



BAM Board Meeting

5/15/2021 | 9 am | Elks

ATTENDEES

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

AGENDA

- Schedule Update from Jane
- Summer Event Brainstorming, Planning, Marketing, Doing. What, Who & When - All
- BAM Summer Pass Option - Y/N? - All
- Bylaw Update - Rhys
- Financial Update - Hermine

PRE-JUNE ROLLOUT & ACTION LIST

- Summer Pass announcement
 - Agree on cost - Rhys to kick off discussion via email.
 - Graphic / Ad - Meghan
 - Website blurb - Hermine
 - Email - Jane
 - Social - Hermine & Meghan
 - Blog - Meghan
- Website launch - Meghan, Rhys, Hermine, Jane
- Venmo prep - logo add - Hermine
- Meetup Group set up - Rhys to do initial research
- Bylaw Update - Rhys update - then virtual vote
- A-Frame Sign Research? - Meghan
- May Event - Rayback Collective - Meghan
- Summer Schedule
 - Beginner Sunday workout - Jane
 - Clinic options - Jane

EARLY-JUNE PREP ACTION LIST

- June Event - F45 Class Org - Meghan
- Latex Caps for Distribution - Brian & Hermine
- June Event #2 - Allyson Clinic + Swim - Jane
- June Event #3 - Fun-Lympics - All



SUMMER 2021 EVENT BRAINSTORMING

Month	Event Category				Who (members vs. community)
	Active	Fundraiser	Recruitment	Social	Who (organizer) Where Why
May				Rayback Summer Launch Party (min. of 20 ppl)	Who members Who Meghan Where Rayback Collective
June	F45 Class		Caps (Latex) for Public		Who members (F45) community (caps) Who Meghan Where Studio on 29th
June	Allyson Friday Clinic + Swim (Scotty?)		Beginner Classes Clinics (2x) per month (Scotty?)	Fun-Lympics (Elks)	Who members + community Who (Jane + Meghan) Where see left
July	Bare Bones		Member Appreciation (Latex) Caps	Potluck? Food Truck?	Who community Who ALL plus volunteers Where Res
July	Yoga + Swim		Beginner Classes Clinics (2x) per month		Who members + community Who (organizer) Where
August			Beginner Classes Clinics (2x) per month	End of COVID Party	Who members + community Who (organizer) Where
Sept		Silent Auction	Beginner Classes Clinics (2x) per month		Who members + community Who (organizer) Hermine & Meghan Where TBD

BAREBONES DETAILS

(Rhys notes)

Res fees \$3000 roughly all in. Could deviate a little now after COVID etc.

Historically entry fee has been \$30ish for BAM members, \$38 for BAM non-members

Mountain swim series swims are more expensive, we have always been the cheapest.

June 19th, and July 18th - provisional dates

Dates - Brian confirm with Stacy from the Res.

Cost - Past has been about \$3,000 - need to confirm new fees

Top Level Items Needed

- Guards, boat, jet skis
- Volunteers
- Gear & Food



- Sponsor(s)

OTHER EVENT IDEAS

ACTIVE	FUNDRAISER	RECRUITMENT	SOCIAL
• YOGA IN PARK ✓	• *SWIM-A-THON	• BRING A FRIEND	• SWIM + PICNIC
• *STROKE + STRIDE	• *SILENT AUCTION ✓	• TRY BAM WORKOUT ✓ <small>(1st Saturday; 1 per month; drop in)</small>	• PANCAKE BREAKFAST
• * " + RIDE	• JOINT FUNDRAISER	• SPOT PARTNERSHIP	• DINNER @ RIO / RAYBAG ✓
• *OBSTACLE COURSE	• BREWS FOR BAM	• CUTRI CLUB	• BFAS
• 1 HOUR SWIM	• *CAR WASH (EKS)	• BOULDER TRI CLUB	• POTLUCK @ PARK ✓ <small>FOOD TRUCK</small>
• *RELAYS ONLY MEET	• QUARTER-MILE <small>(enough quarters to span 1/4 mile or 440 yards)</small>	• MEET BESIDES BARE BONES	• BBQ @ RES
• F45 PRIVATE CLASS ✓	• BABY PHOTO CONTEST	• CLUB TEAM or HIGH SCHOOL PARTNERSHIP	• BEER RELAYS / CREATIVE <small>(+ shirt, inner tube)</small>
• BARE BONES ✓	• CORNHOLE TOURNAMENT	• GORILLA MARKETING <small>• signs in stalls • signs in parking • dip giveaway</small>	• OUTDOOR MOVIE
• *FUN-LYMPICS ✓		• SWIM CLINICS (PAID) ✓	• BAM'S BDAY?
RELAY (swim, 3-leg race, sack race, beer pong, corn hole, lacrosse, golf)		• CONTESTS / GIVE AWAY <small>• social media</small>	• END OF COVID PARTY ✓
• ALLYSON CLINIC + ✓ SWIM			

BAM SUMMER PASS

EXPENSES

- 50-meter costs & more workouts to consider
- Need overall cost & what we need to charge

PROMOTION

- Social event before June starts – summer launch party
- Need to announce in 3 days or less

TRANSITION LOGISTICS

- Switch over from punch – credit # of punches cost towards pass cost
- June 1st city opening up everything

COST COMPARISON

- Won't be able to match Elevations - \$90 per month - BUT we have more to offer, better times, more options, better pools, better overall product, etc.
- City Pass 6 months - \$400; \$67 per month

BAM PRICING



- \$70, \$90, \$100, or \$110 per month – # of people we need for each of these options
- \$73 (existing BAM pass cost) to \$90 per month?
- June / July / August - \$299 up to \$375 with September added?

FINANCIAL UPDATE

- **138 Active Members/Punch Passes**
 - Sold 3,823 punches
 - 1,250 currently unused
- **Income**
 - \$50,000 in punch pass sales – projected \$80,000
- **Expenses**
 - \$60,000 - projected \$84,500
 - Lower than expected due to low coach expenses (Jane coaching more), conservative lane rentals, still need to pay city approx. \$3,500 (no invoice yet)
- **Bottom Line**
 - About \$85,000 in bank – projection around \$50,000

BYLAW UPDATE

Treasurer.

The Treasurer shall have high-level oversight of the fiscal management of BAM and ownership of its long-term financial stability and success. The treasurer is not required to manage the day-to-day finances such as the management of membership fees, refunds, or any associated bank transactions. This responsibility falls to the BAM Manager. The Treasurer shall have a close working relationship with other officers, namely the Board President and Corporate Secretary, as well as the BAM management team. The Treasurer shall take the lead in helping the Board understand how the financial status of BAM will impact its long-term fiscal success and shall be required to have a thorough understanding of BAM's finances, but should not be involved in the day-to-day management of BAM's finances.

The Treasurer may create and/or enforce financial policies, such as who can access funds, who has check-signing authority, how expenses get reimbursed, use of BAM's credit card, and the handling of large financial transactions. It is prudent and wise for the Treasurer to limit access to BAM's funds to prevent allegations of fraud or suspicious spending. The Treasurer and BAM Manager shall work together to produce a quarterly financial report (the "Financial Report"), to be presented to the Board. The Financial Report shall include BAM income and expenses. If there should be a negative cash flow for any of the previous three months prior to a Board meeting, a burn rate shall also be generated. The Financial Report may be requested by the Board President at interim periods. Financial Report information should be kept readily available should there be a request from a BAM member to review the Financial Report.

The Treasurer shall have oversight and a clear understanding of the BAM's taxes, and shall be responsible for overseeing the timely filing of a tax return. The Treasurer and the BAM Manager shall collaborate to submit a budget for Board approval before the beginning of each fiscal year and shall submit to the BAM Board, upon request, all monies, accounts, books, papers, and records pertaining to BAM or annual audit or other purposes. All nonprofit organizations are required to conduct an annual audit. The Treasurer and the BAM Manager shall participate in the BAM annual audit and shall prepare an audit report if one should be required.

Motion –

- By Rhys - Update bylaws
- Motion seconded – No



Suggested Update -

- Reword - the Treasurer can delegate the authority to BAM Manager
 - RC - Implement this change and will send it out ASAP for a second review
- Vote over email - remotely
- Two people interested in the role