

December Board Meeting  
Agenda  
December 19, 2023 – 7:15-8:45

In attendance: David Leonard, Russ Whitaker, Matt Leach, Kirstin Frichette, Jacob Hogg, Priscilla Schmidt, Roseanne August (apologies to other non-board members who may have been at meeting)

Absent: Jennifer Ellsworth, Darcell Myers, Hongyen Chen, Heather Sandberg, and Dave Jones

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

### Reminders and updates

1. David reminded everyone to renew their U.S.A. Swimming registration.
2. Russ updates
  - a. Jr Nationals was a success: Jake, Ben, and Will all qualified for finals.
  - b. Nick will be coach for Walla Walla meet.
  - c. Lewiston meet in January only one day.
  - d. Not attending the Senior Zones in St. George due to limited numbers.
  - e. Please review announcement sent by Russ in December about spring meets.
  - f.
3. Budget and Sponsors
  - a. David reported that they were slightly under their projection in terms of number swimmers and family registration. This, coupled with diminished income from football and lack of B-champs, means our revenues where they need to be. In other words, we will need to either generate additional revenues from sponsors or from swim-a-thon or we will need to make some significant cuts with spending.
  - b. Plan going forward:
    - i. David reported that they are waiting for responses from a number of local businesses, including hospital, law officers and other professional services, for potential sponsorship.
    - ii. David stressed the importance of parents continuing to leverage their networks for outreach. He also will continue to reach out to sponsors with hopes of a few more. Right now, we have 2 sponsors, and we really need to get 4-6 more.
    - iii. Russ noted that next year, we add a second swim meet in September. While that wont help with this year's budget, it will help going forward.
    - iv. Given our numbers and budget, individual swimmers may need to raise as much as 400 dollars each as part of swim-a-thon. We hope that number will be smaller but need community sponsors.
    - v. Board will also review budget in January to discuss potential eras to lessen costs.
  - c. Other budget issues
    - i. Working with accountant to reconcile 2022-2023 spending. Issue developed when Columbia was acquired by Umpqua. Need to reconcile so we can submit

- taxes. Will be seeking extension for taxes. Working with accountant on this front
- ii. We received word that potential fine from IRS for past issues with taxes has been waived.
  - iii. Russ noted that we will have 6 football cleanups next year but should know soon.
  - iv. David addressed an issue with the registration system, Team Unify, where monthly charges were still based on last year's rates. They revealed that they had corrected the amounts and refunded the difference to those affected.
- d. Other updates
- i. Kirsten reported that they had arranged for a friend to create a video for the team.
  - ii. Kirsten also mentioned that they had worked with Anne from Walla Walla to design a logo for team shirts, which were well received by everyone. The discussion also touched on the potential placement of logos on the shirts, with the bronze medal and club logo being considered for the sleeves. There was a concern about possible confusion between the bronze medal logo and the sponsor section on the back of the shirt.
  - iii. Outsourcing apparel order discussed: Kirsten proposed the idea of outsourcing the order of apparel to their company, which would reduce the burden on board members and allow for year-round ordering. The team expressed their approval of this idea, noting that it could also help address billing issues. Kirsten planned to discuss further details with the representative from their company, including the possibility of offering various types of clothing such as shirts, long sleeves, and sweatshirts.
  - iv. Russ outlined plans to order team merchandise such as T-shirts and caps once sponsors are finalized. Kirsten recommended using Simply Caps for this order.
  - v. David mentioned billing for those who did not fulfill 4 football games would be done for February billing. David will send emails to families regarding potential surcharge in January once he receives information about attendance.
  - vi. The team also discussed the upcoming Cougar Classic, where the team will need volunteers including food contributions.
- e. Next steps
- i. Russ and David will continue to work on securing sponsors so that the club can cover budget and to hopefully limit financial needs from Swim-a-thon.
  - ii. Kirsten will reach out to Dr. Cordova for potential sponsorship.
  - iii. David will follow up with accountant as Darcel works with bookkeeper to reconcile QuickBooks and ensure the yearly report is correct.
  - iv. Kirsten will inform the designer about the preferred logo and consider setting up a store with her for apparel.
  - v. Russ will get in touch with Kirsten about ordering swim caps and caps.

Next meeting January 16, 2024 at 7:15