



Annual Business Meeting

August 26th, 2025



Order of Events

- ❑ Recognition of Board/Committee Members
- ❑ Coach State of the Team
- ❑ Annual Business Meeting/Elections



Current Board Members

President

Dave Zenobi
Starting Yr 2, Term 3

Registrar

Brian Larkworthy
*Starting Yr 2, Term 2

Treasurer

Erik Quamme
Finishing Term 1

Head Coach

Michael White
By Appointment

Vice President

Lars Schultz
Finishing Term 1

Member-At-Large

Stacy Hastings
Finishing Term 2

Secretary

Katie Grundahl
Starting Yr 2, Term 2



Other Positions

Financial Manager

Inna Aleksejeva

New Parent Liaison

Lisa Harms

Team Photographer

Ben Johnson

Bookkeeper

Autumn Patrick

Social Chair

Michelle Schiro



NOBLE CHOICE
CHIROPRACTIC

Meet Committee

Meet Directors

Emily Doughty

Meet Technology

Brian Larkworthy

Concessions Lead

Terry Lechner

Vacant

Hospitality Lead

Anke Miko-Kohlhardt

Official's Chair

Michelle Perko

Volunteer Coordinators

Amy Schuster

Melissa Meyer



Why Get Involved?



Make A Difference

These positions, while small in the grand scheme, help to affect change

Lighten the Load for Everyone

Many hands make light work

Model Service

Demonstrate to the next generation the value of volunteerism

Protect Your Space on the Team

Many of these roles come with preferred registration and/or other benefits

Coach's State of the Team

2024-2025

Year in Review

Membership

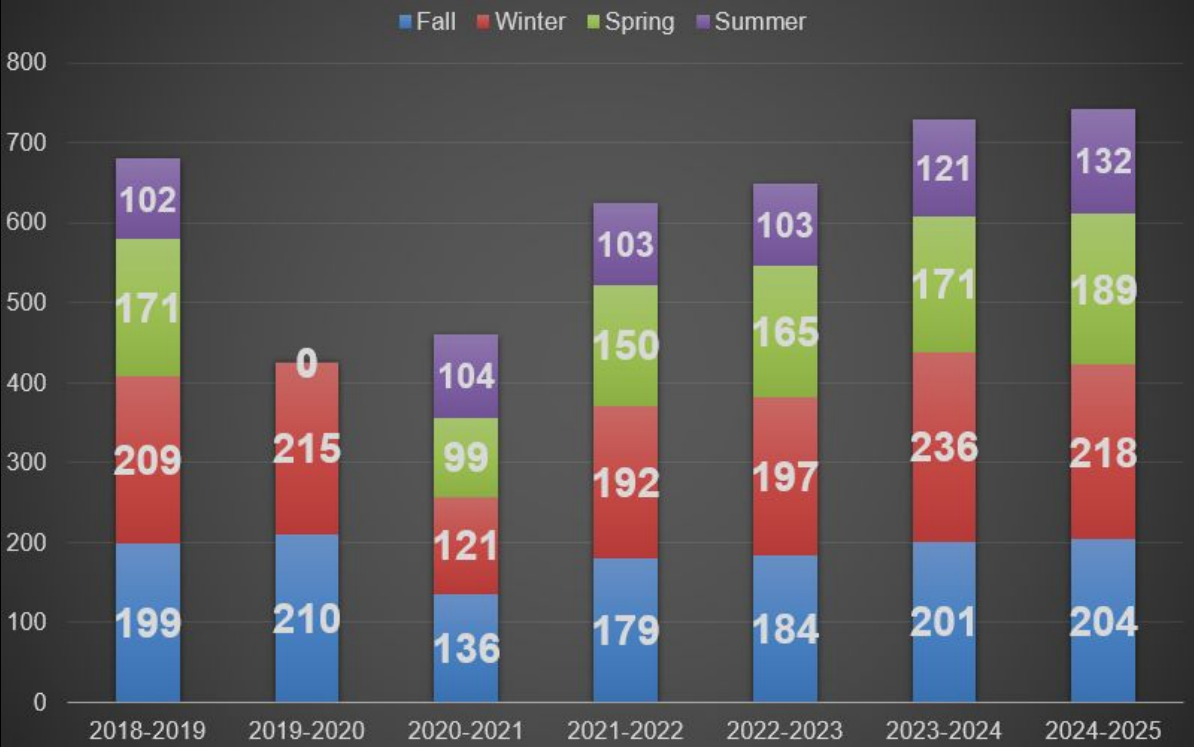
Membership - Registration Totals



10.94

Average age of a
Storm swimmer
last fall.

Membership - Retention



Retention Above USA Swimming National Average

10&U	+5.02%
11-12	+3.55%
13-14	+4.87%
15-18	+9.64%

Performance

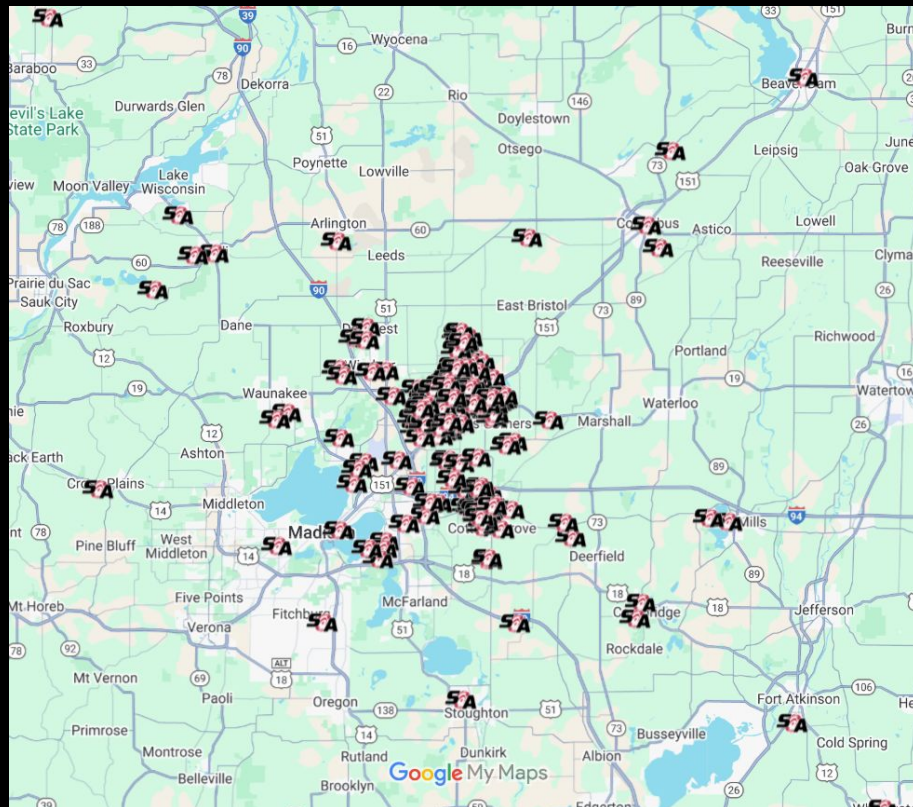
Performance - Virtual Club Championship

437

National Rank (~2600 Clubs)

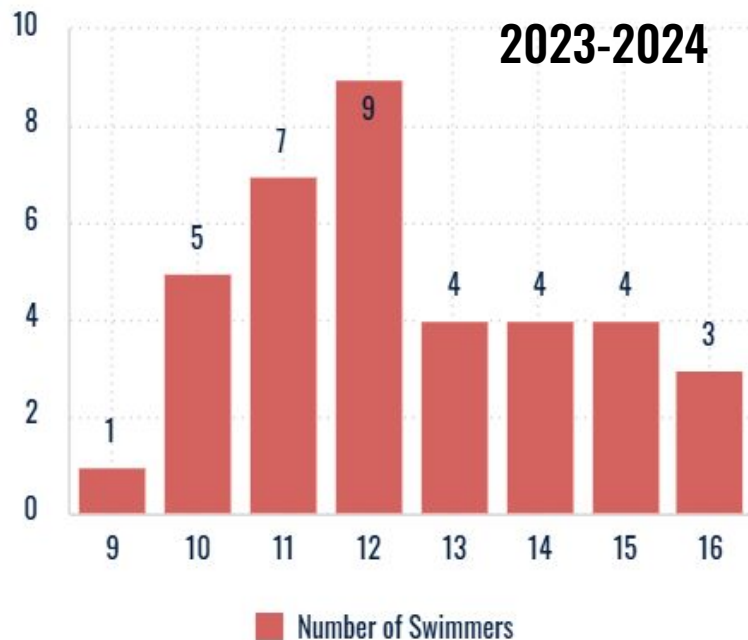
9

State Rank (~55 Clubs)

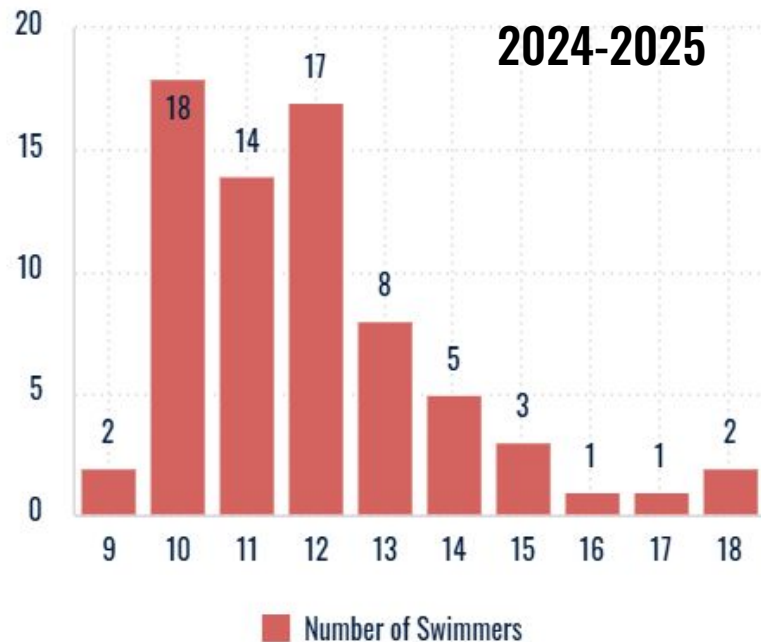


Performance - IMX

IMX Participants by Age



IMX Participants by Age



2024-2025 Goals

1) Increased Brand Recognition

- **Hosted BCSC Championship Meet, bringing 200+ swimmers to Sun Prairie first their first time**
- **Saturdays & Socials Membership created pipeline for BCSC swimmers to participate on Storm**
- **Regularly attended Chamber of Commerce networking events**
- **Led USA Swimming webinar on Swim School Challenge**

2024-2025 Goals

2) Additional Partnerships in Community

- **Through Swim School Challenges, have created a network to develop swimmers from lessons to competitive swimming**
- **Sponsored Sun Prairie Piranhas and Monona Water Wizards, along with other programs in the community**
- **Helped local teams host swim meets through our “meet in a box” solution**
- **Volunteered at Sunshine Supper**
- **Typhoon swimmers organized clothing drive for Cards Closet**

2024-2025 Goals

3) Fill volunteer roles

- **While some committee chair positions remain open, we have filled some and moved others to paid positions (ex: bookkeeper & Meet Director)**
- **Still need help with:**
 - **Social Chair**
 - **Team Photographer**
 - **Communications Chair**

2024-2025 Goals

4) Increase offerings w/o increasing fees

- **The expansion of Rising Stars meets throughout the year have given opportunities for our younger swimmers to swim over a half dozen meets this year for only \$5 each**
- **The newly created Highway 19 Alliance between Watertown, Storm Aquatics, and DFAC is creating fast and affordable swim meets throughout the year**

Goals for 2025-2026 Season

- **Work with partners to rebuilding swimming on Sun Prairie's East side**
- **Find businesses willing to sponsor specific swim meets and other non-traditional partnerships**
- **Stabilize registration numbers for boys, specifically age 10-14**

Notes for New Families

- Week Zero will serve more families this year
 - **Tuesday & Wednesday, New Thunderstorm followed by returning 11-12s**
 - **Thursday and Friday, New Non-Thunderstorm followed by returning 13&Os**
 - **All Week Zero Practices at TPC Wisconsin**
- Social event (Plan A: Land of Natura, Plan B: ?) on 9/6
- Practice begins 9/8

SUN PRAIRIE SWIM INC ~ BUSINESS MEETING

- **Call to Order - Dave Zenobi**

SUN PRAIRIE SWIM INC ~ BUSINESS MEETING

- Call to order
- **Approval of last meeting minutes**

SUN PRAIRIE SWIM INC ~ BUSINESS MEETING

- Call to order
- Approval of last meeting minutes
- **Financial report - Prepared by
Autumn Patrick**

2024-2025 Income

	Total	Percent of Total
Hosted Swim Meets (net of expense)	\$107,338.09	19.2%
Other Fundraising Events	\$41,903.17	7.5%
Sponsorships	\$14,466.70	2.6%
Grants	\$3,000.00	0.5%
Program Income	389,681.75	70%
Total Income	\$ 556,389.71	

2024-2025 Expenses

	2023 -2024 Total	2024-2025 Total	Increase YOY
Payroll & benefits	\$ 215,918.68	\$ 265,598.35	23%
Pool Rental	\$ 53,776.94	\$ 81,866.28	52%
Travel	\$ 12,175.72	\$ 56,540.19	364%**
Equipment & Apparel	\$ 12,802.39	\$ 20,146.43	57%
Dryland	\$ 14,400.00	\$ 6,240.00	-57%
Other (includes passthrough income from program revenue)	\$ 82,528.90	\$ 148,994.13	81%
Total Expenses	\$ 391,602.72	\$ 579,385.38	

Pool Expenses, 2022-2025



Historical Financials

	<u>2018- 2019</u>	<u>2019- 2020**</u>	<u>2020- 2021**</u>	<u>2021- 2022</u>	<u>2022- 2023</u>	<u>2023- 2024</u>	2024-2025
Gross Profit	\$259,183	\$261,927	\$184,037	\$258,977	\$287,700	\$396,422	\$556,389.71
Total Expenses	\$272,938	\$250,944	\$203,579	\$293,632	\$268,400	\$391,602	\$579,895.38
Other Income (PPP & ERC)			55,543	\$31,600			
Net Income/(Loss)	(\$13,755)	\$10,983	\$36,001	(\$3,055)	\$19,300	\$4834.22	(\$23,043.91)

Proposed 2025-2026 Budget

Income	
Fee/program income	\$ 383,656
Outside sources	\$ 134,500
Total Income	\$ 518,156
Expenses	
Payroll	\$ 264,939
Pool Rental	\$ 79,300
Travel	\$ 11,950
Dryland	\$ 8,800
Equipment	\$ 15,950
Other Expenses	\$ 137,217
Total Expense	\$ 518,156
Net Income	\$0

SUN PRAIRIE SWIM INC ~ BUSINESS MEETING

- **Call to order**
- **Approval of last meeting minutes**
- **Financial report**
- **Election of officers - Dave Zenobi**

Current Nominees

Position	Nominees
Vice President	Bill Gebhard
At Large	Michelle Schiro
Treasurer	Kristy James
Secretary	Lori Niquette

***Incumbent**

Floor Nominations

Any floor nominations for the positions listed below:

Vice President

At Large

Treasurer

Secretary

SUN PRAIRIE SWIM INC ~ BUSINESS MEETING

- Call to order
- Approval of last meeting minutes
- Financial report
- Election of officers
- **Adjournment**