

**Brookwood Swim & Tennis Club, Inc.**  
**Board of Directors Meeting Minutes**

Tuesday, July 21, 2020

- I. Call to Order
- II. Roll Call
  - a. Present: Ryan Fitzpatrick, Jeff Burg, TJ Day, Bree Martin, Brandon Napier, Dave Phelps, Katie Robbins, Matt Suedkamp, Kate Wiseman
  - b. Absent: Justin Slusher, Greg Webster
  - c. Guests: None
- III. Review/Approval of June Meeting Minutes
  - a. Unanimous approval of 06.23.20 meeting minutes
- IV. Financial Update
  - a. Matt shared profit and loss for Jan. 1–July 17, 2020, and projections through the end of 2020 (assuming we operate on a regular schedule and don't bring in more memberships or sponsorships)
  - b. Unless we have a substantial increase in dues income, we can't stay open past Labor Day; also, there will be limited availability among staff members; need to weigh the costs of keeping it open against the minimal use; must also consider chemical availability
  - c. Could consider a survey to ask members if they'd like to keep the pool open through September, and if so, if they'd be willing to pay for a limited schedule
  - d. To avoid shortage due to last year's deficit, we need to watch water, staffing and Cliff's time; boost fundraising efforts; conduct a membership drive in the fall; and possibly consider closing early
  - e. Membership numbers are on a four-year trend down, and next year we will likely have more expenses
  - f. Bank is always an option, but we'd rather save that for capital improvements
  - g. Beer sales are down; could do specials and announce over PA
  - h. Justin is planning the parking spot raffle and rubber duck regatta fundraisers
- V. Membership Update
  - a. 306 members as of today; five more potential members possibly joining
  - b. A member asked Jeff for a discount since they have chosen not to use the club due to COVID; board agreed that we need to be equitable, and other members have paid who aren't using the club; can offer payment plan if there is a financial issue
  - c. Ryan said, beginning the second week in August, let's go ahead and offer 50% off 2021 dues and the rest of 2020 season free with \$500 bond purchase

- d. In September, need to put out a letter informing members that, starting in October, they can do 12 monthly payments for 2021 dues (can offer guest passes to those who choose this option); need to get this option set up in esoft
  - e. Will continue with early bird discount of \$50 for those who pay their 2021 dues by 12/31/20
- VI. Return Pipe Project Update
  - a. If we're running high on water, there might be an opportunity to bust up concrete mid-season or at the season's end
- VII. Marketing Update
  - a. We have a calendar full of food trucks coming up; can advertise beer specials to members to coincide with food truck times; good exposure, gets people down here—no need to be a member to visit the food truck
- VIII. Board Elections
  - a. Jeff is not running again; Bree and Ryan are running
  - b. Jeff will run the election since he will be an outgoing member
  - c. Need to send an email advertising that 8/16 is the election, and if you're going to run, you need to submit a photo and bio by 8/5; week of 8/10 we need the bios out on Facebook and email; absentee votes can be submitted via email but must include bond number
- IX. Offseason Projects
  - a. Sometime in August or September, we need to get out the word that scan cards/key fobs are coming; need to plan days when people can come down and get set up, have photo taken, etc.; club will offer two complimentary fobs per family and two-person bond, and one per single bond; extras will be available for purchase for \$5 each
  - b. Need to decide on an age-out age for adult children on family bonds
  - c. Consider offering a legacy membership, for existing bondholders who are considering leaving because they don't use the pool enough; would include a certain amount of visits per year for a certain price; this would require a change to the bylaws
  - d. Pump needs adjusted daily; this could be automatically regulated, but a new system is \$1,500; something to look into during off-season
- X. New Business
  - a. Consider an open house to remind people of what we have to offer in 2021—swim and dive team, swim lessons, etc.; could coincide with a food truck visiting; could raffle off some spirit wear
  - b. Could follow this up with some sort of communication/flyer with the same messaging
- XI. Adjournment