



Scottish Hills Recreation Club Board Meeting Minutes

February 19, 2017 2 - 4

Open meeting @ 2:05

- Board members- Demot Allen, Mark Boston, Christa Iozzo, Crystal Holladay, Jessica Dixon
- Employees: Christy Hall and Jared Taylor
- guests: Todd Snyder

Secretary - Iozzo

- Approval of January 2017- Approved

Swim & Dive - NEED Coordinators -

Special thanks to our support team:

Jody: coaching development / liaison, Meet Manager software management

Joel: meet data management and TSA rep

Debbie: communications, documentation

Consistent net positive income stream, and source of CCM

Need a swim team lead above people will help in background. Want to break up position into smaller tasks for multiple people rather than one leader.

Dive Team

- Anita Larkins confirmed she will not return as coordinator. No current replacement. Need a coach and Jared might take up lead? Pay him as long as we find a coach. Present this at annual meeting.
- **2016 \$765 operating loss** which has been consistent over time due to low participation rates.
- Is Dive team viable and worth continuing with our very limited resources?

Business Manager - Christy Hall 2.19.17

- **Interviews/Offer Letters:** Interviews are going well. Plenty of applicants for gate and lifeguard positions. All offer letters will be out no later than mid March. Applicants not receiving a job offer will get an email and we will keep applications on file in case something opens up. I will follow up with all staff to collect tax forms, background checks and direct deposit forms.
- **Keys/Alarm Codes:** Please keep me posted on who needs keys (new board members) and who is handing keys in or passing keys off to new board member. I would like to try to keep better track of who has keys so we can avoid making more. Who is taking over alarm system? I will let them know who to delete or create codes for (asst. managers, board members, etc). I would love to be taken off alarm code call list or moved to bottom of list!

- **Trash Service/Workday:** We will need to get dumpster emptied before 1st workday (it will be full by then with “winter” trash). Please let me know when 1st workday is and I will take care of that. I will work with Jared to arrange schedule for pick-up throughout the season.
- **AT&T:** I will need to renew phone service by **March 19th**. We also need to have AT&T rewire the lines. Phones went down 2 years ago and technician warned us that we only had one wire that was still good and it will go eventually (wires are old and exposed to the elements). We will have to close down if there is no phone service – Wake County rules. We pushed it off last year and feel strongly that we should get it done before the season starts to avoid any problems. When we rewire, we will change the location of 911 phone so it is in a better location on deck. The main number will ring to the front desk and office. Jared and I will explain! I will call and get cost/details and email the information. Would like to place the phone between the bathrooms. Can put in a box to offer protection for the phone.
- **Uverse/Internet Service:** We would like to get internet service going around April 18th. Is there any reason it is needed before then? I will call to get prices and email information. Was everybody happy with their service last summer? Will use a hotspot to take credit cards at the EEH.
- **Scot Hahn:** I will contact Scot to turn water back on and install/certify backflow preventors. He will do it as soon as it is weather permitting. Any questions for him?
- **New Signs:** I have purchased a new “Pool Rules” sign – needed to pass inspection. I will be ordering a new diving board rules sign. Both signs needed for upcoming season.
- **Furniture:** We will order new furniture mid March with a late April delivery (hopefully!).
- **Scheduling of classes (Lifeguard and WSI)/lessons:** Jared is working on the dates for these classes as well as swim lessons. We have some staff that will be taking them but we will also open them to the public at higher cost similar to last year. We will send out the information later in a separate email.
- **Concessions:** More info to come later – March or April meeting. I will renew membership in April for Costco/BJs.

Pool Manager - Jared Taylor-

- Great success thus far with staff interviews.
- Jared out of town March 27 to April 12.
- Two more interviews for assistant managers, they will be interviewed when they are home on spring break.

Treasurer Report - Holladay

- 12/31/16 cash \$41,298 vs. \$55,347 12/31/15. \$14,049 less All funds used have gone towards capital improvements. This shows we are still not able to operate on our own.
- Profit loss - email for this information
- Bank doing maintenance today, cannot get online until after 6pm tonight for exact cash on hand.
- Crystal's term ends and she will not run again. A prospect is there to take over this position. Crystal to help with the transition of new person.

Facilities -

- Lighting Update - Dermot
 - Permit Approved, special thanks to Todd Snyder for his assistance.
 - Work has been completed.

- Inspection is still in process.
- Abandoned pole needs to stay in place for inspection; possibly this is now on our electrical plan.
- Once inspection is done, we will be able to turn on lights and see what they look like.

Communications – Jessica Dixon-

- a. Confirm that “2016 Terminated” list members should be removed from email distribution list? What about “conversions?”
- b. Any other method for updating member email addresses? Jessica and Christy have cleaned up this list. Todd helped with the website to get that clean up.
- c. Feb email to membership will include Annual Meeting & Easter Egg Hunt info. Anything else to include?
- d. How can we best communicate our needs to members (without scaring them off)?
The general membership has no idea how much time and effort board puts in on a weekly basis. We literally member owned. 20% of the people will do 80% of the work. How do we find more people to help. Work days have have very low attendance. We are stable now, but one major issue away of needing a loan or assessment on the members.

Membership -

- All questions on membership go to David. Christy is on the other end pushing paper for membership. She is organizing the front desk.

Data is cleaned up-see below for resignations and conversions.

- Cary Christian Fund raiser February 24 - <http://www.carychristianschool.org/gala-auction/>
- 289 total members- stock owning members (this includes the board)
- 244 family
- 29 double
- 15 single
- 20 cancellations for non-payment of stock
- 2016 Conversions removed.
 - Ashworth 1758 2016 conversion
 - Bartholomew F 1804 conversion
 - Blanchard F 2035 conversion
 - Clinard D2074 conversion
 - Houy/Johnson D1999 conversion
 - Kearns 1700 conversion
 - Pattyson 2078 conversion

- Boucher 2101 - full refund
- Penfield 1863 conversion
- Perry 1695 conversion
- Sadler, Suzanne & Scott 1980
- Seiger, Jennifer & Larry 1669
- Sniffen, Kim 2026
- Squiers, Andrea & Kurt 1984 conversion
- Stanford, Ben & Becky 1971
- Viana / Veronese 2037 conversion
- **2016 Terminated for non payment of stock**
 - Beard, tim and heather 2133 deleted invoice inactive.
 - Bishop Deb and Jim 2107 voided invoice inactive.
 - Cairoli & Braga 2134 deleted invoice, inactive
 - Finley, Patricia & Chris 2092 deleted invoice, inactive
 - Harrison, Nicholas & Katherine 2132 deleted invoice, inactive
 - Haas, Wendy & Dan 2116 deleted invoice, inactive
 - Hines, Jason & Mimosa 2129 deleted invoice, inactive
 - Holman, Brandon & Kezia D2148 deleted invoice, inactive
 - Jones, Jeremy & Jenny 2127 deleted invoice, inactive
 - Lichtenstein, Anneliese & Russell 2091 deleted invoice, inactive
 - Lichtenstein, Scott & Jennifer 2115 deleted invoice, inactive
 - Long, Jeff & Chrissy 2136 deleted invoice, inactive
 - McLeod, Terri D2094 deleted invoice, inactive
 - Schlueter, Uwe & Stroud 2095 deleted invoice, inactive
 - Plonk 2110 deleted, inactive
 - Weitsman 2100 deleted, inactive
 - Sullivan 1970
- **Changes**
 - Allen, Loyd change from double to single
- **New Member**
 - Anikin #2052 repurchase, prior membership.
- **Resignations**
 - Baric #1796
 - Berger #1730
 - Bryan #2046

BoD administration - Boston

Notes to go with annual meeting agenda and powerpoint:

Christa to print off 30 copies of Powerpoint to hand out at meeting

Have 6 members interested in being on the board. Boston interested in resigning to get the new blood on the board. Remember the raffle will be different next year. Two separate hats. List of volunteer should stay with membership. Christy will help set up table at meeting. Sign in for check in Christy needs 3 people to help process. Must have 30 members between proxy and attendees. Stick with one ticket for every three hours of service. One ticket for showing up.

Downward spiral of membership- families ageing out, management turnover, Lifetime pool opens. Let membership know their options if they do not want to return.

Add a slide to powerpoint- Do we need to change the stock fee process? We have unique format of a stock fee. Currently we are not competitive with area pools. Will getting rid of this increase membership? Throw ideas out to membership to get their feedback. Ask them to give board input? Sliding stock fee based on membership. Reduce stock fee go to no stock fee. If get rid of stock fee then have to slow trickle of return the stock fee. Ask membership who wants to donate stock fee, who needs fee back ASAP, who can wait a longer time. If club goes under, no one would get back their stock fee.

Cary City Meet- primary source of funds capital improvement projects.

Membership incentive left us with 5,000 dollar loss of revenue. Will not do this type of incentive again.

Lightning upgrade- Capital project for 2016;

Budget- we came in only 4,000 over our budget, payroll came out under budget

Increase guest fee by 1 dollar; 2 more on special days when lunch is included.

Dive team- Jared to be point of contact. Create non- member diving lessons rather than a team and let these divers participate in the Tarheel Diving Association summer meets like Duke does.

Social- Boat race the night before July 4th; move slide events to order of events.

Drinking on premises brings on liability issues. Can serve it with less issues. Could bring on increase revenue if was sold.

Create adult social and bring beer in for a special adult social. Try to work in some adult events.

Maybe food truck and beer truck in the parking lot or on tennis court. Could use a rented light to

use on courts to create lighting. Pool can stay open as usual and social event can be on courts. Pool can close and adults can still socialize on courts.

This is our year to focus on the membership side of things. Concentration on how to make the change to the stock fee. This could be a key to increasing membership. Look for people to form a committee to work on this aspect of things. Or find someone that is not a board member maybe to lead this effort. Have a sign up at the back table for people to sign up to assist on this committee. Or if you know someone please add their name and phone number. What happens to board if you do not have a stock fee. Look into this to keep member owned pool status. We are incorporated so after stock fee is paid back we would be considered a corporation. Can we still have board of directors? How does this all work. Reach out to Shepherd's Vineyard and Cary Swim Club to help.

#1 Priority for next year is getting more members to join.

Annual Meeting

- Glenaire retirement Community, 4000 Glenaire Cir, Cary, NC. Reserved by Holladay. Tuesday, March 7, 2017. BoD arrive at 6:30, start at 7:30 - 9p
- Agenda
 - Introduction "Our members define us as a club"
 - 2016 minutes. Not provided by prior secretary. 2016 PowerPoint will be used as official minutes. Need motion to approve.
 - Candidate introductions
- Elect board of directors, give summary of the year.
 - Board vacancies: 1 - '18, 1 -'19, 3 - '20.
- BoD Candidates
 - Todd Snyder
 - Jeff Viau
 - Alicia Angel
 - Christine Frost
 - Diana Stelmack
 - Michelle Arndt
 - Craig McNees
- Membership
 - Raffle update to add thank you to member service
 - 7th consecutive year of decreased total membership
 - \$500, \$450, \$400 at or near max affordability
- CCM
 - Single greatest event for the SHRC
 - Member lead, Member run
 - Net financial gain
 - Plan now for 2018 CCM
- Financial
 - Net Income of \$4251
 - 2016 Upkeep, repairs, Capital expense
 - Club maintenance \$5069
 - Club repairs \$8329
 - Capital expense \$ _____
 - Payroll under budget of \$3257

- Plans for 2017
 - Management ?
 - Front gate - guest fee increase
 - Dive team - No Dive team without a coordinator
 - Swim team
 - Communications
 - Social
 - Election results - Door Prize

Closed Session - BoD

- Adjourn Meeting at 4:16pm

SHRC 2017 Dates

January 15, 2017 - Annual meeting prep.

February 3 Staff Application due date

February 4 & 11 Staff Interviews 9 - 11:30.

February 19, 2017 - annual meeting final.

March 7 - Annual Meeting - 7:30 p.m. on the first Tuesday in March; **Board to arrive at 6:30**

March 19 - Welcome new BoD - All 2016 BoD members requested to attend.

April 8 Easter Egg Hunt

April BoD meeting ?

May 8 - 12: Lifeguard training:

May 22 Swim team practices begin 4:30 - 5:30 and 5:30 - 6:30

Preview weekend May 20, 21: 12-8

May - BoD meeting

Grand Opening Sat. May 27 - Hot Dog Lunch BoD run

Memorial Day, Monday, May 29: 10-8

Early Bird swim (Memorial - Labor Day) begins M, W, F 6a - 8a

Tues, May 30 - Fri, June 2: 12-8

Swim Practice begin 9 - 10 am practice? Plus 430-530, 530-630

Sat, June 3: 10-8 Corn hole tournament - Hall Taylor

Sun, June 4: 12-8

Mon, June 5 - Sat June 10: 10-8

June 6 - Time Trials

Sun, June 11: 12-8

Mon, June 12 begins summer hours:

M, W, F Early Bird 6a - 8a

M-Th 10-830

Fri-Sat 10-9

Sun 12-8

June 13 - Swim meet

June 20 - Swim meet

June BoD meeting

Mon. July 3 - Cardboard Boat Race 6:30p - Hill Taylor

Close at 5pm on 4 July - Social TBD

July 5 Wed. - Swim meet

July 11 - Swim meet

July 18 - Swim meet

July BoD meeting

Sat. July 29 - Cornhole Tournament

July 20 Thur - Swim team Banquet

August BoD meeting

Mon, August 21 begins: Monday - Saturday 10-8 Sunday 12-8

Sat. August 26 - Movie Night

Mon, August 28 begins: Monday - Friday 4-8, Sat 10-8, Sun 12-8

Labor Day, Monday June 4: 10-8

Weekends only after if staff and weather permit 12-7 both Sat and Sun