

Pine Bluff Park Pool, Inc.  
366 Pine Bluff Road, Waynesboro, VA 22980

June 24<sup>th</sup> 2018

**Opening:** The regular meeting of Pine Bluff Park, Inc. was called to order at Pine Bluff Pool at 4:12 pm on June 24<sup>th</sup> by President, Sommer Hansen.

**Present:** Sommer, Katie, Misty, Stacey, Sarah, Sam, Troy, Tina, and Kelly. Absent: Chris, Wendy, Jamie, and Jessica.

**Review of Minutes:** There was not a May meeting due to preparation for Parkerfest. April minutes were not available.

**Treasures Report:** Misty shared a handout. Checking \$21,032.58. Savings \$15,248.02. Motion to accept report, seconded and approved.

**Business:**

- A. Parkerfest Report:** The budget for Parkerfest went over roughly \$2,100.00. This is mostly due to this being the first time creating an event such as Parkerfest. Next year, expenses will not be as costly because certain things have already been purchased and will not need to be purchased again. The food trucks and beer sales were the biggest hit along with the hay rides. The vendors really didn't make much if any money. The suggestion for next year is to make this event more of a family fun day with bounce houses, hay rides, water balloon games, and est. Katie is to create a proposal for next year's Parkerfest. It was decided to give the Staples \$500.00 donation. Motion to accept this donation, seconded and approved.
- B. Membership Number Update:** Misty and Stacey's numbers differed slightly but at this moment there are roughly 100 members with 22 new members and about 78 returning members. Stacey and Misty will come together and see why the numbers are not matching with the member income and the member applications.
- C. Local Pool Prices:** Sarah researched local pool prices and she found out that; a new Westwood membership also purchasing stock pays \$500.00 upfront and the \$250.00 yearly. A new non stock owner membership is \$400.00 a year. Ironwood has a flat fee of \$600.00 a year. Waynesboro country club has a \$350.00-\$400.00 yearly rate. Pine Bluff Pool has a new membership fee of \$100.00 plus the \$399.00 yearly fee. Returning members pay a yearly rate of \$399.00. The pool does not have the highest membership fee but also not the lowest. The board discussed many different ways to lower our membership fees; such as lowering the yearly rate to \$299.00 a year while remaining to

charge new members a \$100.00 fee. Or taking off \$75.00 dollars from the yearly fee. Also the suggestion the raise the guest fee up to \$5.00 instead of our current price of \$4.00. The board will vote on this measure by September.

- D. Advertising/Membership Strategies:** Sam and the board talked about ways to get more free advertising. It was suggested that board members with Facebook should share and post about the pool as much as possible. Also, members can send Sam pictures of our families and give three reasons they love coming to the pool. This can also be shared on Facebook as well. Another member strategy to look into is having a swim team but will be unable to have swim meets at Pine Bluff. Also, to be on the swim team they or their family have to be a member of the pool. The board also talked about designing a new website to help member navigate the site more efficiently. One more idea to draw in the community is to have theme days at the pool. A goal for next year to is to talk about doing a commercial to promote the pool.
- E. Facility and Pool Report:** The pool for the most part is doing well right now. But Troy did mention that he did have to talk to Derek about pool maintenance and when it being done in a timely manner. Troy has been doing a lot of the pool maintenance lately. It was discussed to give him a check off sheet for when he comes to service the pool. It was discussed to look into a new service provider for pool maintenance. The gate at the entrance needs to be replaced with a more light weight gate. The freezer is still leaking. A new project of a sun shade over the kiddy will cost about \$1000.00 to complete. The board discussed selling the gazebo to help cover the cost of the sun shade. The gazebo is estimated to be worth about \$2500.00. A motion to accept selling the gazebo for \$2500.00, seconded and approved.
- F. Meeting adjourned at 6:00 pm**