

AAM Board Meeting Minutes

10/9/18

Attendees: Connie Wong, Mike Grace, Enrique Martin Del Campo, Tim Velasco, Anne Delp, Heather Glendinning, Bob Powers

Questionnaire results/Workout Feedback:

- In terms of workout sets, feedback was all over the map. The 7:30 AM Saturday start time seemed to increase attendance. Overall, if we were to drop a morning practice, members indicated a preference for Thursday or Friday. However, 2 consistent members said they would stop attending if we were to drop any practices, so we will stick to six AM practices/week
- Bob suggested doing more sets together as a team to foster unity, and Heather suggested rearranging the inner lanes slightly so that swimmers that have similar abilities (in 2 and 5) can swim together. Tim also suggested breaking up into “specialty lanes” that work on specific strokes/events on some Saturday practices.
- Let’s introduce new folks/visitors after warmup and before the first set. (more of a PM thing than an AM thing for obvious reasons).
- Bob also suggested having monthly practices at Encinal since the facilities are far superior. Everyone thinks this is a great idea.

Attendance:

- Attendance seems to have stabilized. In order to keep better track of attendance and who’s paying, Enrique suggested migrating to PayPal only. However, there are still a few members (10?) that pay only via check. We will continue to accommodate both, and work on the back end to track payments against attendance.

Finances:

- ARPD raised pool fees by \$1 so they’re now \$16/hr. We should make sure that ARPD is aware that as of October, we are using the pool for only 1 hour on Saturdays.
- We chatted briefly about using the time between now and the end of the calendar year to get a clear understanding of the AAM membership and finalize / compile a single AAM roster list – that this list would be extremely useful as the Team heads into the 2019 calendar year ...

Coaching coverage:

- Amelia McDonald is covering M/W/F evenings and is awesome, she will also be covering a few AM practices next week when Heather is out. Mike expressed concern about morning backup coaches, but Heather says it shouldn’t be a problem.

Meets/open waters:

- WC SCM meet 10/12-14. Zeb, Annie Horn and Mike Grace will be swimming on Sunday.

Fundraising/recruitment:

- During last month’s team meeting, Stephanie suggested that we put a fundraising button on the team website. Bob suggested that we focus on recruiting new members, with active marketing and budget some money to put an ad out. Enrique has already looked into it, and the ARPD guide ads are \$124 for business card size, \$232 for a quarter page, and \$464 for half a page. The general consensus is that we should do at least a quarter page.
- Heather is planning to drop postcards at a few gyms and local business that might have a good target audience. We will need to order more postcards, and should make a couple of posters to hang.

Destination swim 🏊‍♀️

- Heather is collaborating with Linda/Harbor Bay Club on the destination swim. Hawaii and the boot of Italy are two possibilities; Paris is another idea. Connie suggested that while the board's yardage will count towards the destination, we will not take part in the competition itself (like Heather). Some but not all of the board was okay with this idea. Like last year, we'll likely start in December and end in February.

Holiday Party:

- Jenny Linton has offered her home for the holiday party. So has Joy, but she lives in San Leandro, and the board is inclined to keep events in Alameda. We should pick a date at the next board meeting.

Other:

- Heather would like to purchase a white board for the team (Amelia suggested this before) so we can put it up with announcements, etc. for the team.
- Artie's (and Moy's) father passed away suddenly last week. We'll get a condolence card for the team to sign.
- What are ways we can increase our social media presence? Amelia had some thoughts on this. Heather has already created an Instagram account, and we have posted a few updates to our Facebook page.
- Who are some good candidates as guests for next month's board meeting? I think we should get some AM people since the board is PM heavy. Heather has some folks in mind.

NEXT BOARD MEETING: November 6