



BAM Board Meeting

9/8/2021 | 5:30 - 7 pm | Full Cycle Bikes

ATTENDEES (QUORUM)

- Rhys Campbell
- Sonja Baro
- Jean McCormack
- Meghan Varner
- Bryan Hoff
- Carl Nelson
- Jane Scott

AGENDA TOPICS

- Recent Newsletter - Rhys (10)
- Schedule - Jane (25 mins)
- Coaching Update - Jane (5 mins)
- Communication Clarity - Rhys (25 mins)
- Finance Update - Jean (15 mins)
- Fundraising Update - Sonja (10 mins)
- Fire Departments?

RECENT NEWSLETTER

- Feedback - Sub-optimal handling
- Finances - Should have involved Jean prior to roll-out
- Future
 - Send to ALL board members for final approval
- Frequency
 - Set a cadence
 - Monthly newsletter
 - Send final test email 24 hours before sending to members

SCHEDULE

- Outdoor Pool Space
 - Sonja still pursuing Elks
 - No progress
 - Rob Meeting - Tuesday of last week meeting recap
 - What he needs...
 - Schedule 15th of each month
 - Consistency
 - BAM at bottom of user groups
 - Sonja followed up multiple times with no response
 - Wait until October to reach out to Rob again
 - Contract - simple - payment - flat fee
 - **Action Item** - Sonja - Draw up the simple plain language contract with payment schedule - Sue Bushman / LegalZoom?
 - Flatirons
 - Can't bring on people outside our membership
 - Sonja sent a note (see email she forwarded to board)

- Posting Schedule to Members
 - Honest -
 - What we have
 - We are still working hard for outdoor pool access - we will keep you posted
 - Give the option to get a refund for their pass - they can get a punch pass instead
- Extra Indoor Space
 - **Action Item** - Jane - contract w/ city - hold until end of this week when we know the final turnout numbers
 - Morning workouts #1 goal
- **Action Item** - Jane - Email tentative schedule to members

COACHING UPDATE

- Status on the open position
 - Andy new coach
 - Jane provides all new coaches a profile of each of our workouts
 - Only has done one workout so far
 - Too soon to report on how he is doing
- Coaches “Bench” sparse
 - Carole - one day a week
 - Austin - maybe/non-responsive
 - Ann - Elks workouts
 - Most want to be subs only
- **Action Item** - Sonja - Ask Ann to ask Rob about lane rentals

COMMUNICATION CLARITY

- TOPIC
 - Inspirational - fun (social, newsletter)
 - Informational - members need to make a decision (website, quality emails - lower quantity, newsletter)
- URGENCY
 - Low - Newsletter & Website
 - High - Social & Email
- CHANNELS
 - Website - Digital (all messaging)
 - Email - Updates / Breaking News
 - Newsletter - Monthly
 - Social - Fun - Frequent
- AUDIENCE
 - Younger crowd - social
 - All - email, newsletter & website
- DATABASE
 - Fragmented system - how do we streamline?
 - Need to veer away from Clubassistant
 - SignUp.com - only active members
 - **Action Item** - Rhys organize another meeting - options for migration

- EMAIL ADDRESSES
 - **Action Item** - Each board member & BAM employee needs their own email & they all need to be consistent i.e bampresident@gmail.com, bamtreasurer@gmail.com
- REVIEW TYPES OF COMMUNICATION GUIDELINES
 - Newsletter - All board members review
 - 24 hours review time - last round
 - At least a week to develop/build

FINANCE UPDATE

- Pass Sales-to-Date
 - 33 (maybe 32) passes sold!! - \$14,087
 - Percentage of active members?
 - Total = 290 people who have swum this year / 30 - 40 have not continued
 - \$251 in donations so far
 - Number of people = 3
 - **Action Item** - Meghan - Thank you cards for donors
 - Future Planning
 - Set some goals
 - x% on passes
 - You could save xx amount if you buy the pass
 - Payment plans as an option - HH has been flexible in past
- Lane Usage
 - Track for a month
 - Identify patterns
 - Use patterns to make informed decisions
- Revenue
 - Close to breaking even this summer - outstanding punches (about 1,400 punches)
 - Punches Jan-June expire within year
 - Punches Sept-December expire within 4 months
- **Action Item** - Jean - Where are we going to land financially? Report passes sold - will we make it past Jan/Feb? Confirm after the schedule is shared with members.

REACTIVATION CAMPAIGN

- **Action Item** - Reach out to **290 people** that have swam with us this year (those that have not already purchased a pass)
- Incentives -
 - Reach out to services and goods providers
 - When pitching it to them: frame it as not a giveaway (rather it is free marketing for their services/goods)
- BAM Brand Identity -
 - Value we bring to our members
 - Stop comparing ourselves to our competitors

FUNDRAISING UPDATE

- Opportunities



- Fundraising Sept. - Dec. won't fill our gap
- Straight up donations is how we should proceed
 - Organizations we have contact with - this will get us there the quickest
- Giving Tuesday - November
 - **Action Item** - Enrollment for Giving Tuesday
 - Need to look into
- Community Giving Programs
 - **Action Item** - Look into other retailers that offer community giving programs i.e. Safeway
 - Amazon Smile #s? - Hermine has those numbers
- Foundations
 - **Action Item** - Sonja - Do a search of foundations in our area that may be able to help BAM in 2022
 - 2022 opportunity - build a list we should apply for
- Approach donation results, campaigns, and goals quarterly
- Tactics
 - **Action Item** - Meghan - Google Analytics
 - **Action Item** - Look into Google Nonprofit Ad Grants
 - AWS - Amazon Web Services
 - **Action Item** - Meghan - Follow up on social media donation set up
 - **Action Item** - Meghan - Research swag
 - Vendor discounts
 - Spot?
 - Full Cycle
 - GoFundMe.com
 - Not the right fit
 - Use a different tactic - more personal touch
 - Direct mail
 - Match campaign
 - Letter - Carl
 - Ask their employer to contribute
 - **Action Item** - Carl - find and send again to board
 - Government Stimulus
 - COVID recovery
 - Ask Boulder County to support us
 - Access/Reservation and Usage fees Rec Center and Reservoir
 - Meeting tomorrow (9/9) night - virtual
 - Water Search and Rescue - Jeremy
 - Fire department wants to defund
 - **Action Item** - BAM should support & raise awareness that Water Search and Rescue is being defunded by the fire department
 - If passed takes effect December 31st
 - Need to rally everyone - tri groups, crew teams, tube to work day, etc.
 - Petition for our ramp in Dream Cove