



## BAM Board Meeting

4/7/2021 | 4:30 pm | Elks

### ATTENDEES

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

### AGENDA

- **Treasurer Update** - Carl
- **Financials** - Hermine
  - What is our burn rate based on current pool utilization?
  - Elevations' Master's punch passes - Meghan
- **Coaching Update** - Jane
  - Any staffing updates?
- **Reservoir Y/N Decision** - Bryan
  - Summarize the status and make the call
- **Website / Marketing Updates** - Meghan
  - Feedback on the new site and launch plan

### TREASURER UPDATE

#### Carl –

- Unable to properly fulfill duties according to Bylaws (see Section V.07)
- Treasurers duties are performed by Hermine
- Carl resigns as treasurer

#### Motion –

- Carl nominates Hermine to be treasurer
- Motion seconded – Rhys
- Motion did not pass

**Board Status** – Required to have a President, Treasurer, Secretary as a non-profit

#### Next Steps -

- If necessary - Sue Bushman (Bylaws)
- Look at other potential candidates i.e. Gail Varner
- Rhys touch base with Carl

### FINANCIALS

#### Reserve –

- Total before COVID– ~\$70,000 in the bank
- EOY Projection – if 2<sup>nd</sup> PPE loan forgiven ~\$26,000 in reserve

#### Burn Rate –

- Burn rate around \$3,700 per month @ 60% pool utilization
- Burn rate around \$3,500 per month @ 70% lane capacity
- Anticipating during summer months we will earn more/book more lanes and breakeven

### Elevations | Monthly Unlimited Pass



- \$90 Monthly Pass – Unlimited swims for members
  - Still not filling lanes
  - 9 workouts per week
    - § SUN – Elks
    - § MON / TUES x2 / WED x2 / THURS / FRI / SAT - Superior

#### **Workouts - Jane**

- EBRC – cut back to 4 lanes
- Down to one practice on Sunday
- Might add Monday evening practice

#### **BAM Membership Strategy –**

- Consider offering a monthly pass - wait until they open outdoor pools – maybe roll out this summer
- Need to add incentives for members
- Be more conservative with adding workouts
- Corporate partnerships/discounts – brainstorm

#### **COACHING UPDATE**

##### **Staffing – Challenges –**

- Coaches leaving due to other commitments
- Flexibility hard – mid-day workouts hard to fill
- Lots of prospects uncertain
- New Coach
  - Alison Friday
  - First workout 4/8

##### **Goals –**

- Bring more coaches on board to ensure we have enough coverage for subs and all workouts
- Word out to younger folks

##### **Potential Coaches –**

- Nell Rojas
- Michell
- Amy
- Young Triathlete Coach

#### **RESERVOIR**

##### **Tues/Thursday Res Swims –**

- Conclusion – BAM does not and will not pursue reservoir swims for 2021
- Cost increases weighed against expected number of swimmers
  - \$7,700 vs ~\$2,000 - Reservoir fee 2021 vs 2019
  - \$3,700 in lifeguard certs (Normally half this, increase due to COVID)
  - Res gate fee going from \$5.50 to \$9 or \$11
  - Would need over 62 swimmers per session to breakeven



- Swimmers would need to pay an estimated \$20 - \$22 per swim
- Volunteers
  - 30+ Volunteers need new lifeguard certs
  - Rounding up volunteers post COVID difficult – more than can be fulfilled
    - § Expect lots of conflicts with vacations
- Other Logistics
  - Uncertainty with potential COVID restrictions

#### **Barebones –**

- Still a potential
- Haven't discussed yet, but will

#### **Motion –**

- Not to do Tues / Thursday Boulder Reservoir swims in 2021 as we have done in the past
- Motion seconded
- Motion passed – 4 / 5 votes

### **WEBSITE & MARKETING UPDATES**

#### **Comments / Discussion –**

- Punch pass pricing needs to be fixed
- No credit cards – just Venmo and checks for now
- Can we track the punch usage? – Now tracking through spreadsheet & Sign-up.com
- Registration – update so waivers can be submitted through the form
- Sign-Up.com plug-in? – not moving forward with – will build a system that works well with new site
- Can't show other swimmers who is swimming in their workout

#### **Next Steps & Action Items –**

- Social Media Strategy - Hermine & Meghan regroup
- Website – More work to be done
  - Board to continue to check functionality
  - MV & RC implement changes
  - MV & RC begin building guides
  - MV & RC train Jane and Hermine
  - Walkthrough workflows and logistics – Bryan “real-case dummy”

### **OPEN DISCUSSION**

#### **COVID –**

- Membership Offering
  - When we get back to “normal” – open workouts – consider a monthly pass option for members
- Lane Capacity –
  - 4 per lane – county – yellow – 25 people per group – 2 groups – up to 50 people



- Jane has been throwing in 3 people per lane in some workouts – as more people get vaccinated – continue to add more swimmers per lane
- CDC & Swimming –
  - According to CDC - 0 cases of transmission in a treated aquatic environment

#### **Member Grievances –**

- Too expensive - (seniors – benefit with silver sneakers)
- Enjoy lanes solo - (city has moved to 2 people per lane now)
- Flatirons group – still upset – will never return to BAM
- 2020 refund confusion - concern members who requested a refund and were still swimming for free

#### **Social Activities –**

##### Brainstorm activities –

- Scotty – Build social community and atmosphere again
- Mother-daughter race / parents' race
- Other reservoir relations

#### **Outdoor Pools –**

- Scotty starting to reserve lanes
  - Open early-May
- Spruce
  - Opening Memorial Day

#### **Corporate Sponsorships & Opportunities –**

- Brainstorm more ideas
- Discount deals
- Reach out to potential partners i.e. gyms