

## Brookwood Swim & Tennis Club, Inc.

### January 2020 Board Meeting

Tuesday, Jan. 13, 2020

Edgewood City Building

#### Meeting Minutes

- I. Call to Order
- II. Roll Call
  - a. Present: Ryan Fitzpatrick, Jeff Burg, TJ Day, Bree Martin, Brandon Napier, Dave Phelps, Matt Suedkamp, Matt Thompson, Greg Webster, Kate Wiseman
  - b. Absent: Todd Hussey, Katie Robbins, Justin Slusher
  - c. Guest: Ben Barlage
- III. Review/Approval of November Meeting Minutes
  - a. Unanimous approval of 12.10.19 meeting minutes
- IV. Board Updates—Ryan Fitzpatrick
  - a. Ryan informed board members that, due to current/upcoming work commitments, Justin feels unable to adequately fill the role of VP
  - b. Ryan nominated Matt S. to serve as VP; board members unanimously approved
  - c. Matt will take over VP role while continuing his compliance role; Justin will continue to serve in a grounds/maintenance capacity with Dave
  - d. Ryan informed the board that, due to personal commitments, Todd has resigned; Bree volunteered to take the lead on social/recreation
  - e. Ryan asked board members to please consider others who may be interested in serving on the board
- V. Committee Updates
  - a. Financial Update / Membership Update—Matt Thompson
    - i. Membership campaign to date has provided the funding for immediate needs; we've taken in \$21,050 since 11/1/19 (50 renewals; two new memberships); need to keep the momentum going in January and February to ensure funds are available for needed maintenance to reduce water bill
    - ii. Shared barebones budget as well as budget scenarios based on increased membership
    - iii. Emphasized importance of bringing in new members and incentivizing folks (board, current members, staff) to bring them; Matt T. confirmed the \$100 referral discount promotion and that the discounts are indeed stackable; Jeff/Kate will add referral source line to new member form

- iv. Discussed raffle options to drive early payment of dues
- v. Discussed details of bond transfer and whether or not club should facilitate with a sort of brokerage board on website; decided that this would be more appropriate when membership is maxed out
- vi. Discussed payment plans beginning Labor Day 2020 for 2021 dues, to reduce payment amounts ever further and allow for more accurate budgeting (i.e., better idea of membership numbers earlier on)
- vii. Discussed formal rate structure, with early bird specials as well as a higher dues rate (i.e., late fee) for paying after the club opens; may present but not enforce this year, then enforce in 2021
- viii. Reviewed banner sponsorship flyer; discussed creating a spreadsheet to keep track of target businesses, who is reaching out to them, status, etc.; TJ offered to manage spreadsheet; all board members can contribute target names/contact info
- b. Compliance Update—Matt Seudkamp
  - i. Matt informed board members that we do not need a separate Sunday license, as we do not sell wine or liquor; brief discussion followed on option of adding liquor and Sunday licenses and package retail option
- c. Management Update—Ryan Fitzpatrick
  - i. Peggy is not returning
  - ii. Ryan spoke with pool management company, but at this point in time, it does not seem to be in our best interest; may consider down the road
  - iii. Ryan informed board members that David Phillips is interested in manager position; will meet with him and be clear about division of responsibility, role in managing contractor (Cliff), role in driving new membership, efficiency incentives, etc.
  - iv. Wider search postponed until discussions with David take place

## VI. New Business

- a. Social/Recreation
  - i. Bree will put together a calendar/outline for events
  - ii. Matt T. indicated that simple, small-scale events happening more often are good ways to get people to the club and involved (e.g., trivia, pickup games, game nights, s'mores nights, cornhole tournaments)
  - iii. Board members discussed bringing back the cardboard regatta and the rubber duck regatta (free dues giveaway)
- b. Grounds and Maintenance
  - i. Dave and TJ have inventoried and will share pics of what needs fixed
- c. Invoices

- i. Discussed invoices; Matt T. reiterated that paper invoices are a must; Brandon has Swim & Dive Team flyer to accompany invoices; Bree added notice to website promoting early bird special and directing visitors to portal to pay 2020 dues

VII. Adjournment