

Meeting Minutes - ERRA Board of Directors

Location	Date	Time	End
Gordon-Becker Residence	6/29/2022	6:30 PM	9:00 PM

Attendance - BOD

<input checked="" type="checkbox"/> Gordon-Becker	<input checked="" type="checkbox"/> Ferguson	<input checked="" type="checkbox"/> Kosalka
<input checked="" type="checkbox"/> Laspina	<input checked="" type="checkbox"/> Parrish	<input checked="" type="checkbox"/> Smith
<input checked="" type="checkbox"/> Troutman	<input checked="" type="checkbox"/> Keck	<input checked="" type="checkbox"/> Ruebke
<input type="checkbox"/> Beyeler	<input checked="" type="checkbox"/> Bechtel	<input checked="" type="checkbox"/> Lawrence

Attendance - Other

<input checked="" type="checkbox"/> Zook (Bookkeeper)	<input type="checkbox"/> Meyers (Payroll)	<input type="checkbox"/> Hensley (Pool Mgr.)
<input type="checkbox"/> Gray (Consultant)	<input type="checkbox"/>	<input type="checkbox"/>

Agenda Items

- 1 Welcome and Opportunity for Members to Address Directors (if present and requested in advance)
- 2 Approval of Minutes
- 3 Manager's Report
- 4 Finance / Treasurer
- 5 Membership
- 6 Snack Shack
- 7 Swim Team
- 8 Grounds / Maintenance
- 9 Social
- 10 Governance
- 11 Personnel
- 12 Other

	Next Meeting:	Date	7/25/2022	Time	6:30 PM	Location	TBD
	Topic Area	Item Description				Responsible	
1	Welcome					Gordon-Becker	
2	Approval of Minutes	-Motion to approve by Troutman, Second by Parrish. All in Favor.				Gordon-Becker	
3	Manager's Report	-The pool is no longer losing water or getting air in system. Left skimmer line testing will start next week. -Impeller shattered in the pump. It was able to be repaired in house. We had extra from an order last year. -Sara wanted to recognize Madison K. for stepping up while she was out. She has been helping with the pump room and other duties beyond her snack shack duties. -All staff is doing well.				Gordon-Becker	
4	Snack Shack	-Staff reported there is no hot water. Ashley will check with Wes and Gary. *Update - Hot water was unplugged. Issue resolved! -Some issues reported with snack shack. Ashley will put together a meeting with Snack Shack committee, Sara, and Madison to clarify duties and discuss/implement processes (order tracking, cleaning, inventory counts and low inventory).				Kolsaka	

5 Swim Lessons Current Numbers (as of 6/28/2022): Parrish Troutman
 73 Non-Member Lessons Booked & Paid
 54 Member Lessons Booked & Paid
 2 unpaid Lesson Blocks booked (1 member sibling lesson, 1 non-member)
 Income:
 Paid: \$19,425 (\$5,250 April, \$6,850 May, June \$7,325)
 Budgeted: \$8,500
 +\$10,925 Over Budget
 23 Lesson Blocks remain available/unbooked currently
 -Ashley Crowe Beahm ISR lessons utilizing the pool next season. Will address later in the year.
 -Parrish suggested a post-lesson survey for both families and guards (post season).
 -Gordon-Becker suggested consistency in post-lesson reward for kids. Buy a bag of candy for guards to give each kid at their last lesson.
 -Parrish proposed that since she does not wish to run for the board again at this time, that she could continue to set up swim lessons in Wild Apricot, the schedule, and communication with members (access to the email inbox) in exchange for a membership plus 10% of net profit. Table for now.

6 Swim Team / Water Activities
 -Amber Sabbantini accepted our offer to teach aerobics!
 -Both water aerobics and lap swimming started today at 10:15am. Kim will work with Jared to create a post.
 -Home meet last night went great!
 -Dates for home meets are posted to the hours page to notify members of early closing. Also posted on FB and Instagram day-of. Did have a couple of members who weren't aware. Discussed creating a reusable sign to post at the pool as members walk in.

7 Finance / Treasurer Zook Lawrence
 -Discussed needing wage estimates for next season at the end of this season. Returning staff, and VA minimum wage considerations.
 -Will discuss membership renewal rates after wage estimate is complete.
 Loan Balance: (\$320,170.86)
 New Membership Drive Revenue: \$35,120.00
 Membership Budgeted pre-season: \$175,800
 Current Revenue per WA: \$203,245
 Over Budgeted Membership: \$27,445
 Guest Passes through 6/28/22 - \$2,890.00, 6/28/21 - \$1,562
 Snack Shack through 6/28/22 - \$6,195.50, 6/28/21 - \$4,559.50
 Pool Rental through 6/62/22 - \$400.00, 6/28/21 - \$50.00
 Increase from above 2021 Sales to date: \$3314.00
 Balances to date:

Union Checking	\$8,748.17
Money Market	\$0.00
	\$8,748.17
Farmers Checking	\$148,307.11
Money Market	\$10,103.52
	\$158,410.63
Total in all accounts:	\$167,158.80
Loan Balance:	-\$320,170.86

Membership Budgeted pre-season:	\$175,800.00
Current Revenue per WA:	\$203,245.00
Over Budgeted Membership:	\$27,445.00

	2022	2021
Guest Passes through 6/28:	\$2,890.00	\$1,562.00
Snack Shack through 6/28:	\$6,195.50	\$4,559.50

Pool Rental:	\$400.00	\$50.00
Increase from above 2021 Sales to date:		\$3,314.00

-Items introduced by Lawrence to increase revenue/build 'rainy day' fund, to start to think about:

- Lifetime membership
- Renting parking space in the off season (October through March? 6 months?) for boats, RV's, Etc.

How do we set this up, how do we secure the lot, legal and insurance implications, etc. More discussions are ongoing. We will be working on next steps and gathering information to see if this is a viable option for the fall! We will share this at the August meeting or in email as soon as we have all the info.

- Sponsorships - fence line only - entrance visibility.
- Other Group event ideas. Discussions ongoing.
- Creating a marketing plan in fall of 2022 for release early in 2023 (so it has time to be effective and we are not scrambling in May of 2023). Discussions ongoing.

8 **Personnel** -NSTR Bechtel

9 **Membership** 390 total memberships Keck

12 Board Directors (12 paid)

341 Family Memberships (324 paid) (4 hold accts)

13 Senior Couples (13 paid)

5 Single Adults (4 paid)

7 Recreational (2 paid)

6 VIP Memberships

2 Pool Management Memberships

-All previously unpaid accounts were emailed prior to season opening. 16 family accounts remain unpaid, and we have not heard from these families. Per the bylaws, we must notify by mail before terminating their account.

-New Member Drive brought in 47 new memberships (1 senior couple, 2 individuals, 44 families). This was even with unexpected competition with Spotswood CC pool-only membership.

-Thank you to Laura who kept up with Lessons + entering new membership referrals/credits for all of our new accounts.

73 new memberships year-to-date. 32 cancellations confirmed. 16 to be contacted. That is a net of +25 memberships.

10 **Grounds / Maintenance** -Lawn mower update - Battery purchased. Ed and Jared are planning to work on it this week. Bechtel
Gordon-Becker

-No trespassing sign has been damaged again. The pole was sawed. Moving to the gate pole.

-Tree by the tennis court that is dead. Needs to be removed. Fred has a contact - will cost \$100.

-Jared and Ed are going to work on trimming some overhanging branches in the parking lot this week. Parrish to provide pole saw.

-Bechtel requested Nichol trim weeds along the fence line at the picnic shelter. Fred will contact.

-Two toilets in the women's restroom are running continuously. Ashley will follow up on a repair solution.

-Womens restroom AC unit leak was Mast & Brunk. Ceiling repair was led by Jared and Ed.

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|----|-------------------|--|---------------|
| 11 | Social | <ul style="list-style-type: none"> -Upcoming: July 3rd - Late swimming and Fireworks. -July 4th - Summer Extravaganza! 12pm-3pm. ALL HANDS ON DECK to help with games and prizes. Beyeler is heading up the event in -Ferguson's absence. Email with all details sent to the board. -Shaved Ice Instagram Reel has over 5k views! -Labor Day POTLUCK is back! Will incorporate a dessert bake-off! | Ferguson |
| 12 | Governance | <ul style="list-style-type: none"> -Board of Directors Annual Voting. Using email from last year, will tweak for dates. Need to set a date for the annual meeting. -Smith, Parrish, and Laspina terms are expiring. Will three open seats. Smith and Laspina will re-run. | Ruebke |
| 13 | Other | <ul style="list-style-type: none"> -Staff party - ERRA Board to host. We will provide food and drinks. After hours one evening. Games, dinner, prizes. Motion by Gordon-Becker, second by Keck. All in favor. -Google Drive sheet for members and their businesses/hobbies. Networking/Community database. -Look at options and pricing that Commonwealth sent and order asap. Send out an order form to members. Ashley will send out email to the board. -Glow Party Night - Theresa's Awesome Idea! | Gordon-Becker |
| 14 | Notes | <ul style="list-style-type: none"> -Members have given lots of positive feedback about the ERRA Summer Playlist. | |