

Pine Bluff Pool
Board of Directors Meeting Agenda
Sunday, October 18, 2020, 4:00 PM
At Verona Community Center

Members in attendance: Misty S., Angela H., Wendy S., Sommer H., Johnny S., Sarah D., (Troy T. Via phone)

- Call to Order

Sommer opened the meeting with a warm in person welcome to all.

Two visiting guests and potential board members were welcomed: Chris Seavers and Megan O’Gorek.

- Review of Minutes

Wendy Sailor made a motion to approve the September minutes, Misty second and all were in favor.

- Treasurer’s Report- Misty

Misty reviewed all of the end of summer financial reports. She noted that Oct 1. end of year numbers were \$53, 937 for membership income. We did go over our budget. The money paid out for concessions was a little over \$2,000. Concessions were more successful than originally thought. Payroll and purchase of the robot were a bit more costly than expected. Overall, slim margins were noted while discussing end of margin reviews. **Angela made a motion to accept, Johnny seconded, and all were in favor.**

- Coordinator Job Descriptions- Sommer

Susan did note some changes to the party coordinator position. These were noted in an email and the board determined that these were appropriate and useful.

Sommer made a motion to approve, Sarah D. seconded and all approved.

- Proposed Sales and Membership Prices- Sommer

Membership income generates the most revenue. Our annual budget is \$55, 000 Stated membership of price has been raised. It should be noted that sales will be pro-offered to members. It is imperative that we let members know the why behind the raises. This is due to minimum wage increases, maintenance, and desire to promote community. The sales proposed for the 20-21 summer do include an increase in “regular” fee and offer several sales. These sales include: Black Friday, Holiday Sale,

Spring Break sales. The details of these suggested membership sales are outlined and detailed on a spreadsheet.

We do have a goal to meet \$55,000. In actuality, the design of the membership income goals aligns with this goal and even exceeds \$60,000. Questions arose regarding staffing and what is needed to sustain membership and workability. With the Black Friday sale- should that be exactly the same as the existing members? Proposal to consider tweaking this slightly. The board discussed and determined that the raise was both necessary and less than what is paid at neighboring pools. The 2020 summer season yielded 99 renewals and 76 new. Discussion ensued regarding the difference between new versus returning members. Proposal to offer patrons an opportunity to purchase a "3 year membership" with the understanding that there would be a fee each year. The fee per year could be minimized/tweaked in order to offer incentives to members.

Misty made a motion to accept sales, Johnny seconded and all approved.

- Budget Proposal

Misty and Sommer collaborated on the budget in order to present an end of season review. It should be noted that the hope is to re-offer private parties and swim lessons. Concessions were increased to \$10,000 for the 2021 summer season. A massive overhaul was made to the concessions for the 2020 summer season and this yielded significant gains for the pool. A note about why the 2021 budget ends in the negative-5 years ago, the push was to build the membership. This is a strategic plan that acknowledges that a loss may be necessary in order to reach an essential goal. Essentially, there should be \$10,000 in reserves in order to continue maintenance on the pool. The board commented how much folks appreciated the pool being open. The hope is that those who joined this past year will continue their membership due to the enjoyment of the 2020 summer season. Misty noted that the hospitality of the lifeguards should be acknowledged and commended. This has been an area of personal development for life guards and it is exciting to see them grow in this area.

Proposal was discussed to eliminate individual membership fees. Could special consideration be given to these folks to receive a certain number of passes? \$249 for an individual with the ability to utilize a certain number of passes. Proposal to bump up the existing membership slightly in order to increase revenue.

Keep the Black Friday sale at \$299 for existing members and new membership \$325. The board had further discussion regarding this and determined to amend the earlier discussion.

Sommer made a motion to accept the changes for the Black Friday sale.

Misty seconded and the board was in full agreement.

Sommer made a motion that individual membership be \$249 with each of those receiving 10 free guest passes.

Angela seconded the motion and the board was all in favor.

- Board Policy Manual Review

Sommer made a motion to accept all changes made the board policy manual made this year. Wendy seconded. We approve all changes made to the manual this year. Unanimous approval by the board.

Maintenance update- there is a significant leak at the pool due to drain lines and water circulation. The skimmers that feed back to the pool room need to be replaced. National pools will come out and explore repair. It may be \$1,000 in order to get one or two of the drains working. This serves as to why a capital fund is important. May be sending out email to the board regarding a vote for these repairs.

The meeting adjourned with joy.