



3/20/2024 | 5 - 6:30 pm | Location: Zoom

ATTENDEES

- Rhys Campbell
- Daan Zweers
- Mike Ellis
- Meghan Varner
- Cilla Crocker (NA)
- Rob Humphrey
- Bill Garrells
- Carole (NA)

FEBRUARY ACTION ITEMS

Recap and follow up if necessary

- Daan + Kimberly - Balance sheet and PnL
- ~~Rhys - Flatiron Bank items~~
- Rhys - Coach annual reviews - In progress
- Meghan - Ask B to update app
 - **Action** - Rhys circle back with B on app updates
- ~~Rhys - Regroup with Carole & Kimberly on finalizing summer schedule~~
- ~~Board - Weigh in on Kimberly's summer schedule email from 2/13~~
- ~~DONE - Rob - pricing increase proposal~~
- **Action** - Meghan - Care packages to Bruce Epstein & Carl Nelson

	BAM Mesh Bag - Sporti Mesh Bag Blue Final Sale TeamStore_Title: BAM Mesh Bag - Sporti Mesh Bag Mesh Bag	\$36.30
	Beanie-White-BAM-Logo - SwimOutlet Knit Beanie White Final Sale TeamStore_Title: Beanie-White-BAM-Logo - SwimOutlet Knit Beanie BAM White Logo - SwimOutlet Nike	\$36.38
	Unstructured Twill Hat Deep Navy / One Size Final Sale TeamStore_Title: BAM White Logo - SwimOutlet Nike Unstructured Twill Hat	\$65.98

You have \$2.20 in credits. Click [here](#) to add credits to your order.

Subtotal	\$138.66
Shipping	Free
Estimated taxes	\$5.55
Total	USD \$144.21

- Approved - MV to add a card too.
- ~~Kimberly - Newsletter items~~
 - ~~Jeff eclipse night at Full Cycle~~
 - ~~Highlight sponsors~~
 - ~~Lane etiquette reminders~~
 - ~~Workout themes added to the schedule on the website~~

MARCH AGENDA TOPICS

- **Balance Sheet and PnL**
 - Not doing until after 1st quarter
 - Recoding currently -
 - Transaction fees sorting i.e. PayPal
 - Action item - Daan & Kimberly sync on this - can Kimberly do the work?
 - **Action** - Daan - Shoot for April for completion date of PnL
- **Altruic - Taxes**
 - Will be third year in a row
 - \$1,100 - \$1,200 fee (roughly)
 - Discussion
 - Daan & Kimberly approve
 - Money well spent
 - Motion - Altruic to do BAM's taxes.
 - Second - Bill Garrels
 - Vote - Passed
- **Wix Reports**
 - Comparing 90 days
 - Last year last 90 days - ~\$41,500
 - This year last 90 days - ~\$65,000
 - 58% increase
 - GREAT JOB TEAM!!
- **Pricing Increase**
 - Starting Tuesday, April 2nd
 - Logistics
 - New pricing plans w/ new prices
 - Timing - Would have to do it on the 2nd
 - Update prices or create new passes?
 - Decision - Easier to just change prices
 - **Action** - Mike - Look into Wix analytics and if simply updating the pricing of existing passes in Wix will work - Do we need to keep them separate?
 - Monthly Passes
 - **Action** - Mike - Be sure what Wix will charge for Monthly passes (will it be automatic with price increase?)
 - Summer Pass
 - Date limitation challenging

- Specific booking services need to be created for this pass
- 3-month instead
 - Only available a certain amount of time
 - Could use into the fall
 - 100 day pass instead?
 - Start in May
 - Close after June 15th
- Still call it a Summer pass with flex
- Proposal - Call pass: "Summer Flex"
- 10% more price increase across the board for pass costs
- 10% Increase Cost Logistics
 - Round up all decimals
 - **Action** - Kimberly - email list of new pricing for second set of eyes for approval
- **Coaching Matters - (Bill / Kimberly)**
 - Proposal: have more evening workouts through the summer season
 - T/Th Spruce @ 5p with a later Mon/Wed 6:30 @ Scotty
 - Justification -
 - Evenings have tapered off for us over recent years but perhaps we could try to ignite more participation?
 - With limited pool space I think folks are wanting more options
 - More members in general
 - To grow the club we need more inventory
 - We can staff it
 - **Approved**
 - **Action** - Kimberly - Request Spruce T/Th @5pm and Scotty M/W @6:30pm evening workouts
 - **[Missed topic*]:** Proposal: Easter practices follow the regular schedule
 - *Resolved over email 3/21 - From Kimberly: EBCC is closed that day, so it will just be Elks.
 - Member Feedback
 - Cap on workouts
 - Discussion
 - Swimmer experience and safety
 - Data - watch to provide data
 - Specific to Saturday 8am
 - Waitlist also full
 - No shows
 - Attendance? - should be able to see
 - Issue
 - Swimmers book in advance and don't release spot

- Action - Kimberly - put in newsletter reminder to release spot
 - Signs of Abuse?
 - Not deliberate / complacency
 - Charging a no-show fee?
 - **Action** - Mike - Download attendance data (see if serial abusers)
 - Remind kindly so others can join
 - Early drop out preferred (not 5 minutes before)
- **Action** - Rhys - reach out to Scott S. - More lane space Saturday (we currently have only 5 lanes)

- **Summer Schedule Discussion**

- Friday will be SCY at Scotty
- 5:45a Elks T/TH
- Noon everyday - mix pools
- 11a MWF indoors
- 6&7a - indoors shoulder season
- 6&7a - outdoors summer Scotty
- **Action** - Kimberly - Request - 8&9am Elks - we can be flexible about keeping/tossing based on interest and attendance
- **Action** - Meghan - Advertise program and quantity of workouts outside Boulder

- **Workout Cancellation Agreement**

- Can we have an agreed upon minimum of swimmers signed up and time stamp when the coach can cancel?
 - Proposal: if only 3 or fewer have signed up, within an hour of practice, cancel.
 - Discussion:
 - How far in advance to cancel to get money back for pool space?
 - Not a fan - coach doesn't want to cancel, swimmers who sign up won't be happy.
 - Coach can still get paid within XXX amount of hours?
 - Watch workout - then make a decision of reducing number of lanes or cancel workout all together
 - City of Boulder is looking into lane usage and policy on tracking if we use less lanes
 - Could do seasonally
 - Conclusion - not resolved, pickup at another time

- **Open Water Planning**

- Cost
 - Larry requires ~\$750 for gear
 - (New rope for anchors, some new boogie boards, feather banners for visibility)
 - **Action** - Rhys tell Larry this cost is approved
 - **Approved**

- Serious push for volunteers required. May have to drop to 1 workout a week.
 - Doesn't have the same numbers as last year
 - Last year was already tight on volunteers
 - Check-in volunteers iffy (biggest concern)
 - Incentives
 - Made money last year
 - Last year we already rewarded volunteers
 - 2023 - capped at \$100 per volunteer reward at end of season
 - 1/3 donate
 - 1/3 payout
 - 1/3 take credit to future pass purchase
 - Ideas
 - Discount - credit for each time they volunteer
 - Should advertise
 - Swim for free? - already get this
 - Waived entry fee - already get this
 - Free swag? - have done this in past
 - Recruiting Advertising / Messaging
 - **Action** - Meghan, Kimberly, and B - Announce & start promoting
 - Standalone emails
 - Newsletter (every one)
 - Website - slider that links to info
 - First Thursdays socials announce
 - Coach announcements on deck
 - Social media pushes
 - Flyer?
- April - Lifeguard trainings happen
 - Tentative - last week of April and first week of May
 - **Action** - Rhys confirm with Larry on training dates so these can be included in volunteer recruiting messages.
- Wix vs Google Form
 - Page on website for OWS
 - Form in progress
 - Larry not sold on Wix (wants Google sheet)
 - Concern about duplicate entries
 - **Action** - Rhys - set meeting with B on automation and for a status update

● Future of BAM meeting

- Bart Foster, BAM swimmer, has offered to facilitate a meeting on this topic. He's very experienced in doing this (owns businessoutside.com). Looking for any feedback and discussion from the board.
 - *"As we discussed, I suggest we schedule a Zoom call where I could facilitate open discussion about the future of BAM, and gather input for how people can get involved. We can refine the agenda once it gets closer. For now, let's get pthe call*

scheduled and on people's calendar. Below is a draft copy that you could use. Feel free to adjust as necessary. If the date I proposed doesn't work, here are a few alternatives: April 3rd or April 24th."

- **Approved**
- **Action** - Rhys - check with Bart on April 24th for "Future of BAM member meeting"
- **Save the Date - Scotty Cleanup Volunteer Event**
 - Saturday, April 13th
 - 10:00am -12:00pm
 - Landscaping and pool setup (moving lane lines, flags, furniture, blocks)
 - What to wear: Close-toed shoes, long sleeves, long pants, and a hat are recommended.
 - What to bring: Work Gloves, Snacks, Sunscreen, Refillable water bottle
 - **Action** - Meghan - send email to members and setup social after
 - Boulder Social
 - Boulder Swimming Club
 - Dark Horse
 - **Action** - Meghan propose budget for after cleanup social - BAM covers one round of apps?