



Scottish Hills Recreation Club
1423 Tarbert Dr, Cary, NC
PO Box 859, Cary, NC 27512
www.scottishhills.org 919-469-8109

Board Meeting September 17, 2017 3-5 at SHRC

Open meeting

Board members: Mark Boston, Alicia Angel, Diana Stelmack (3:15), Michelle Arndt, Jeff Viau, Christa Iozzo

Employees: Jared Taylor, Christy Hall

Guests: Heather Buck

Secretary - Iozzo

Call to order at 3:05

Approve meeting minutes from August- approved

Dive Team - Jacquelyn Mason

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Swim Team - coordinators for 2018 are:

Crystal Holladay (operations logistics coordinator) jcholladay06@yahoo.com

Devon Barker (coaching coordinator) devonbarker@fit4mom.com

CCM 2018 - Tomasko

- No updates as of right now.

Pool Manager - Jared Taylor

- MOR Fall rental. Agreement for 8/30/17 - 9/29/17.
- MOR has indicated they would like to rent pool through end of October
- Communication with them has been good.
- Keeping plastic over pool area to try to keep warm.

Business Manager Report- Christy Hall

- Membership report
 - Previous Report 306
 - Family Membership 263
 - Double Membership 33
 - Single Membership 10

- Current Total 306
- Concessions is shut down. Mostly cleaned up
- Need new Nacho cheese machine for next year.
- Would like to get away from Blue Bunny- only had three products from them last year. Best seller is chocolate lovers in a cone, cone has been getting soggy when being on bottom of freezer.
- Can use BJ's and buy their product, but will need freezer.
- Can look into Hersey's cost and variety of product.
- Look into cost of purchasing our own freezer.
- Internet is on until MOR is done using facility
- Trash coming twice a month

Membership - Diana Stelmack

- Google Docs usage for sharing documents update – Make alias into Google email addresses. Transfer all docs to Google account of Scottish Hills. Accounts will all belong to Scottish hills and will transfer to the person in that position on the board.
 - Access Management - use same password from the admin account.
 - First step is to get with Jessica to get all the emails
- Timeline- 2 to 4 weeks. Look for email from Diana
- Owner must make assignments
- Using existing email alias
- Full board participation expected by December/January
- This will allow a smooth transfer of positions for new board members.
- Volunteer thank you notes still need to be written. Will get stamps from Christy.

Communications – Jessica Dixon

Social - Michelle Arndt

- Dog Swim ? ~ 10/21 or after- Send out email with waiver to all members. Need one board member to open pool. Have waivers on hand at the pool. Todd and or Michelle
- Halloween- Will do a trunk or treat at the pool on Saturday 10/28 5 to 7pm in parking lot. Invite community, not just members. Great publicity for the pool.
- Website/Marketing meeting with Michelle Dawson (see document at end of minutes). Can help us if we use the product she is familiar with called DIVI?. Yearly cost of \$89 or lifetime fee of \$249. Want to be sure it has a website and mobile version available.
- Michelle to meet with Jessica and Diana in the next month to look at this product so board can decide if it is a good idea for our board. Marketing ideas all internet based. Next door business, Facebook. Marketing ideas going through Todd. Do we try an app for communication?
- For future- do we spread this type of work out to others. Also to look into the apps with Jessica

Facilities - Jeff Viau

- Monday meeting with guy about caulking the pool should have 2 quotes by end of the week.
- Alarm- turned off, going off multiple times at all times for the day/night. Most likely squirrel running around setting it off.
- Jeff willing to take on responsibility of fall work day. When can we do this with MOR renting the pool. Can we put stuff up while they are renting? Todd and Jeff to touch base on this to make decision.

Vice President - Snyder

- Fall Work Days
 - Grounds keep / Landscaping Day (9/23 or 30)?
 - Inside the fence close Work day (10/21, 10/28, 11/4)
- Stock Committee wrap up
 - Town Hall meeting attendee feedback- All who attended got a questionnaire. 8 of 30 people have responded. Presentation is being put together for next board meeting. Christy to send a second email people that have not responded. She is also keeping record of all responses. If anyone has questions they should email president or info@schottishhills.org
 - Present to BoD Oct 22
- Graphic Designer update:
- Bookkeeper update: Looking for someone to work part time to assist with this job.

Treasurer Report - Angel

- Email treasurer@scottishhill.org if you would like to see the profit loss sheet
- Will make a decision regarding what to do with overages and shortages and which account to put them in. Currently using concessions for this.

President - Boston

- BoD calendar through March 2018
 - October 22 BoD meeting 4 - 6 location TBD. Membership Amendment, Budget
 - Eva Perry Sch 1 - 5 Sunday, 10 - 6 Saturday.
 - November BoD meeting 4 - 6p location TBD. Final Budget Mark to send email to find a better date.
 - January 14 BoD meeting Time TBD location TBD. Annual meeting prep
 - February 4 BoD meeting Time TBD location TBD. Annual meeting prep
 - March 6, Tuesday, Annual Meeting
 - March 11 or 18 BoD
- 2017 Budget, year end estimates

- 2018 Budget questions, Final November 19
- 2018 Business Plan-review as a board. Make changes on plan as needed.

Meeting adjourned at 5:19pm

SHRC 2017 Dates

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. Laurel Park
 Sun, June 4: 12-8 Laurel Park
 Mon, June 5 - Sat June 10: 10-8
 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 6 - HOME swim team Time Trials. pool closes at 4:30p.
 June 10, 9-10a Stock Committee meeting
 June 11 BoD meeting 4 - 6p at SHRC
 June 13 - Away swim meet at Silverton
 June 20 - Away Swim meet at Olive Chapel
 June 24, 9-10a Stock Committee meeting
 June 27 - HOME swim meet Abbington. pool closes at 4:30p.
 Mon. July 3 - Cardboard Boat Race 6:30p - Hill Taylor
 Close at 5pm on 4 July - Social TBD
 July 5 Wed. - HOME swim meet Walden Creek. pool closes at 4:30p.
 July 11 - Away swim meet at Medfield
 July 16 BoD meeting 4 - 6p at SHRC
 July 16 Ice Cream Social 2 - 4p
 July 18 - HOME swim meet Scotts Mill. pool closes at 4:30p.
 July 20 Thur - Swim team Banquet
 Sat. July 29 - Cornhole Tournament (food and beer truck) ?
 Aug 19, 9 - 11a Scout Pack 200 Water Day
 August 20 BoD meeting 4 - 6p at SHRC
 Mon, August 21 begins: Monday - Saturday 10-8 Sunday 12-8
 Sat. August 26 - Movie Night 8pm, Food truck 4:30-7:30, Town Hall meeting re: Stock Fee
 6:30
 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
 September 17 BoD meeting 4 - 6 at SHRC. Season Wrap UP

October 22 BoD meeting 4 - 6 location TBD. 2018 Budget / Business Plan
November 19 BoD meeting 4 - 6p location TBD. 2018 Budget / Business Plan
January 7 or 14 BoD meeting 4 - 6p location TBD. Annual meeting prep
February 4 or 11 BoD meeting 4 - 6p location TBD. Annual meeting prep
March 6, Tuesday, Annual Meeting
March 11 or 18 BoD

Website/Marketing Meeting

9/13/17

Michelle Dawson and Michelle Arndt

We met to just get the ball rolling on updating the website and coming up with marketing ideas to both increase membership and retain members.

Website:

- We agreed that the general information on the website is good but it needs to be presented in a more engaging way and also focus more on marketing
- There should be more pictures and the layout should be more user friendly (pictures need to fit on the screen without scrolling, easy to navigate, search feature?)
- Michelle D is happy to help with the website; she recommends utilizing the Divi theme because it is user friendly and it is also what she is familiar with using; the cost associated with this is \$89 per year (or it's sometimes on special - on Black Friday last year it was on sale for a one time cost of \$249 which provided lifetime access)
- Need to find a way to improve our SEO; currently when you do a google search for Cary pools, SHRC does not appear until the second page (Cary Swim Club is on page 1); most users never make it to page 2 of a search. We can do this with a free Yoast plugin on the website.
- Now is the ideal time to work on improving the website; then we can relaunch it in March when people are ready to start looking for summer pools

Marketing:

We did some brainstorming and didn't spend much time on any one idea; this list is a starting point and we discussed forming committees for the various initiatives

- Although we should celebrate the 40th anniversary of the pool as a club, Michelle D does not recommend using it for marketing - it screams OLD! (No one would say, "I want to join because they are 40 years old!" They are more likely to say because they are family-friendly, have a swim team, have a dive team, etc.)
- Welcome basket to new homeowners in area; delivered by current pool member; includes guest passes; maybe we could put together something fun for people new to the area (best take out restaurants, best restaurants, local library, local school info, entertainment options, sports teams etc); cheap blow up
- Highlight guest passes ; possibly sell books of passes at discount
- Yelp/Google reviews - reach out to individuals and ask them to write reviews
- Sea Lion of the Week/ Dive member of the week - coaches can choose a couple of swimmers each week and those kids can post a sign in their yard (focus on swim team but the sign also markets the pool)
- Targeted Facebook ads; Can target our area, Silverton neighborhood area, etc. Michelle D can design ads

- Google ads - same deal
- Lawn signs - inviting not selling; does Memberships available sound needy?
- Definitely want to design a good marketing brochure or handout - we can likely do this or use someone. Focus on swim team, diving boards, families, pool parties, guests, movie nights, etc. (so many reasons to join!).
- Offer and market guest passes to use for a day at the pool if you are interested in tour/membership
- Offer off season events that are open to the public (Easter Egg Hunt, Spring festival, trunk or treat, family fun run, colder weather events?)

Retention/Member engagement

- Teen nights - weeknights in August
- Aquathon
- Extend season
- Volleyball tournament
- Schedule times to do whirlpools and post on social media
- Ways to bring swim team families to the pool regularly once swim season is over
- Fitness classes open to members and non-members (charge non-members)

Random thoughts discussed:

- Have families sign photo releases as part of the application process; this will allow us to be able to quickly share photos to social media or use them on our website without having to ask permission every time