

Arizona Seals Executive Board Meeting: 10/24/14, 12:00pm  
Minutes

1. Roll Call: Michelle, Kim, Jeff, Jody, Laura, Jen (no one absent)
2. Financial Update
  - a. Current balance is approximately \$12, 000, with \$1500.00 outstanding. If we had to use money right now, we could use \$5000.00 without interrupting payment of Laura and our assistant coach. Current accurate statement was sent through email and was used for this report.
  - b. Pay Pal: We can start using PayPal for parents to pay for registration, dues, meets, gear, whatever. If we add a \$3.00 surcharge, it will cover the 2.7% charge PayPal makes and probably make a bit of profit for us at the end of each year.  
Motion made by Kim for Jeff and Jody to work on PayPal account and have it up and running by January 2015, seconded by Jeff, unanimous vote
3. CAC Pool Status and Meeting Report  
Michelle and Laura recapped the meeting with President Helmich, VP Moore, and AD Schnoor. Both felt that it was a very positive meeting. CAC's side is all about safety, and the cost of making the pool the showcase it needs to be. Seal's stressed that we want to be viable partners and help by presenting a plan of action in early spring. This is our primary focus; we want this pool and this partnership to continue and want to work with CAC to make that happen. We applaud President Helmich for agreeing to keep the pool open for spring semester. All board members agreed.
4. Next Steps
  - a. Plan A: Work on immediate fundraising, corporate sponsorships, and formulating the plan we've been discussing for several years about a viable partnership with CAC
  - b. Plan B: Actively seek other venues for our team to use in case of pool closure for good or pool closure for repair

Fundraising Committee Meeting: Dixie Kullman and Joe and Connie Koltz joined us a potential fundraising committee leads

5. Financial Report: we recapped the above financial report for Dixie and the Koltz's
  - a. Minor Immediate Fundraising Needs: we want some quick turnaround cash. If CAC needs our assistance for spring semester, we want to have some funds available. We also may need to use money to make money in the long term. Jen gave us the idea of a lottery and will be happy to head it up. She will need to print tickets by the parent meeting in November. Jody will need to buy additional checks for lottery winners. Kim motioned to host a lottery game, with Jen in charge of tickets, instructions, etc. Jody seconded the motion. Unanimous vote.
  - b. Jody also had the idea of a community shred and will contact the company to see what it might entail.

- c. Major Fundraising Needs: We need a corporate sponsorship. Joe wants to see about someone funding an entirely new athletic complex...go big, or go home, so to speak, with naming rights and marketing as a sell. He is willing to make some contacts, but will need some information and asked for the power point we shared with CAC. Laura will send that to him on Monday. A motion was made by Jeff and seconded by Jen to appoint Joe, Connie, and Dixie to make contact with some corporations who might be interested in funding the athletic complex idea. Unanimous vote.

\*Questions related to corporate sponsorship:

1. We will need to meet with CAC or get info from them about how much we can do without their assistance...we may need a rep from CAC to join us?
2. We will need info from CAC about naming rights and if we are allowed to make that offer?
3. What legally is involved? Laura should contact some of the teams who have successfully done this..ie UA and ASU private swim teams. See what they did and see if we can duplicate it.
- d. Dixie will talk to master's class participants and see what they might have to add to the mix. She will also invite them to the meeting on November 13.

6. Next Meeting: Parent Meeting November 13 at 6:00pm. Strive for no kids present. Offer babysitting services from high school swimmers. Board will meet at 5:00pm for set up and reporting back on initiatives. We want room M101 and we want it set like a board meeting, serious. Everyone is to check their calendars for availability and get back to Laura ASAP.

Adjournment 2:00pm

Az Seal Board Meeting -- Thur. 11/13 -- 5:00p.m. -- CAC Room T116

1. Roll Call--Present =Michelle Martinez, Jeff Wooley, Jody Travis, Jen Jackson, Laura Logan  
Absent = Kim Batina
2. Financial update : \$8259.00 -- All bills paid to date
3. CAC Pool Status -- Oct 3, 2014 Athletic Director Chuck Schnoor sent an email informing Coach Laura that there would be no classes offered at the CAC pool this spring and they were unsure of the future of the pool. On Thurs 10/16 Michelle and Laura met with President Helmich, VP Jim Moore and AD Chuck Schnoor to discuss the pools future. During the meeting Laura & Michelle stressed to them that there is a very motivated and enthusiastic aquatic student body and that we simply wanted an opportunity to bring an aquatic plan for the future to them, by the end of the spring semester. The plan is to include renovation costs and how to handle plus a marketing plan. In return CAC would re-instate our spring classes, repair the block fence that is in need of repair and address a leak. They are very interested in hearing what we can do to help renovate and market the facility & its programs.
4. Lottery Fundraiser :
  - 15 Per swimmer & 20 per family tickets
  - envelopes for each swimmer/family were passed out at the meeting
  - **Lottery sales are due to coach Laura by Friday 11/28**
5. Corporate Sponsorship Info :
  - Az Seal Executive Board created a committee to address the idea of finding a corporate sponsorship for the team. Jeff Wooley and Joe Koltz will be spear heading this committee.
6. Spring CAC enrollment :
  - Michelle and Laura assured President Helmich that our aquatic classes would not only fill but that we would register early to show good faith.
  - Az Seals I / Rising -- Coach Lisa -- CRN # 22817 PAC 230
  - Az Seals II / White -- Coach Laura -- CRN # 22816 PAC 231
  - Adv. Competition & Fitness -- Coach Laura -- CRN # 22815 PAC 200
7. Marketing ideas/plan
  - Asked for family members with any marketing experience to help in the CAC pool Marketing plan that we are to present in the spring.
  - <http://sportsmarketinglab.com/2013/10/02/3-sports-marketing-lessons-i-learned-from-my-local-coffee-shop/>
  - <http://sportsmarketinglab.com/2013/10/21/the-future-of-non-profit-sports-marketing/>
  - <http://usaswimming.org/Rainbow/Documents/d333792f-6e15-4e55-b0ad-d4c2e474842f/Tough%20Love%20Marketing%20Tips%20for%20Swim%20Clubs%202014%20-%20FINAL%20.pdf>