

AZ Seals Board Meeting

Meeting Minutes

2/11/2017

1. Call to order

Chris Skubisz called to order the regular meeting of the AZ Seals Swimming Academy at 9:18 AM on February 11, 2017 at Copper Sky, Maricopa, AZ.

2. Roll Call

Present: Alex Skubisz, Chris Skubisz, Laura Logan, Sean Fair, Diana DePadre, Lori Steve and Kim McCreery

Absent: Kent McGinnis

3. Treasurer Report

- Profit and Loss report presented by Kim McCreery
 - Motion to approve report – Alex Skubisz
 - 2nd – Laura Logan
 - Voted to Accept – Unanimous
- Teams Non-Profit Status
 - Discussed IRS 990 postcard eligibility
 - New Laws require sick leave to be paid to employees at a rate of 1 hour per every 30 hours worked. Start accruing 7/1/17
 - Minimum Wage increase over next 3 years
 - Need to notify Kim when new swimmers are added

4. Team Sponsorship/Marketing

- **Banners** – To promote team at CS and meets
 - ◆ Price appears to be less than \$100.
- **Team Logo** – Sean has a friend that may be able to get us a high resolution by 2/28/17
- **Social Media** – Need to get presence on FB, Instagram and/or Twitter

5. Long Term Deal With Maricopa

- Alex or Kim will reach out to request a meeting.
 - 1st – with CS Facility Manager (New facility manager)
 - 2nd – “Kristie” with parks and rec.
- Need to move quick to get approval for Banners, storage space, long-term contract, AZ Seals on CS website

6. Website

- Sean will get “Pings” for (Maricopa, Casa Grande, Swimming, Copper Sky)
- Need to add: “About Us” and “Bios”
- Practice schedule changes to be posted on website
- Meet entry process
- Need Pictures – Connie Koltz will be contact person for photos to be added on website, get word out to send photos to Connie

7. Parent Volunteering (5 hours a year?)

- Discussed each family finding a sponsor
 - Brainstormed ideas for sponsorship incentive – Website appearance, Bulletin Board, Banner
- Timing at meets:
 - Need to educate parents on timing – what to do and how to do it, discussed holding a clinic, Chris offered to offer “Timing Lesson”
- Hosting Meets: (Far In Future)
 - Many concerns including: water temps, officials and volunteers
- Team canopy set up at meets: need communication, could possibly be a way to get volunteer hours.

9. Promoting Team Environment

8. Swimmer Incentives: Brainstormed ideas for towels, T-Shirts and Caps when funding is available.

Chris Skubisz adjourned the meeting at 11:01 AM.

Minutes respectfully submitted by: Lori Steve

AZ Seal Board Meeting -- Mon. 5/15/17 -- 6:00pm -- Copper Sky

1. Roll Call -- Call to order 6:03pm
 - Present: [Laura Logan/Christine Skubisz/Kim McCreery/Kent McGinnis/Diana DePadre/Alex Skubisz](#)
 - Absent: [Lori Steve](#)
2. Treasurer Report
 - Coach compensation for hosting clinic
 - [Reviewed best way to compensate \(i.e. commission vs. extra duty\)](#)
 - [Kim took action to continue to research options and will provide recommendation to board in coming two weeks](#)
 - [Kim reviewed Apparel Sales challenges to accounting process](#)
 - [Alex took action to reach out to potential vendors \(i.e. East Valley Sports\) to outsource apparel sales – update to be provided by June 1](#)
 - [Projected potential cash flow issue in 1Q2018 – for awareness at this time](#)
 - [Kent motioned to accept treasurer report; Alex 2nd; and all board members approved](#)
3. Team Report
 - [MES Clinic success](#)
 - [~ 100 6th grade students attended](#)

- Desired to expand to both 4th and 5th grade students in future
 - Focused on drowning prevention
 - Laura has list of improvement ideas to be shared between team and Copper Sky prior to next event of this nature
- Sam – Annual review due 6/6/17
 - Laura to provide annual review with Sam on or around 1 year day
- Copper Sky Proposal Update
 - Alex provided update – Copper Sky will not enter into the proposed agreement with the team, but is confident in keeping the relationship with the team strong
 - Alex took action to discuss longer lease terms with Copper Sky outside of any formal proposed agreement
- Swim-a-thon Committee Report Out
 - Alex provided update of first meeting and decision to move Swim-a-thon to late Sept/Early Oct (exact date TBD)
 - Next Swim-a-thon committee meeting to be held in mid-June
- Team Pictures -- Jake Johnson
 - Laura to contact Jake to set day for pictures (no cost to team)
 - Opportunity for family to purchase professionally done swim photos (i.e. school pictures set up)
- Clinic for AZ Seal swimmers -- Scott Spann
 - ~\$3000 cost to host
 - Requirement of ~ 35 swimmers
 - Laura to reach to other close teams in south valley to see if desire to partner up for something like this
- 4. Team Sponsorship/Marketing --revisit
 - Logo Options Review
 - Alex provided 3 potential logo options
 - Alex to provide vector (illustrator) files to Sean to review with his designer
 - Laura to email latest design from her source
 - Plan for team survey the week of 5/22
 - Team Banner (s)
 - promote team at Copper and meets

- Proposed Verbiage
 - Pricing Review
 - Alex to provide mock ups to board members for verbiage review
 - Final proofing dependent on logo design
 - Poster's / Flyers / TV Screens
 - Laura provide mock up and was approved by team
 - Will email to Copper Sky for inclusion on rolling TV banners and treadmills/exercise equipment
 - Maricopa PLAY -- Team and Website link added
 - Target mid-July for verbiage finalization to submit to Copper Sky
 - Follow up at June Board Meeting
 - Copper Website -- Team and Website link added
 - Alex to follow up with Copper Sky on request in lieu of proposed agreement rejection
 - Instagram/Twitter/FB
 - Alex to create team Instagram/twitter account
 - Maricopa Water Safety Day – May 25, 2017
 - Set up 3 – 4 pm/Event 4 – 7 pm
 - Sean to provide table and chairs
 - Chris to reach out to Barb Sugaski for ice donation for snow cone machine
 - Mary Holland donated snow cone machine to team to use for events such as this
 - Kent handling print out of flyers
 - Sean handling development and printing of Business Cards offering information/free week tryout for team
 - Alex handling approval from Copper Sky for snow machine usage and, if approved, will donate the flavoring and snow cone cups
5. Capital Campaign
- Team Sponsors -- offer local business(s) advertisement space on banner/poster/flyer and website
 - Sponsorship waiting on final logo design to ensure we can show sponsors proper placement of logos
6. AZ Seal Website
- Add Maricopa & Copper Sky
 - Alex to update site
 - New Swimmer registration / enrollment process

- Alex to modify site to close open enrollment and drive communication/information versus open registration

7. Next Meeting Date

- a. Mid- June – exact date TBD
- b. Adjourned 7:18pm
- c.

AZ Seal Board Meeting – August 12 -- 10 am -- 3474 N. Lady Lake Lane, Casa Grande Roll Call

- Present: Kim McCreery, Alex Skubisz, Christine Skubisz, Sean Fair, Laura Logan
 - Non-Board Members: Danielle Byers, Rob Byers
- Absent: Lori Steve, Diana DePadre, Kent McGinnis

8. Treasurer Report

- Brief review if time allows – No report today
- Coaching Child discount proposal
 - Alex motioned (Kim 2nd) a proposal to offer team coach (Head or Assistant) the following:
 - Free monthly dues for direct children
 - Capped at 2 free children
 - Annual dues still required
 - Laura to write by-law proposal and board will vote via email on it
- Swimmer count update v Coach Pay
 - Sean motioned (Laura 2nd, all board approved) for increase of pay for Asst Coach Sam C. to \$10.50/hr effective on 8/14/17
 - Alex took action to work with Sean and Kent to “refresh” swimmer count vs. pay spreadsheet as team growth has been consistent

9. Team Report

- Swim-a-thon Committee Report Out
 - Alex provided an update on the work the committee has been up to

- Special thanks to Melinda Baier, Chris McGinnis, Mary Holland, and Barbara Baltosser for making up the committee
 - Event shaping up nicely
 - Families will be provided folders and sponsorship info on 8/16/17
- Website Update
 - Swim-Team.Us purchased by Swimtopia
 - Reviewed Swimtopia's welcome package and pricing structure
 - Alex to attend webinar 8/22/17 before finalizing switch
 - Board provided questions for Alex to follow up with Swimtopia customer care
- Copper Sky/In Maricopa Report
 - City Council Meeting
 - Sean provided updates of his communication with city council members and Parks and Recreation Directors on options for Copper Sky to operate more efficiently
 - Sean will continue communications with the city and review options on getting team board member or swim parent on Parks, Recreation, and Libraries committee
 - Follow Up Meeting with CS week of 8/21
 - Alex and Laura to meet with Daniel Gallegos (Copper Sky Director) on 8/21
 - No current concerns on pool availability throughout short course season

10. Team Sponsorship/Marketing --revisit

- Logo Finalized!!!! – Huge thank you to Rob Byers for pushing this through completion!!
- Apparel Update
 - East Valley Sports Team Store proposal
 - Alex and Christine reviewed proposal with EVS to run team store
 - Board provided approval for Alex to continue to pursue this option with EVS

- Alex to send Logos to EVS and begin to set store up ASAP

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- Team Banner
 - Proposed Verbiage – Looking for owner to drive this to completion
 - Christine took action to finalize the banner design and ordering
- Poster's / Flyers / TV Screens – With new Logo
 - Alex to review with Daniel Gallegos in 8/21 meeting
- Maricopa PLAY -- Team and Website link added
 - Alex to review with Daniel Gallegos in 8/21 meeting
- Copper Website -- Team and Website link added
 - Alex to review with Daniel Gallegos in 8/21 meeting
- Instagram/Twitter/FB
 - Rob Byers graciously volunteered to head up the team's social media presence

11. Capital Campaign

- Team Sponsors -- offer local business(s) advertisement space on banner/poster/flyer and website
 - Alex provided board for review proposed sponsorship sign up forms and reward levels
 - Board to provide feedback by 8/15/17

12. Next Meeting Date

- Tentative date set for 1NOV17 at 5:30 pm at Copper Sky

AZ Seals Board Meeting Minutes

November 15, 2017

Meeting called to order at 6:13 PM at Copper Sky, Maricopa, AZ.

Roll Call

- ❖ **Present: Alex Skubisz, Laura Logan, Diana DePadre, Lori Steve and Kim McCreery**
- ❖ **Absent: Kent McGinnis, Chris Skubisz and Sean Fair**

Treasurer Report

- ❖ **Review of Cash and Accrual basis reports by Kim McCreery**
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- ❖ **We currently have 2 families using credit cards to pay invoices, they are charged a surcharge to offset the merchant fees team is charged. Kim would like to keep credit card usage to a minimum, due to being very time consuming for her, each transaction has to be entered manually.**
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- ❖ **Initial Payments will now be collected by Laura along with start-up paperwork**
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- ❖ **Workers Comp was renewed**
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- ❖ **Delinquent Accounts Report was reviewed and team needs to take action with Small Claims Court**
 - **Motion by Alex – Second by Kim – Passed Unanimously**
 - **“To take Birt Family to small claims court due to account is over 90 days past due and balance is \$500”**

Team Report

- ❖ **Staffing Updates:**
 - **Sam last day 12/2**
 - **Megan 1st day 11/20 will tag with Sam for a smooth transition**
 - **Spring 2018 may have opportunity for Janessa Thompson to join**
- ❖ **Team Numbers:**
 - **Currently at 37 swimmers**
 - **Have been holding at 35+ for past 6 months**
 - **Coach Laura is currently being paid for 30 swimmers**
 - **Motion by Lori – Second by Diana – Passed Unanimously**
 - **“To increase head coach pay \$90/month as outlined in the by-laws for team numbers at 35 swimmers”**
- ❖ **AZ Seals Masters Group coming Jan. 2018**

- **CS will handle enrollment (\$50 a month)**
- **Contract with Seals - 65% of tuition will go to Seals and CS will keep 35%**
- **Discussed paying coach accordingly at that time**
- ❖ **Coach/Child team discount policy reviewed:**
 - **Motion by Alex to accept as written – Second by Laura – Passed Unanimously**

- ❖ **Website Update - Swimtopia: 30 Day Free Trial ends 12/2**
 - **Received invoice for \$119 for 1 year subscription.**
 - **At this point we need to pay, no other choices, Team Unify is \$1800 annually**
 - **Swimtopia is working on issues of families having to re-register multiple times a year by transitioning to become a year round website. Alex will continue to work with their customer care to resolve issues.**

- ❖ **Apparel Review:**
 - **East Valley Sports will have embroidered items available all year.**
 - **Screen printed items will only be available during specific time periods.**

- ❖ **Promoting Team:**
 - **Logo has been finalized**
 - **Alex will get banners ordered, Rosa Lee would like to cover cost of banners.**

- ❖ **Capital Campaign:**
 - **Tri-Valley Landscaping**
 - **Byers Painting Company**
 - **Abbott**
 - **Laura will reach out to Napa in Maricopa**

Next meeting TBD

Meeting adjourned at 7:09 PM.

Minutes respectfully submitted by: Lori Steve