

Pine Bluff Pool Board Meeting 1/20/2019

Verona Community Center

Members Present- Sommer Hansen, Angela Hammond, Jennifer Liskey, Sarah Davis, Johnny Shiflett, Misty Shaver, Renee Nestor, Tina Tinsley, Sarah Simmons, Wendy Sailor, Troy Thacker

I. Call to Order

Sommer called the meeting to order.

II. Meet New Members

New member introduced themselves.

Johnny Shiflett, johnnyshiflett@icloud.com 1-540-290-2667

Sarah Davis, davis.sj@augusta.k12.va.us 1-540-688-7038

Jen Liskey, jbliskey@verizon.net 1-540-421-3266

Angela Hammond, bangohamm@hotmail.com 1-434-242-6811

Renee Nestor, r_p_nestor@yahoo.com 1-540-280-7736

Sommer made a motion to accept the results of the online survey conducted January 14th through January 19th to approved board member candidates. Sarah Simmons seconded the motion. Motion passed.

III. Review of Minutes

The board reviewed the October minutes. Troy moved to accept them, and Tina seconded. They were unanimously accepted.

IV. Treasurer's Report

Misty reviewed the Profit and Loss for the previous year. Tina made a motion to accept, and Wendy seconded it. The Profit and Loss was unanimously accepted.

V. Business

A. Board Member Attendance – Jen Liskey

Sommer passed out the Meeting Attendance from 2018 for the Board. Attendance will be recorded for accountability.

B. Board Self-Review – Sommer Hansen

Discussion of board members self- review surveys. Discussion of clarity of roles within the board. Everyone reported being clear on their duties and responsibilities.

C. Land Update – Sommer Hansen and Troy Thacker

The land has been sold and the county approved it. We close on Thursday, January 24th and the money will transfer that day. We should net approximately \$53,000.

D. 2019 Budget – Misty Shaver

2019 Budget passed out as well as previous years (2016,2017,2018) for comparison. We are planning optimistically. Membership income set at \$50,000. There was a big advertising push, so we are hoping for more members. There are several more plans for advertising coming up. There is a 200-member capacity (with ability to go to 250 if bylaws are changed). We are at almost 90 memberships which is about what we did last year, however we charged less due to sales. Our prices seem to be in the low average for other local pools.

We are trying to improve swim lesson instruction. We are setting the dates early so the information can be shared early so people can plan.

Office supplies were up last year due to unusual purchases, laptop, printer etc. We will not have those expenses, but we still budgeted more money for a surveillance system. We currently have seven keys missing. Troy suggested an electronic lock as it prevents key loss and re-keying and

increases awareness of who is coming and going. Codes can be assigned to individuals. Troy thinks it can be done for under \$500.00.

If we switch to fiber cable we will have to pay for the entire year, and it might increase the utility bill. However, if we have electronic surveillance, we would want it.

Special Events – Parkerfest was conducted last year to kick off the pool season. Last year, the budget was \$5,000. May have to adjust it this year.

Sarah Simmons made a motion to accept the budget. Troy seconded, and it passed unanimously.

E. Employee Policy and Procedure Manual Review – Renee Nestor

A few changes were made. We were listed as a 501 c3 and we are actually a 501 c7. Sommer made changes to directions for accessing the website. We need a separate Google Drive for the life guards so they cannot access everything. We need to be able to secure data better. Troy will investigate separating it out. Troy can set up gmail accounts for anyone who would like one. It will be a Pine Bluff address, and then forward to whichever email address the user chooses. We need to fill in the section on the laptop/printer in the manual. Troy thinks it may exist and just needs to be found and added. A statement on freedom of employment was added. Some language was added to the discipline policy to give us more control and choices to address any serious issues. Equal opportunity and non-discrimination policies were added. Troy moved to accept the Employee Policy and Procedure manual with the discussed changes. Angela seconded it. It passed unanimously.

F. Promotion and Advertising Report – Sommer Hansen

There will be three mailings this year of 2,500 pieces to general households around the pool through the USPS. There will also be two spring specials and a teacher special. Promotion will also be done to the local preschools and elementary schools.

G. Membership Update – Angela Hammond & Misty Shaver

We have 89 members. Twenty-eight are new, and 61 are renewals.

The key to adding more members and keeping members is creating community. Special events last year went well, ice cream, special drinks, and activities during adult swim. We want the experience to be especially nice now that the summers are shorter. Possible idea:

- Idea proposed for a night swim for teens. We need to see if we could do flood lights and floating lights that point down into the pool? We need to investigate insurance, liability and lights.
- There was also a suggestion for a movie night, but rights to the movies are expensive. There may be a possibility of partnering with Clymore's PTA?
- The suggestion was also made for a Pine Bluff field day including boat races with cardboard boats. The goal is making it fun and building community.
- Polar Bear plunge on first day of opening.
- Maybe we could have a swim camp instead of just swim lessons?

H. Swim Lessons – Wendy Sailor

We have discussed hiring a professional teacher instead of just using life guards. The guards can still help. We will offer two weeks instead of four. There was not a huge amount of interest last year. Mornings were more popular. We are doing more advertising this year. You must be a member to sign up. Would we charge more for non-members, but we're unclear on how much? Wendy will do more research and bring suggestions for the next meeting.

I. Parkerfest Direction – Sommer Hansen

We needed to more events using the grounds. Last year, two board members had a son with cancer so we had an event in his honor, Parkerfest. We served wine, beer, vendors, food trucks, bands. It lost money even though we had hoped to break even. We did not make money on alcohol sales. We feel we should have a kid-focused event instead. However, the coordinator stepped down and no one has offered to take that role. Sommer would like to continue the event if we can find a coordinator. It was decided to have an open house with a bouncy house and some type of food. Motion made by Sommer to have Parkerfest on May 18th in a scaled down version from last year. Sarah Davis seconded. Passed unanimously.

Motion made to have the community nominate and vote for a family to win a free membership that had a tough year, in connection with Parkerfest. The board will narrow the choices.

Seconded by Misty. Passed unanimously.