

October 17, 2023
Cougar Aquatics Board Meeting

In attendance: David Leonard, Russ Whitaker, Kirstin Frichette, Darcell Myers, Hongyen Chen, Jacob Hogg, Heather Sandberg, Matt Leach, Jennifer Madson, and Jin Liu (apologies to other non-board members who may have been at meeting)

Absent: Jennifer Ellsworth, and Dave Jones

Minutes prepared by Jacob and DJL; additional detail and subsequent information added since meeting to ensure communication, transparency, and most up to date information.

1. Update from Russ
 - a. Trick or Treat entries due tomorrow.
 - b. Will start collecting entries for CAST.
 - c. Jake, Will, and Ben signed up for Jr. nationals.
2. Various matters
 - a. Issue of families not returning gear bags need was raised; need a process to track and going forward, families will either need to put down a deposit for gear or will be billed if not returned.
 - b. Darcell and David will work on 2022-2023 taxes. Hope to submit in November, even though not due until January.
 - c. Budget/Registration – We are under our projections. As of meeting: yearly/monthly + family registration, we are at 65,400. Our budget anticipated 77,000 so need to add athletes and also hope to retain our current group throughout the year. We do have several families who have not registered who we believe are coming back but we also need to increase numbers [update we have had some increases since meeting so will provide another update at next meeting]
3. Sponsors
 - a. Pamphlet still needs some tweaks.
 - b. Focus on telling story, about club, about team. Use of testimonials. Plan to develop video (Carter is going to lead this project)
 - c. Importance of reaching out to businesses before end of the year
 - d. Plan is to hold meeting with parents to organize; to share materials; and inform families about various ways local businesses can support the club.
 - e. Development of sign-up genius or spreadsheet to ensure that club is organized and that families are not hitting up business that were already approached.
4. Election
 - a. Kirsten and Jacob's term are up at end of year.
 - b. Hold elections early to allow for transition; allow new VP and secretary to shadow and learn prior before term starts next September.

- c. Election to be held during meeting which will take place during practice on November 7.
This meeting will have dual purpose: election and sponsors.
- 5. Other Matters arising
 - a. Need additional supervision for kids at cleanups.
 - i. At least one coach will be at two remaining games.
- 6. Questions/Comments