

AZ Seals Board Meeting Minutes

April 19, 2018

Meeting called to order at 6:06 PM at Copper Sky, Maricopa, AZ.

Roll Call

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

Treasurer Report

- ❖ To be submitted via email
- ❖ Kim will be stopping down effective 6/15/18
- ❖ Alex will be stepping into “Treasurer in Training” position with Kim’s over sight/help as needed
- ❖ Board needs to review by-laws regarding “Treasurer In Training”
- ❖ HUGE THANK YOU to Kim for all her dedication as treasurer!
- ❖ Tabled ideas to discuss at next meeting:
 - Scholarships
 - Multi-Child Discount
 - Deposit requirements for future seasons
 - Pay in full discount
 - Referral discount
 - Breakdowns when it comes to Long Course vs. Short Course

Team Report

- ❖ Assistant Coaching Updates:
 - Motion by Alex- “To hire David Olson (Blue Group)”
 - 2nd by Kent
 - Motion Passed - Unanimously
 - Savannah will be staying on a bit – possible sub
 - Laura will be working more with Rising and Red Groups
- ❖ Discussed Godfrey Family training fees:
 - Board has agreed to follow by-laws and not allow kids to swim until all fees are current and paid up to date.
 - Kim will email with Alex “CC”
- ❖ Swim-A-Thon
 - Discussed possible dates and convenience of event being held prior to short course registration.
 - Discussed incentives: Free month of training fees vs. Free registration Fees.
 - Need a Swim-A-Thon Committee:
 - Need Volunteers – Kent, Sean
 - Donations for prizes
 - Incentives

- Proposal by June meeting
- ❖ Digital Presence:
 - Jamie Adamkiewicz has volunteered to help, is a professional in this area.
 - Matt discussed “Domains”
 - Concerns with Instagram
 - Kids no longer will have access to post
 - Matt volunteered to get active with team presence on both Instagram and Facebook
 - Motion by Kent to “Have a board position for **Digital Presence/Marketing**”
 - 2nd by Alex
 - Motion Passed – Unanimously
- ❖ Board Member and Terms Expiring:
 - Lori and Kim – OUT
 - Alex interested in “Treasurer In Training”
 - Sean, Kent and Diana interested in positions
 - Need to publicize
 - Laura will get email out to families
 - Names need to be submitted by 5/5/18
 - Put out for voting by 9/1/18 (secret vote/email)
 - Open Positions:
 - ◆ Secretary
 - ◆ Treasurer
 - ◆ At Large
 - ◆ Fundraising
 - ◆ Digital Presence/Marketing?
 - Motion by Kent to “For Kim to transition treasurer position to Alex”
 - 2nd by Diana
 - Motion Passed – Unanimously
- ❖ Team Sponsorship/Marketing
 - Ideas for families to get out in the community and get sponsors
 - East Valley Sports
 - Open for screen printing again?
 - Requests for different items?

Next meeting 5/17/18, 6 PM at Copper Sky

Meeting adjourned at 7:23 PM.

Minutes respectfully submitted by: Lori Steve

AZ Seals Board Meeting Minutes

September 1, 2018

Meeting called to order by Chris Skubisz at 9:12 AM at Copper Sky, Maricopa, AZ.

Roll Call

- ❖ Present: Chris Skubisz, Alex Skubisz, Laura Logan, Sean Fair, Matt Garnett, Kelly Owens, and Crystal Ludtke
- ❖ Absent: Kim McCreery, Diana DePadre, and Melinda Baier

Treasurer Report

- ❖ Reviewed Statement of Activity provided by Kim
- ❖ Proposals discussed:
 - Monthly due proration – allow proration of monthly dues for new swimmers registering. Direct new swimmers to Alex prior to registering.
 - Motion by Alex
 - 2nd by Matt
 - Motion Passed – Unanimously
 - Late Payment Fee – Alex to check with Active for possibility of having automatic late fee of \$10, along with inability to register for meets, placed on account if non payment after the 15th of the month
 - Multi-child discount – table until Nov. board meeting to gauge interest following HS season. Consider percentage based per additional swimmer. Possibilities discussed: 10% second swimmer, 15% third swimmer
 - Late registration fee – tabled
 - Deposit requirements for future seasons – keep current guidelines
 - Pay in full discount – tabled with recommendation for 3.9% transaction fee to be discount offered
 - Referral Discount – \$20 East Valley apparel gift card for referring a swimmer who remains with AZ Seals for minimum of 3 months.
 - Motion by Crystal
 - 2nd by Chris Skubisz
 - Motion Passed – Unanimously
 - Due Breakdown (Long Course vs Short Course) – address at parent meeting to explain breakdown of \$75 summer Long Course vs \$150 Short Course
- ❖ Tabled ideas to discuss at next meeting:
 - Multi-Child Discount
 - Late registration fee
 - Purchasing Meet Manager
 - Pay in full discount
 - Late Payment Fee

Team Report

- ❖ Goal incentives for swimmers
 - Discussed providing t-shirts for swimmers achieving their first qualifying time for regionals and state
 - Matt and Sean to check with businesses they know that may be interested in making these shirts

- ❖ Proposed notification requirements for swimmers
 - 2 week written/by email notification required for breaks 30 days or longer
 - 30 day written/by email notification required if discontinuing membership

- ❖ Team Sponsorship/Marketing
 - Sponsorship info to be presented at upcoming parent meeting
 - Ideas for sponsorship:
 - Company logo displayed on back of AZ Seals white board, on website, on t shirts, and/or give companies plaques or trophies?
 - Melinda to follow up with Copper Sky policy regarding fundraiser & sponsorship

- ❖ Swim-A-Thon
 - Plan to hold Swim-A-Thon in April 2019
 - Discuss at future meeting:
 - Incentives: Free month of training fees vs. Free registration fees.
 - Need a Swim-A-Thon Committee: need volunteers
 - Donations for prizes
 - How handled in registration/Active system

- ❖ Digital Presence:
 - Jamie Adamkiewicz has volunteered to help, is a professional in this area.
 - Available to help with Wordpress
 - Website potential for fundraising:
 - Matt to check possibility for online donation and follow up on AZ Seals being easier to find with Google search engine
 - Concerns with Instagram – resolved
 - Concerns with Facebook – resolved

- ❖ Apparel Update
 - East Valley Sports
 - Open for screen printing and caps again – open now and in Nov.
 - Adding new items - Matt to place a poll on Facebook
 - Warm ups, winter items, mesh bags, towels
 - Possible bling items: visors and mesh hats

❖ Parent Meeting

- To be held September 26th, 2018 at 6 PM at Copper Sky
- Topics:
 - Sponsorship and community opportunities
 - Referral discount
 - Due breakdown - explain registration fee breakdown of \$75 summer Long Course vs \$150 Short Course

Next meeting 11/10/18, 9 AM at Copper Sky

Meeting adjourned at 10:28 AM

AZ Seals Board Meeting Minutes

November 10, 2018

Meeting called to order by Chris Skubisz at 9:10 AM at Copper Sky, Maricopa, AZ.

Roll Call

- ❖ Present: Chris Skubisz, Alex Skubisz, Laura Logan, Sean Fair, Matt Garnett, Kelly Owens, Melinda Baier, Kim McCreery, Diana DePadre, and Crystal Ludtke

Team Report

❖ Copper Sky proposed changes

- Joshua Bowman – Recreation Supervisor with Copper Sky in attendance for discussion during this portion of the meeting & provided with Team Roster info
 - Currently a variable non-resident fee schedule offered by Copper Sky – not an ideal fee schedule for the team
 - AZ Seals will propose a flat rate fee schedule of \$1000.00 per month; revisit every two years. Negotiate 4-5 lanes. Potential Saturday practice time change to begin 1/1/19. Fee payments proposed to be at the beginning of each month.
 - Proposal cannot be submitted to Joshua Bowman. Must go to Nathan Ulyot, Community Services Director, who can possibly approve proposals within a certain amount. If not then submit to City Council.
 - Alex to write up proposal & spreadsheet, and continue to be in communication with Joshua as needed in submitting proposal
 - Joshua confirmed that the fee schedule AZ Seals have been paying thus far will remain in place until at least 12/31/2018 to allow time for new arrangement.

❖ Team Sponsorship/Marketing

- Reviewed sponsorship letter
 - Edits:
 - Remove Team Banner at training site (Copper Sky) benefit, replace with social media benefit listed below.
 - Replace plaque benefit in Bronze with social media benefit listed below
 - Add monthly social media sponsored post to Platinum & Gold levels, and quarterly social media sponsored post to Silver & Bronze levels
 - Plaque to have team picture
 - Sponsorship will be open beginning Nov. 17th through Dec. 31st, 2018
 - Sponsorship requirement:
 - \$250 sponsorship per individual swimmer
 - \$400 sponsorship per family with multiple swimmers
 - Laura to follow up with sponsor stickers on back of Seals board
 - Consider team canopy for tent vs. banner
 - Provide sponsors with thank you receipt that includes Tax ID info

- Sponsorship letter and info package to be handed out to families by Nov. 17th, 2018
- A team email will be updated as sponsors are secured to avoid multiple requests to businesses

❖ Swim-A-Thon

- Swim-A-Thon Sat. April 27, 2019
- Discuss at future meeting:
 - Incentives: free month of training fees vs. free registration fees
 - Need a Swim-A-Thon Committee: need volunteers
 - Donations for prizes
 - How handled in registration/Active

❖ Fundraising opportunities

- Fry's Community Rewards
 - Crystal to follow up and apply
- Giving Tuesday – Social Media
 - Matt to post on Facebook

❖ Maricopaville Food Truck Festival

- Matt to lead
- Sign-up sheet to be sent out

Treasurer Report

❖ Reviewed Statement of Activity provided by Kim

- Roll out new fundraisers as a priority
- Minimum wage increase 1/1/19: Assistant Coach salary to increase \$0.50/hr

❖ Proposals discussed:

- Head Coach Salary
 - Motion by Kim to add \$320.00 to Coach Laura's monthly salary for Masters Swim Program earnings effective 12/1/2018. Amount based on this year's average Masters Program revenue. Revisit annually
 - 2nd by Alex
 - Motion passed – unanimously
 - Motion by Diana to increase Coach Laura's annual salary to \$30,000.00 per year effective 12/1/2018
 - 2nd by Alex
 - Motion passed – unanimously

❖ Tabled topics:

- Website potential for fundraising:
 - Matt to check possibility for online donation and follow up on AZ Seals being easier to find with Google search engine
- Apparel Update:
 - East Valley Sports
 - Open for screen printing and caps in November
 - Matt Facebook poll – new items?
- Goal incentives for swimmers
 - Discuss providing t-shirts for swimmers achieving their first qualifying time for regionals and state
 - Matt & Sean to check with businesses they know that may be interested in making these shirts
- Late Payment Fee – Alex to check with Active for possibility of having automatic late fee of \$10, along with inability to register for meets, placed on account if nonpayment after the 15th of the month
- Multi-child discount – possibilities discussed: 10% second swimmer, 15% third swimmer
- Pay in full discount – recommendation for 3.9% transaction fee to be discount offered
- Late registration fee
- Purchasing Meet Manager

❖ Announcements

- Kim's term as Treasurer will come to a close on 11/30/2018 with Alex to take over position. Thank you to Kim for all that you have contributed to the team in your time as Treasurer. You are very much appreciated!!

Next meeting January 2019 – time and date to be determined

Meeting adjourned at 10:50 AM

Az Seals Board Vote via email Dec. 4, 2018

UltraStar Sponsorship Request:

- UltraStar would like to sponsor Seals with non-monetary donation of gift certificates (Valuing \$250) to their facility. UltraStar would like to know if they may receive Silver Level benefits for this type of donation.
 - Board discussed - motion by Crystal to accept UltraStar's offer of passes/packages, with the value equal to \$250.00, to their facility. As well as allowing them to have Silver Level Benefits for their gift.
 - 2nd by Matt
 - Motion passed - unanimously