

AZ Seals Board Meeting Minutes

February 9, 2019

Meeting called to order by Chris Skubisz at 9:05 AM at Copper Sky, Maricopa, AZ.

Roll Call

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

Team Report

- ❖ Treasurer Report
 - 2018 Taxes_ – Alex filed
 - Copper Sky proposal submitted 12/2018 - have followed up x 2, plan to follow up again
 - PayPal to accept Masters class payments from Copper Sky beginning March 1, 2019 – Alex to set up
 - Motion by Matt to approve PayPal option
 - 2nd by Diana
 - Passed – Unanimously
 - Matt to send Alex info regarding ~\$50 website upgrade cost for ability to have PayPal option for donations as well
- ❖ Team Sponsorship/Marketing - Finalize
 - Logo's both websites – Currently on HYTEK and social media – Matt to do azseals.com
 - Logo's for training board – done
 - Social Media shout outs – up to date and Matt will continue to do them
 - Order plaques – Alex to get info on plaque options; board to vote via email
 - Thank yous – Have been written, Crystal to mail and distribute
 - Freddy's voting to accept? – Board vote: accept gift card option and raffle at Sprint Tri
 - Big 5 voting to accept?- Board vote: no
 - May have one more sponsor – Ben to follow up
- ❖ Swim-A-Thon/Team Picnic:
 - Swim-A-Thon Sat. April 27, 2019
 - Team picnic same day following Swim-A-Thon – Alex to reserve Pavilion
 - PayPal option for donations – Matt looking into website upgrade to add this option
 - Incentives: free month of training fees vs. free registration fees
 - Discussed tier level account credit: Crystal to type up example - board to discuss and vote via email. Board will also need to address if credit is per individual swimmer or family

- Need a Swim-A-Thon Committee: need volunteers
 - Chris to post jobs on Hytek
- Donations for prizes
 - Prizes for swimmers to remain what USA Swimming offers
- How handled in registration/Active
 - Alex to credit swimmer's Active account or create coupon code based on incentive earned

❖ Maricopa Memorial Event 3/17/19:

- Sprint Tri –Team event with volunteers needed to time – Laura set up jobs through Active
- Team/Masters promo table with Freddy's raffle as well as baskets for silent auction – Need volunteer to lead
 - Each group level to be assigned a theme and donate supplies for their basket. Due the week before the event. See Alex if in need of a basket or basket filler
 - Themes: biking, swimming, running, movie night
- Rent a swimmer – We provide poster board with swimmers and times available. Alex to pull everyone's 200 Free time. Need volunteer to create poster board
 - Discussed cost per swimmer to be variable; no more than \$25 per swimmer/time

❖ Future topics:

- Goal incentives for swimmers
 - Discuss providing t-shirts for swimmers achieving their first qualifying time for regionals and state
 - Follow up on what businesses may be interested in making these shirts
- Late Payment Fee – Follow up - 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

Next meeting – time and date to be determined

Meeting adjourned at 10:11 AM

AZ Seals Board Meeting

September 18, 2019

Meeting called to order by Ben Owens at 6:07 PM at Copper Sky, Maricopa, AZ.

Roll Call

Present: Ben Owens, Mayra Flores, Alex Skubisz, Matt Garnett, Kelly Owens, Melinda Baier, Emily Grubbs, Karen James, and Crystal Ludtke

Absent: Laura Logan

1. Treasurer update

- Copper proposal submitted 12/2018, no word – Alex to follow up again
- Outstanding balances ~700.00 worth Alex to follow up with families
- Approximately \$3,000.00 in Arizona Seals savings account not listed on the statement of activity
- Head Coach pay increase to \$35,000/year
 - Motion by Alex to approve Head Coach pay increase effective immediately
 - 2nd by Matt
 - Passed - Unanimously
- Asst. Coach pay increase by \$1.50/hr
 - Motion by Alex to approve Asst. Coach pay increase effective immediately
 - 2nd by Matt
 - Passed - Unanimously
- Corporation Commission Annual Report due 10/27/19 – Alex to send email to board, please return promptly
- Workers Comp Audit due 10/21/19 – Alex to send email to board, please return promptly
- Donations coming in from programs such as Fry's Rewards and Amazon Smile ~100.00 recently between the two
 - Goal to increase participation in these reward programs and get the word out to new families

2. Team Growth

- Rising = 16, White = 14, Red = 7 (3 swimming high school) Blue = 5 (3 swimming high school)
 - Potential for high school swimmers to join

3. Board 2019-2020 Goals

- Fundraising
 - Monies Raised
 - Team participation #'s
- Host Meet
 - Possibly 2020-2021 short course season
 - ◆ Potentially form a subcommittee to take charge of organizing meets
 - Volunteers – Officials/starter/stroke judges/timing system/admin/hospitality
 - ◆ Board will need to address parent/family expectations or requirements in filling these volunteer positions
 - Approx. 5 parent/family officials would be ideal
- Board Vision and Goals
 - Team goal of increasing 10 swimmers per year over next two years with optimal team size ~75 swimmers at current facility
 - Potential for additional assistant coach in the future
 - Will need to have a “Whiteboard Session” with all board members to discuss above topics more in depth. Will need Coach Laura and Coach Megan available as well to go over team vision, goals, and ideas on how to achieve them as the Seals team grows
 - ◆ Ben to email board with possible dates

4. Team Sponsorship Fundraising Push –

- Date – start/end date – Goal of final draft of sponsorship letter by Oct. 15th
 - Possibly have sponsorship available Nov. 2019 through April 2020
 - Changes made include:
 - ◆ No longer offering team plaque, sponsor name on canopy cover, or sponsor name on bulletin at training facility as previously offered
 - Matt will price out team banner options and see if there is potential for interchangeable logos
 - ◆ Removing Bronze level and only having Silver, Gold, & Platinum levels with donation ranges
 - Platinum to be \$1,000 and above
 - Gold to be \$500.00-\$999.00 and add sponsor logo on practice training board to this level
 - Silver to be \$100.00-\$499.00
 - ◆ Discussed the possibility of having option of sponsoring team items such as team tent w/ sponsor logo for donation of \$2,500 or team t shirts with sponsor logo for a set donation
 - Matt to price out these items for board to discuss further via email
- Incentive to Seals Families
 - Keep the current incentive for swim-a-thon only at this time
 - Utilize training board to thank families for supporting the Seals

- Incentive to Sponsors
 - Utilize training boards to thank businesses – create a ‘thank you’ heading and print larger logos – Crystal can help with updating both training boards

- 5. Amazon Smile & Fry’s
 - Social Media shout out to support the Seals
 - Encourage re-sharing of posts and sending pictures of team events or swimmers to Matt to post on social media
 - FYI Email to Seal families, lots of new faces
 - Encourage sign up for the programs with new team members & families
 - ◆ Mayra and Crystal to be on deck to help with signing up the first two weeks of October
 - Receive a Seals sticker for signing up

- 6. Welcome to the newest board members Ben Owens, Mayra Flores, Emily Grubbs, and Karen James! Thank you to Chris Skubisz, Sean Fair, and Diana DePadre for all of your time and support!

- 7. Next Meeting Date
 - “Whiteboard Session” TBD
 - Board Meeting in December 2019 - date and time TBD

Meeting adjourned at 7:46 PM

AZ Seals Board Meeting

October 19, 2019

Meeting called to order by Ben Owens at 10:38am at the Owen's home

Roll Call

Present: Laura Logan, Megan Koltz, Ben Owens, Mayra Flores, Kelly Owens, Karen James, and Crystal Ludtke

Absent: Alex Skubisz, Matt Garnett, Melinda Baier, and Emily Grubbs

8. Strategic Planning

- Goals, Timeline, Potential Obstacles, Budget Implications, etc.
- Refer to updated supporting documents – tasked accordingly
 - AZ Seals Planning
 - Planning (Google)

2. Proposed Next Meeting Date

- December 2019 – TBD via email
- Continue necessary discussion or voting prior to meeting via email

3. Future Meeting Agenda topics

- Clinics for swimmers & parents in March as well as July with the Marlins
- Fundraising: Major Sponsors
 - Compile a list of potential donors and decide ask/give as well as our cost
- Progress on candidates/offers on two Asst. Coach positions
- Attach cost to every item on Google document by December meeting to create next year's budget
- Refer to Google Planning and AZ Seals Planning documents

Meeting Adjourned @ 12:43

Arizona Seals Board Meeting

Date Dec 9, 2019

6pm @ Copper Sky Pool

Board Members:

Ben Owens (President), Mayra Flores (Vice President), Emily Grubbs (Treasurer in Training), Alex Skubisz (Treasurer), Matt Garnett (Social Media), Crystal Ludtke (Secretary), Melinda Baier (Fundraising), Kelly Owens (Member), Karen James (Member), Laura Logan (Head Coach)

1. Call to Order @ 6:01pm

2. Roll Call

Present: Ben Owens, Mayra Flores, Emily Grubbs, Alex Skubisz, Crystal Ludtke, Laura Logan, and Olivia Byers

Absent: Matt Garnett, Melinda Baier, Kelly Owens, and Karen James

3. Treasurer/Treasurer in Training Report

Statement of Financial Position & Statement of Activity as of 11/27/19 reviewed

QuickBooks input and end of year report will reflect approx.

\$12,000.00 not listed on Statement of Financial Activity as of 11/27/19

4. Proposed End of Year Budget (Draft)

Proposed budget reviewed, conservative approach to team numbers & pool rental. Mayra will revise estimated changes for board review

Does not include strength coach (wish list item) or potential tax changes

Mayra and Alex to review tracking of USA swimming fees

Laura to send 2019 List of Sponsors

Supplies to be updated with equip. estimate from Laura & JO grab bag mini budget for swimmer incentives

5. Olivia Byers Azsl Athlete Rep.

Input on team swag for new swimmers 1st JO cut or 1st state cut.

Social Media shout out for swimmers at the time of making first JO or State cut

JO Team dinner & JO goodie bags to include pop socket

Mini budget for Olivia to build goodie bags

State Team" caps and t shirts for state

New swimmers – receive a shirt, cap & team sticker for first meet

6. Copper Sky Meeting- no updates

Meeting with Laura, Ben, Mayra, and Nathan
Waiting for word from Nathan on meeting

7. Parent Meetings- update

Good turnout @ Thursday meeting, 30-34 families present
Need reviews on Google/Facebook
Will add team picture once taken

8. By-Law changes to be proposed to team

Following amendments to be made at this time:
Board to be able to propose, motion and vote via email, by proxy,
conference phone/video
Change quorum from five (5) to six (6)
Add Arizona Swimming Athlete Rep to Board
Give Treasurer-in-training voting rights
Meeting postings on website only
Crystal to update changes for board review and Mayra will create survey
for voting

9. Meet prep

Identify at least 6 parents to become officials, extend personal invitations
List reviewed and Coach Laura to reach out to parents
Gerardo willing to host training
Possibility to raise significant \$\$
Team goal to begin hosting meets in 2020-2021 season
Meet bid process ends in summer of 2020 for 20-21 season
5 year goal of hosting 8 & under champs

10. Coach & Asst. Coach Job descriptions

Coaches will work on current job descriptions

11. End of Year Sponsorship Folder

Approve 2020 Sponsorship Flyer, Sponsorship Form, and FAQs sheet
Motion by Ben
2 nd by Alex
Passed - Unanimously
Alex will print documents and provide folders
Folders to be distributed to families week of Dec. 16 th

Future sponsor idea of \$1,000.00 sponsorship to run two clinics for the year

12. Next meeting date: TBD

13. Meeting adjourned @ 7:06pm