



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

I. Declaration of Quorum / Call to Order at 6:37 p.m. – Justin Chapman

a. Present:

- Rey Aguilar
- Justin Chapman
- Chris DelGardo
- Dustin Heitmann
- Linda Kutac
- Earl Lee
- Robert MacNaughton
- Jeff Manley
- Wojciech Mrugala
- Cheryl Nealon
- Sarah Snyder
- Jussi Thomas
- Carli Tyson

b. Absent:

- Donald Cramp

II. Review and approval of minutes for August meeting – Sarah Snyder

a. Motion to approve the minutes

- i. Motion: Justin
- ii. Second: Dustin
- iii. Vote: Approved Unanimously

III. Brief Organization Review

- a. Department managers worked on goals and objectives together
- b. We need to improve our communication so our families feel connected from the first contact on the phone
- c. Goals review for 2023
 - i. New Program Development
 - 1. Goal: Increase student involvement and revenue by adding an additional 70 students.
 - a. Actual: Increased by 149 Students



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

ii. Existing Program Development

1. Goal: Revamp Streamline 2023
 - a. Actual: Increased by 3 swimmers
2. Goal: Increase the number of students in need of financial aid using the "Julian Bott Memorial Scholarship Fund" for their tuition
 - a. Actual: Increased number of scholarships from 17 to 54
3. Goal: Revamp the Spring Valley Dolphins summer league program
 - a. Actual: Increased parent involvement and number of swimmers
 - b. Actual: Hired Reese Benz as head coach
4. Goal: Continue the Summer Swim Lesson Schedule to increase number of students to 385
 - a. Actual: Increased Summer Multi-Level Session to 378

iii. Instructor Training

1. Goal: Train 5 new instructors for the Spring and Summer Sessions
 - a. Actual: Hired and trained 5 new instructors, and trained 4 of them on the use of Jackrabbit

iv. Swim Team

1. Numbers / Recruiting Goal: Remain 500+ on the swim team, 95 Masters & Tri (average between October and March)
 - a. Actual: Achieved 500 in September and currently have 528 plus over 100 average Masters & Tri – currently at 87 in December
2. Retention Rate Goal: Maintain 72% retention rate
 - a. Actual: Numbers will be available later in January
3. Safety Goal: Entire staff will be consistently reminded that safety is our number one goal
4. Customer Service Goal: All Staff, One Message / Improve Communication & Minimize Emails
5. Volunteers Goal: Have 15 USA Swimming registered officials & 5 USA Swimming registered meet directors
 - a. Actual: We currently have 11 officials, which is an improvement from 4 in the summer and 3 meet directors
6. Meets / Events Goal: Host 4 USA Meets & 2 Masters Meets



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

a. Actual: Hosted 3 USA Meets & 2 Masters Meets

d. Goals for 2024

- i. New Program Development
 - 1. Goal: Increase student involvement and revenue by adding an additional 50 students.
- ii. Existing Program Development
 - 1. Goal: Increase the number of Streamline participants by 15+ swimmers
 - 2. Goal: Increase parent involvement, number of swimmers, and hire new head coach for Spring Valley Dolphins summer league program
 - 3. Goal: Continue to improve the Summer Swim Lesson Schedule to increase number of students to 385
- iii. Instructor Training
 - 1. Goal: Train 3-5 new instructors for the Spring and Summer Sessions
- iv. Dolphin Shop
 - 1. Goal: Increase inventory / merchandise enabling additional revenue with a complete financial plan
- v. Staff
 - 1. Goal: Provide excellent customer service
 - 2. Goal: Always focus on safety
 - 3. Goal: Continue to educate and provide ambassadors / deck attendants with resources to assist members
- vi. Parking Lot
 - 1. Goal: Safety
- vii. Swim Team
 - 1. Numbers / Recruiting Goal: 525 at main campus, 70 competitive at Fonn Villas, 100 Masters and Tri (average in October-March) and 85 Masters and Tri (average in winter)
 - 2. Retention Rate Goal: Maintain 72% retention rate
 - 3. Safety Goal: Entire staff will be consistently reminded that safety is our number one goal
 - 4. Customer Service Goal: All Staff, One Message / Improve Communication & Minimize Emails



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

5. Volunteers Goal: Have 15 USA Swimming registered officials & 5 USA Swimming registered meet directors
6. Meets / Events Goal: Host 3 USA Meets & 2 Masters Meets

IV. Committee Updates

a. Operations (Linda)

i. Well

1. Hildebrand provided cost to continue using well vs. abandonment. We are reviewing the data to determine the path forward

ii. Trees

1. We met with our arborist.
 - a. We currently have five dead trees on the property. Our arborist is going to remove them for us
 - b. He is developing a tree-planting plan
 - c. He provided a shed removal quote of \$1450

iii. Other expenses

1. We're constantly shopping our supplies / other expenses
2. Cynthia and Linda are now training on an updated QuickBooks
3. Electric contract expires on 1 May. Our rate is .044 (2020 rate). Current rates are .069 to .095. If we renew right now, our annual cost will be increase between \$13K and \$25K for the year. We'll be shopping this over the next few months, but we should expect an increase
4. We do need a new light in the front where the kids get picked up, so we're putting in a new pole with LED light
5. We're reviewing credit card fees (Active)
6. We use Paychex for payroll, HR, payroll tax filing, EEOC compliance, unemployment hearings, etc. We'll continue shopping ADP and other providers to look for best alternative
 - a. Most of staff has bi-monthly payroll
 - b. Coaches are on a different pay schedule
7. BCBS rates did not increase significantly this year



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

8. Cheryl and Linda are working on a few data projects. One example: they want to get hard data on contact to conversion to make sure we're not losing anyone – swim team and swim lessons

b. Swim Team (Rey)

- i. Last year we averaged around 500 swimmers per month
- ii. Currently we're at ~528
 1. 498 at main site
 2. Remainder at Fonn Villas
- iii. Fonn Villas has helped significantly with our waitlist
 1. Last year, we had a waitlist all year.
 2. This year, our waitlist is primarily for those who want to change from one training group to another
- iv. We have ~10 more swim officials than we had last year
 1. This makes it easier for us to host / attend meets
 2. Adding to this number is one of our goals for this year
- v. We had about 85 master's swimmers in previous years
 1. This year we had around 100
 2. We no longer offer the 2x day per week master's swimmers, but that has not affected us by getting rid of that option
- vi. Retention = how many USA Swimmers come back to the facility
 1. We get this information from the USA Swimming statistics
 2. We get this information in August of each year
 3. Our retention rate (including those who graduate) is in the low 70%, which is good for this area / for a team of this size. Excluding the graduations, our retention rate is better.
 4. It's easier to maintain a high retention rate with a smaller team, but a team of our size takes additional effort
- vii. USA Swimming requirements for board members
 1. Background check is good for two years
 2. Active protection training is good for one year
 3. Linda will share information to all board members with instructions to follow up in this



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

c. Fundraising

- i. We expect that we'll meet our fundraising goals for 2023
- ii. For 2024, we'd like to get a lot of member involvement in fundraising.
 - 1. We received a lot of feedback from members interested in helping out
 - 2. Linda will provide us with information from recent registrations
 - 3. We'll focus on developing some sub-committees to help with focused fundraising goals (e.g. Marathon committee, Annual Fund committee)
 - 4. We're looking for a different software program to help streamline our tracking of fundraising activities
 - 5. Idea to get alumni engagement:
 - a. alumni swim meet vs. current swimmers
 - b. alumni social event(s)
 - c. make the marathon more engaging, etc.
- iii. We have a Kroger community account so members can tie Kroger card to Dad's Club.
- iv. Julian Bott scholarship funds are being used as intended for 'learn to swim'
 - 1. We don't have a similar fund for the swim team – we do have some swimmers on scholarship, but no dedicated fund

d. Long-Range Planning

- i. 2023
 - 1. Since November, all shading has been completed
 - 2. Tree plan is being developed
 - 3. Parking lot lighting upgrades are complete
 - 4. Electrical panels in the basement are nearly complete
 - 5. Removing of old shed is in the works
 - 6. Analysis of water well is under way
- ii. 2024
 - 1. New alarm and camera system
 - 2. New landscaping / sidewalks
 - 3. Parking lot improvements
 - 4. Dolphin shop improvements
- iii. LRPC planning:



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

1. Discussions are still in the works for the new facility / park-like setting
 - a. Locker room
 - b. Rest rooms
 - c. Training rooms
 - d. New buildings
 - e. New parking lot
 - f. New drive lanes
 - g. New drop off lane
 - h. Landscaping improvements
 - i. Black rocks
- iv. There has been some interest by others in buying our land across the creek. This is an ongoing challenge that we've had for years, but there is no clear solution in sight for this.
- e. **Swim Team Committee**
 - i. We work with each of the swim groups to identify opportunities for engagement

V. Treasurer Report / Financials – Earl Lee

- a. **\$601K in excess receipts last year**
 - i. We had an increase in swim team receipts of 8% over the year prior
 - ii. Swim lesson receipts are up by 20% over last year
- b. **Starting in November, we took pool lease and gas expenses for Fonn Villas out so we can give a more accurate report**
- c. **Money market is a temporary holding place for restricted funds. We're making ~\$5K per month on this account.**
- d. **Capital improvement expenditures were \$497K in 2023**
- e. **Annual fund supports operational expenses / Marathon supports capital improvements**
- f. **Cash projection**
 - i. Our revenue is cyclical – not steady from month to month
 - ii. 2023 cash projection variance was only 2.42% (projected \$1.8 MM, ended up at \$1.9 MM)



Dad's Club Board of Director's Meeting Minutes
Thursday, 18 January 2024, at 6:30 p.m.
Studio A of Dad's Club Aquatic Center

VI. Officer Board Elections for 2024

a. President:

- i. Nomination for Justin by Jussi
- ii. No other nominations

b. Vice President:

- i. Nomination for Dustin by Justin
- ii. No other nominations

c. Secretary:

- i. Nomination for Chris by Justin
- ii. No other nominations

d. Treasurer:

- i. Nomination for Earl by Carli
- ii. No other nominations

e. Motion to elect the officers as presented

- i. Motion: Sarah
- ii. Second: Robert
- iii. Vote: Approved Unanimously

VII. Adjourned at 7:48 p.m. – Justin