treasury position start to work with current Treasurer in August. Member will work as a consultant for three months starting in August 2010.
  - ii) Two members have still not responded to dues request and inquiry as to status of membership.
- d) Water Quality
  - i) Current Water Quality members training with Dave Ridge to learn and improve the process.
  - ii) Lifeguard chair recommends that someone from Water Quality come to the next life guard meeting to discuss whether lifeguards can help with water quality testing.
- e) Maintenance
  - i) Pool Cover Quotes: After discussing quotes on pool cover and water heater replacement, the Board approved a motion to recommend replacing pool covers, one at a minimum, but all three if needed, but to hold off purchasing the heater this season.
  - ii) Water fountain broken again. If it breaks again, we will need to replace it. The fix is short term.
- f) Swim Team
  - i) Pool Use by Swim-Team-Only Members: Many violations witnessed already. Reminder to swim team about rules.
  - ii) Door being left open or unlocked during practice. Responsibility of swim team. Door must be closed and locked at all times. If propped open, someone needs to be standing there. Request to swim team to keep gate closed and locked at all times.
  - iii) Request to swim team to clean up the deck after home meets.
  - iv) Request for Rules Change (see report below)
    - (1) Use from 7-10 in the morning. Flex that to 9-noon. Request for exclusive use 9 – noon now until the end of swim team season in August. After discussion, motion to change the rules is approved (seven to one), with request to notify members. Swim Team Director will ask the coaches about planning & coming up with a schedule. Board also requested updates to the website calendar if possible to help notify members.

#### 4) **New Business**

- a) Gate Duty & Reallocation of Hours
  - i) Idea to research insurance and other options to re-evaluate gate duty and possible change to gate itself, including keypad. Pool member who is insurance agent will help research and work with Gate Duty Board member on options.
- b) Rules state that no dogs are allowed. Board agrees to post a no dogs sign, and put in next newsletter.

c) Annual Member Meeting needs to be held annually in June. Corresponding Secretary volunteered to coordinate on the date later this summer.

**5) Good of the Order**

**6) Review of Action Items**

**7) Close Meeting, 8:45 p.m.**

**Date: 6/11/10**

**Board position: Membership- Trish Van Ormer**

**Summary/Action taken:** Followed up on all leads for new members. Updated membership roster and liability form masters with all data from this year's liability forms and handed them off to Recording Secretary to update Constant Contact. Confirmed Member Brading as go to contact for Sun Valley Pool T-Shirt campaign. Submitted ads in all elementary school newsletters, including Mehr School, and also Stanley. Saw ad run in BVE Broadcast, Stanley Wildcat and got calls from Mehr School families, citing our announcement – thanks to Sharon. Springhill said they would run it in their Friday Flyer, and after a few go-rounds, I think Lafayette School might have printed it also in their Leopard.

43 families have left the pool.- (15) waiting for memberships to be sold.

**NEW MEMBERS FOR 2010- (28 so far).**

**(Tied with last year's sales at this point of the year at 28 new member families).**

REFERRALS ARE THE MOST RELIABLE SOURCE FOR NEW MEMBERS- HIGHEST CLOSE RATIO, **although the June proration promotion along with the hot weather are also really helping.** Three of the eight new members in the last 30 days were referrals, and six of those eight members took advantage of our June prorated dues promotion.

**Pending items:** Follow up on Sun Valley Pool tee shirt project progress. Design identified? Ad copy for back of shirt, as well as color and style?

**Communication to membership: Membership promotions: coupon referrals, and joint pool/swim team discount, as well as June and July dues proration promotions.**

## **SWIM TEAM RULE CHANGE REQUEST**

Swim Team would like to officially request a change to Pool rules for 2010 swim season.

I understand that the rules currently provide the Swim Team exclusive use of the pool from 7-10am during its summer practice season. We would like to flex that time period two hours later to 9am-Noon. We believe that this change will be beneficial to the pool members and swim team for three reasons:

1- Lap swimmers will have access to lap swimming during the prime 'pre-work' hours of 7-9am.

2- Younger swim team age groups will be able to swim pool widths, rather than lengths, during their later morning practices. This use of 'mini-lanes' has a number of instructional advantages for the younger swimmers, as we've verified this pre-season.

3- While the pool is in the 'mini-lane' configuration, the entire shallow end is available for recreational use. This has proven to be a more enjoyable set-up, in contrast to one length-wise lane being available.

Assuming approval, I'd also like to ask the Board's assistance in communicating the change to the general membership such that we avoid the potential issue of a lap swimmer coming to the pool and being unable to swim.