



## BAM Board Meeting

3/1/2021 | 6 pm | Zoom

### ATTENDEES

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

### AGENDA

- City Update - Bryan | (10) - 6:10 pm
- Financials - Hermine | (10) - 6:20 pm
- Discounted Youth Punch Passes - Jane | (15) - 6:35 pm
- Website & Marketing Revamp - Meghan | (15) - 6:50 pm
- AOB - All | (10) - 7:00 pm

### CITY UPDATE

- Status
  - Before COVID - Good relationship - Unlimited pass & reservoir
  - COVID and lane restrictions - Punch pass system
- Goal
  - Get unlimited pass back
- Rough Cost Going Towards City -
  - \$100,000 - \$130,000 per year paid to city
  - Great deal for members
- Meeting with City
  - March 16th
  - Bryan & Jane
  - Info about outdoor pools, Reservoir, etc.
- Boulder Reservoir
  - Big Question
    - How much do we need to make?
    - Goal is to maintain - not lose any money in 2021
  - Tues/Thurs swims
  - Pricing Model
    - How much money do we need to make as an organization
    - Modeling in an Excel spreadsheet how much we need to charge members
      - Available in Google Drive
  - Special Events - Res now has new software package
    - Bare Bones



- Tues/Thursday swims not applicable
- Determining if it will be worth it
  - Volunteers
  - Getting high enough attendance
  - How much we need to charge
    - COVID vs. non-COVID restrictions
  - Deadline to set a price - April
    - Cost Range -
      - Non-Members - \$15
      - BAM Member - \$5
      - Doesn't include entrance fee
      - In the past participants have been 70% non-BAM members
    - 2019 - \$5.50 per swimmer
    - 2020 + Onward - \$9 and \$11 per swimmer
    - 2021 - \$9 and \$11 per swimmer
      - BAM has to pay...
        - Rescue Craft & Lifeguard fee
        - Early gate entry fee (could split with crew team)
- COVID -
  - Level yellow - 25 members per workout
  - Level blue - 50 members per workout
  - Stagger start times to allow more people to attend
  - Average 130 people per session @ the Res

## FINANCIALS

- History of Reserve
  - 2008 - 2018 - \$80K in reserves
  - 2019 - Tapped into reserve - used \$10K
  - 2020 - Tapped into reserve - used \$20K
  - 2021 YTD - \$40k in reserves currently
- 2021 Goal - Break Even
- Punch Pass
  - Silver Sneakers - losing seniors
  - Cost to host one swimmer \$17 per swimmer - BAM subsidizing \$2
  - Keep BAM Afloat
    - Objective to fill lanes
    - I.e. last week only filled 72% of lanes
  - Bring Members Back
    - Timing - May / June time frame
- PPP Loans



- Don't have to pay back - loans forgiven
- Can only be used for payroll - not lane booking fees

## DISCOUNTED YOUTH PUNCH PASSES

- Cost Brainstorm
  - \$13 per punch for folks under 29 years old
  - Jane recommends \$12 per punch
  - Youth may be more open to more people per lane
  - Carl - \$12 per punch for every member
  - Erica - Ideally - \$10
  - Rhys - Hesitant to reduce the cost
- CDC Guidelines -
  - Incentivize people to fill lanes
  - As we start to have more people vaccinated and since we can have 25 people per workout now, might start sharing this link occasionally.  
<https://www.cdc.gov/coronavirus/2019-ncov/community/parks-rec/aquatic-venues.html>. Specifically calling out "CDC is not aware of any scientific reports of the virus that causes COVID-19 spreading to people through the water in pools, hot tubs, water playgrounds, or other treated aquatic venues."
- Summer
  - Ideally annual pass
    - Discussing with the city on the 16th
  - Need a solution by April 1st
    - New payment scale for all members

## WEBSITE & MARKETING REVAMP

- Target Launch Date
  - April
- Digital Platforms - Revamp all of them
  - Website - Most Important
    - Budget
      - \$23 - \$49 per month
      - Hermine proposed \$1,000 for building
    - Start a Requirements - Google Doc
  - Email
    - MailChimp
    - Hermine provide name of other provider
  - Social Media
    - Hermine to turnover Instagram to Meghan
    - Hermine & Meghan collaborate over Facebook