

Brookwood Swim & Tennis Club, Inc.
February 2020 Board Meeting

Tuesday, Feb. 11
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 Thompson, Greg Webster, Kate Wiseman
 - b. Absent: Justin Slusher, Matt Suedkamp
 - c. Guests: Ben Barlage, David Phillips
- III. Review/Approval of January 2020 Meeting Minutes
 - a. Unanimous approval of 1.13.20 minutes
- IV. Pool Manager
 - a. Ryan informed the board that David Phillips has been hired to manage the pool for the 2020 season
- V. Invoices/Annual Mailing
 - a. Confirmed contents of packet and plan for printing/distribution
- VI. Membership/Marketing Plan
 - a. Goal is to have full membership, with 450 bonds
 - b. Membership and marketing efforts will determine what extras we'll be able to support this summer
 - c. Matt T. would like to see a plan for boosting the overall membership and what we're going to do to keep money coming in during the spring
 - d. New member registration and bond transfer forms need to be added to the website
 - e. Ryan will mention referral program and banner ad sales in annual letter
 - f. Matt T. will look into cost of allowing members to freeze for a year; would need to vote on this and add to bylaws if board decides to move forward
- VII. Communications Plan
 - a. Any "official" communications from board/management should be run by Kate before distribution
 - b. Discussed newsletter plan: biweekly preseason and weekly during season
 - c. Discussed weather/closing communications: no email; perhaps add as a banner on the website; board will revisit the official weather policy
- VIII. Sponsorships/Banner Ad Sales

- a. TJ will maintain a master list; send him names of businesses you want to target, and he will keep it updated; check with him before reaching out to a business to ensure someone else isn't already working on it
- IX. Events
 - a. Discussed having a chalkboard or whiteboard near entrance with events for week
 - b. Will put complete list in opening day welcome packets
 - c. Reviewed Bree's initial high-level outline of events and discussed additional options
- X. Bubble School
 - a. Ryan and Matt S. will work with David on this; would like to make things more structured, following YMCA level breakdown and curriculum; perhaps Michael could take the lead on this
- XI. Preseason Opening Plan
 - a. No major construction projects this year; however, there are major repairs
 - b. Need to put together a project board to keep track; Justin and Ryan will inventory and prioritize/categorize list; Ben offered to print large-scale
 - c. Need to get TJ and Dave some Home Depot cards
- XII. Adjournment