



## BAM Board Special Meeting

8/25/2021 | 5:30 - 6:30 pm | Zoom

### ATTENDEES (QUORUM)

- Rhys Campbell
- Jean McCormack
- Meghan Varner
- Bryan Hoff
- Carl Nelson
- Jane Scott
- Erica Hawley

### AGENDA TOPICS

- VP Voting
- Fall & Winter Pass Pricing Finalization

### VP VOTING

#### Discussions with 2 People

Marie Bush -

- Does not want to do VP role
- Bring on in future - other role

Sonja Baro

#### Motion -

- (Rhys) - Nominates Sonja as VP for BAM effective immediately
- Motion Seconded - Meghan
- Motion Passed

**Action Item** - Rhys - Communicate with Sonja

### FALL & WINTER PASS PRICING FINALIZATION

**Reference Sheet [Here](#)**

#### **\$58k in the Bank (as of August)**

- Spike in June - summer pass launch
- Additional forecasted spike - September

Continue to offer both unlimited pass & punches

#### Item of Interest -

- Mid-August - more punch pass swims than summer pass swims - should keep passes
- Long Term - bulk of sales should be unlimited pass

### REVENUE

#### Unlimited Pass -

- Don't lose the under 30 crowd -



- **\$399** = \$8.30 per swim if 3 swims per week)
- \$450 too high
- Bigger Price Over 29 -
  - **\$499** - \$550 - \$575 in right ballpark
  - \$600 - (\$720 = \$15 per swim if 3 swims per week) too high
- Under 30 members - around 30
- Under 25 - 14 people
- Bigger Price - **\$599+** - way to support BAM

#### Punch Passes -

- Brainstorming
  - Over 30 - \$15 per punch - \$17 per punch (too high)
  - Elevations is \$16 per punch
  - \$20 per punch - \$25 per punch - Too high
- Under 30 - Tentative
  - **10 punches - \$11 per pass**
- Over 30 - Tentative
  - **10 Punches - \$15**
  - **20 Punches - cut**
  - **30 Punches - cut**
  - Encourage folks to move to unlimited pass
- Expiration - 4 Months

#### Other Comments -

- Sponsorship Program & Member Aid Program?
- Breakeven Pricing Scheme
- \$35 per Lane
- We are subsidizing the costs of swimmers - At some point we will need to charge what it is costing us
- Demand is there - we can charge more

#### City Contractor Option -

- Not possible to get discounts - city wants to treat each user group the same & charge the same
- Contractor role still on the table
  - Negative? - the city would have a lot more influence (audits)
  - Preference of lane
  - Put in quarterly book / email newsletter
  - Take over all adult programs
- **Action Item** - All - Revisit Contractor Guide
  - Deadline - Application & discussions w/Megann and Stephanie

#### **COST CUTTING OPTIONS (NOT THOROUGHLY DISCUSSED)**

- Jane & Hermine compensation
- Lane rentals
- Cut back on workouts
- Coached and uncoached workouts



**Action Item** - Rhys send out follow-up meeting invite for Wednesday 9/8 - finalize schedule and pricing

## **NEWSLETTER & MEMBER COMMUNICATION**

### **NEWSLETTER**

- Stay positive
- Remove the pricing and schedule
- Send out this week
- Add "Coming Soon" section in place of removed pricing & schedule
  - New Passes
  - Schedule

**Action Item** - Meghan remove 2 sections, add teaser, and send out newsletter before end of week

### **NOTE FROM PRESIDENT**

Honest - why our prices are this way

We we need your help (some ideas on how members can help)

- Pass vs Punches
- Add Amazon & King Soopers account
- Bring a friend to a workout
- Hint at a fundraiser -
  - Sonja's feedback - not going to happen in 2021 (can help with 2022)
  - Sponsors - look outside of BAM members

**Action Item** - Rhys draft letter and send to board for approval

### **ELKS UPDATE**

- Haven't worked on the boiler yet
- Rob has not been responsive
- September 7th schedule change, we still have lane space outside of Elks