

Pine Bluff Pool  
Board of Directors Meeting Agenda  
Saturday, June 19, 1:00 PM  
At the pool

Members in attendance: Sommer Hansen, Chris Severs, Wendy Sailor, Sarah Simmons, Johnny Shifflett, Misty Shaver, Troy Thacker, Susan Arrott, Kristin Forsyth, Heather Harlow, Sarah Davis, Kevin Moore, Jan Hall

- Call to Order

Sommer Hansen opened the meeting.

- Treasurer's Report- Misty

Misty reviewed the treasurer's report. We have exceeded budget for membership income! We've also exceeded the budget for swimming lesson income. Guest fees and concessions are going well. Sommer motioned to accept the treasurer's report. Susan 2<sup>nd</sup> with all in favor.

- Minutes – Sommer

Sommer recapped the meeting minutes from May 31, 2021. Troy is going to follow up with the possible corporate membership. Sommer made a motion to accept the minutes. Chris 2<sup>nd</sup> with all in favor.

- Preemptive Vote on New Board Members & Roles - Sommer

Chris and Kristin were voted onto the Board of Directors by membership. Sommer made a motion to appoint Kristin as Concession Coordinator. Susan 2<sup>nd</sup> with all in favor.

Sommer made a motion to appoint Chris Severs as President. Sara Simmons 2<sup>nd</sup> with all in favor.

We have four new Board members in the process of being voted on by membership. Chris made a motion to accept Heather Harlow, Kevin Moor, Dayn Quick, and Penny Pruitt as Board of Directors members on a preemptive vote and to appoint Heather Harlow to Advertising Coordinator, Kevin Moore to Office Coordinator, Dayn Quick to Pool Coordinator and Penny Pruitt to Secretary with their positions beginning as soon as they are voted on by the membership. Sommer 2<sup>nd</sup> with all in favor.

- Report on Staffing and Orientation – Wendy & Misty

Wendy and Misty met about a week in to the season to go over the feedback from the Board members and members. Some changes were made to address issues. Did formal orientation and guards were shown pool procedures, safety protocol, hospitality measures. Have highlighted things they can do during “down time”. Very hard to know how to schedule, so the Board was encouraged to jump in and help guards during busy times. Guards are helping each other and helping to cover shifts. Very cohesive team. Hudson had a good interaction with a member’s guest who was being disruptive. Karis requested a swim test from a child who was a weaker swimmer in the deep end. The Board thanked Wendy & Misty for stepping in to oversee this role. Penny will make a list of Board members and their roles so staff knows who to call for what job.

- Advertising & Communication (Heather/Sommer)

Sommer is teaching Heather the programs used for advertising and communication. Heather has updated private and semi-private party information to show the unavailable week in July due to lack of staff. Let Heather know of anything coming up.

- Update on Party Contracts & Pool Rules - Susan

All Friday prime times are booked for June and July. We need to email members, put on facebook, and put up a sign the week of the Friday primetime party to let members know we are closing early. Susan has revised the rules to due to a disconnect. Party hosts are pushing the limits on the number of guests. Semi-private parties only include non-members but guests and members count for private parties. Susan will send Heather the wording change for our website. We can have up to 15% of our income from non-member events. We need to tap into this more. It was suggested we look into lighting so we can make private parties 3 hours.

- Land Sale - Sommer

Tee Miller is ready to list the 2.009-acre lot for \$79,900 after Board approval. Tee is an appraiser and real estate agent and did comparable listings to come to this listing price. Sommer passed around the lot survey. The drain field has been approved by the health department and the lot has been approved by the County. If the buyer needs to utilize the drain field easement, we’ll owe the Maugin’s \$6,990. Our attorney verified that the drain field easement will pass on to the buyer. After we receive a bonified offer in writing, we will have to make sure the Maugin’s physically have the offer and they will have 10 days for right of refusal. Sommer made a motion to list the 2.009-acre lot with Tee Miller for \$79,900. Misty 2<sup>nd</sup> with all in favor. We gave 30

day's notice of the date and time of this discussion to our members, however, none of them were in attendance.

- Concessions - Kristin

Kristin will do a large concession run on Monday's. Ice will be supplied throughout the week.

- Introduction - Chris

Jan Hall was introduced. She is interested in the Human Resources Coordinator. Jan came to Pine Bluff as a guest as a child. She has been a teacher for 22 years, teaching every level.

- Bank Account Signers - Chris

Chris made a motion to have the following Board members on the checking account: Chris, Troy, Kristin, Wendy & Misty with Chris and Misty on the savings account. Troy 2<sup>nd</sup> with all in favor.

The meeting was adjourned.

- Email Votes - Chris

Chris emailed the following two items on June 8<sup>th</sup> for Board approval requesting response by June 15<sup>th</sup>. Both items passed with unanimous approval.

#### Item #1

During the October 2020 Board Meeting, the Board approved a motion that stated, "Individual Memberships be \$249 with each of those receiving 10 free guest passes." While individual memberships were sold at the price of \$249, we never marketed, advertised, or communicated to members who bought Individual Memberships that 10 free guest passes were included within those memberships. This being the case, there is no longer a viable business reason that warrants the need to giveaway 10 free guest passes, or sacrifice the potential for additional revenue that could be gained from guest fees. Additionally, if the 10 free guest passes are not removed from the individual memberships, we will need to spend additional time and money to update Membership advertising and marketing promotions, as well as contact all members who bought individual memberships in order to properly communicate the information to them.

#### Vote

I propose that the Board votes on amending the Individual Membership package by removing the 10 free guest passes. Please cast your vote by responding with: "Item #1 - YES" to APPROVE the removal of the 10 free guest passes from Individual Memberships.

“Item #1 - NO” to KEEP the 10 free guest passes as a part of the Individual Memberships.

Approved - All were in favor.

#### Item #2

During the September 2020 Board Meeting, the Board approved a motion to extend 2021 Sunday pool hours of operation to, “2021 Operational Hours - Open at 11:00 on Sundays, close at 8:30.” While this change in operational hours was passed by the board, our marketing, advertising, promotional efforts, nor our website was ever updated to reflect the new 2021 Sunday hours. All our current advertising, including our own website and Google shows our Sunday hours of operation are “Open 1:00pm - Close 8:30pm” As a result, lifeguards have been clocking in at 11:00am on Sundays and members do not begin arriving until 1:00pm. While the change in Sunday hours of operation was originally approved in an effort to offer additional availability for members to enjoy the pool, it appears there is not enough membership demand at this time to substantiate the business costs (personnel costs, update all advertising, pool maintenance, etc) associated with opening prior to 1:00pm on Sundays during the 2021 season.

#### Vote

I propose that the Board votes whether to amend the previously approved 2021 Sunday operational hours of 11:00am-8:30pm and officially change our Sunday operational hours to reflect 1:00pm-8:30pm, which is consistent with all advertising and membership expectations. Please cast your vote by responding with:

“Item #2 - YES” to APPROVE the change in 2021 Sunday hours of operation to 1:00pm-8:30pm.

“Item #2 - NO” to KEEP the 2021 Sunday hours of operation at 11:00am-8:30pm

Approved - All were in favor.