



## BAM Board Meeting

4/14/2021 | 5 pm | Virtual

### ATTENDEES

- Rhys Campbell
- Meghan Varner
- Bryan Hoff
- Erica Hawley
- Jane Scott
- Hermine Higgins

### AGENDA

- **Sponsorship / Partnership Brainstorming** - All
- **Social Events Brainstorming** - All
- **Fundraising / Recruiting Brainstorming** - All
- **Sponsorship Two-Pager** - Meghan
- **Scotty Updates** - Jane & Bryan
- **Open Water**
- **City Contract Updates** - Bryan

### SPONSORSHIP / PARTNERSHIP BRAINSTORMING

#### Rhys Updates -

- Spot Gym - meeting Friday - corporate discount
- Movement Gym

#### Jane -

- What would the young population want?
- (Erica) Corporate discounts with other gyms appealing
  - i.e. Boulder Rock Club & YMCA

#### Other Partnerships -

CU Tri Club - Erica email the president about summer potential

Boulder Triathlon Club - Rhys reach out to - Olympic distance + other activities -

Orange Theory - Hermine reach out to

#### Baseline Res

- Long shot
- Jane & Todd looking into it - asking the boat club
- Rhys - go direct to the HOA

### SOCIAL EVENTS BRAINSTORMING

#### Informal Events -

- Scotty -
  - Jane ask Tim for early morning & late evening openings
  - Tim - Manager - just needs BAM to fill out a form/contract & confirm
  - Swim and picnic



- One morning a week - not a workout - timed swim - certain distance - run or ride afterward
- Yoga in the park
- Pancake breakfast at Scotty / breakfast burritos / coffee cart
- Stroke & Stride
- Obstacle Course
- Insurance / Liability - Hermine to check to see if swim/run would be covered

#### **Food / Restaurant -**

- Dinner / Breakfast
  - Rio / Rayback Collective
  - Walnut Cafe
- Once a month
- Might be difficult to get discounts

#### **FUNDRAISING / RECRUITING**

- Scotty
  - 1-hour swim - by age group
  - Swim-a-Thon
  - Relay
- Silent Auction? - no one wanted to take on in the past
- Bring a friend to a workout?
- Raise money to save other bodies of water? ((i.e. American Rivers - Rhys - reach out to Matt Mosely (knows them all))

#### **SPONSORSHIP TWO-PAGER**

- Declutter - Don't need pie charts
- Reorder

#### **SCOTT CARPENTER UPDATES**

##### **Jane Updates**

- May 3rd Open Date
- Times are limited 11 am - 6 pm until Memorial Day (end of May)
- Considering M & W noon during the limited timeframe

##### **25 yards vs. 50 meters**

- Seeing if they can offer both - looking into it further
- Bryan & Jane encouraged them T/TH maybe? - stack user groups - city pushed back - dependent if they can fill the 50 meter with COVID restrictions
- City is not going to be as strict on the number of people per lane

#### **OPEN WATER SWIMS**

- **How to Communicate -**
  - Hermine - Send an email to the BAM members
  - Use bullet points Bryan put together



- Cost increases weighed against the expected number of swimmers
  - \$7700 vs ~\$2000 Reservoir fee 2019 vs 2021
  - \$3700 in Lifeguard Certs (Normally half this, thanks Covid!)
  - Res Gate Fee going from \$5.50 to \$9 or \$11
- Volunteers
  - 30+ Volunteers needing New Lifeguard Cert
  - Rounding up volunteers post-Covid
  - Expect lots of conflicts with vacations
- Other Logistics
  - Uncertainty with Covid has
- **Bryan Updates -**
  - Already let the city know we will not be doing res swims
  - City doing Tuesday swim since we canceled - They can't put on for any less than \$20 (entry and swim combined) however
- **Erica Update -**
  - Res is appealing - but youngsters can't afford fee - outdoor pools appealing - summer pass

#### **CITY OF BOULDER PARTNERSHIP / CONTRACT UPDATES**

- The plan is still to become a contractor with the city - January 2022
  - Don't have time this year to finalize the contract
- Won't be able to do a membership & rec pass anymore moving forward