

Pacific Waves Synchronized Swimming  
Board Meeting Minutes  
October 7, 2023  
FWCC  
Meeting called by Amy Bonte

Board members: Amy Bonte (President), Laura Hopkins (Vice President), Shelly Robinson (Treasurer), Leslie Sims (Secretary), Natalie Montgomery (Member at-Large), Michelle Spencer (Member at-Large), Candice Morrow (Member at-Large)

Call to order: 11:10

Roll call: Amy Bonte, Laura Hopkins, Shelly Robinson, Leslie Sims, Natalie Montgomery, Michelle Spencer, Candice Morrow

Approval of prior meeting minutes: Shelly moves, Natalie seconds, 5 approve, 0 opposed

Chairman Report (Amy)

- Welcome New Board Members – Laura Hopkins as Vice President

Coaches Report: (Natalie)

- Team Trial Results – Trials went smoothly. This year was a greater challenge than usual in building teams due different age and skill levels.
- Team Bonding, Pacific Pals, Oct. 3 at Mod Pizza - Goal Setting will happen soon
- Events Calendar is ready as a draft and posted on the website.
- Coaches College and Allstars Camp – Lisa, Emily and Lydia will attend. Held in Walnut Creek, CA.
- USAAS Grant: We did not receive the USA Artistic Swimming Foundation grant this year. There was a lot of competition and we have been awarded it for several years in a row. We will continue to try again next season.
- October 21 & 22: Levels Testing will take place at PLU 10am-3pm.
- PWSS Handbook Revisions have been made to include private lesson policy and updated swimmer dues. The Handbook is posted to the website in the Member section.
- Club Gear/Discount Jackets – New jackets are pending sale on SwiimOutlet.com. A gear swap will be held at Synchron-thon 2023 for families to purchase used gear. Proceeds will go to the operating budget.
- Competition Suits Purchase is complete for this year for teams. Headpieces are needed for the Junior Acro Team routine.
- 2 iPads have been purchased for club use. Natalie will also purchase a tripod.
- USAAS Club Excellence Program – Natalie will apply for Level 1 in January. If accepted, we will receive one paid Coaches College registration.

PNA Rep Report: (Natalie)

- Convention 2023 Update – Rule changes were announced. More fine tuning of the scoring system may happen at the December vote.
- PNA fundraiser: Panera Bread Restaurant Takeover. December 4<sup>th</sup>, 5:00-9:00pm at Renton Landing. Next fundraiser is December 4 from 5-9 at Panera in Renton Landing
- Next PNA meeting – TBD

Committee/Representative reports

Treasurer's report: (Shelly)

- Account balances as of 10/6/23:
  - Coach Checking: \$190.90
  - Checking: \$13,228.97
  - Savings: \$22,015.40
  - YTD Income: \$6,079.23
  - YTD Expenses: \$7,722.29
  - Budgeted Total Expenses: \$76,212.50
- We raised \$194 at the Mod Pizza fundraiser on October 3<sup>rd</sup>.

Fundraising Report: (Shelly/Lora)

- Fundraising Plan 2023-24
- Concessions – We have 4 adult volunteers for this. PWSS will do the Winter Invitational in February. Offering a food truck was recommended.
- Alpine Farms Wreath Sales begin Oct. 1 Order deadline is October 29. Wreath pickup is November 18 at Noon.
- Movie Night: Movie selection “Wish”. Location: Gig Harbor Galaxy November 27<sup>th</sup>. Tickets ordered through Google forms. \$600 to rent the theater. Swimmers sell tickets for \$15 each. Jason Parks is coordinating.
- Rewards Programs - Walmart Spark for Good a round up program to replace Amazon Smile, Fred Meyer, Microsoft Rewards/Give with Bing, Swim Outlet.
- Matching Grants - Walmart is sending us funds for volunteer hours reported.
- Syncrothon is still mandatory. New ideas to encourage greater donations:
  - Tell swimmers what the prizes are up front and how they earn them. Tie prizes to money raised and not laps swum (donations are no longer based on laps swum.)
  - Incentivize with prizes that have greatest swimmer appeal like AirPods, Bluetooth Speaker, Jolyn gift certificate. Lora will explore getting donations.
  - Offer one big prize and 2 smaller based on money raised. Natalie may have some things.

- Watershow – consider selling tickets this year, basket raffle, VIP seating

Recruitment Committee Report: (Amy)

- PeachJar Flyer Distribution Update – This was successful. It was sent to 21,00 emails at 40 south end schools for \$500 (discounted for first year). We saw a spike in our website traffic like never before - 6,385 views of the email, 148 direct click throughs through our website, 25 emails received through the website expressing interest, 4-5 direct contacts to Natalie – all from the flyer. 2 swimmers at the pool. Natalie and Amy will continue to follow up with those who showed interest.
- Recruitment Retention – There are 22 returning youth swimmers with 0 youth swimmers not returning (masters season doesn't restart until February but we currently have 7).
- Summer Camps – Really help drive new swimmers, we can explore having this at multiple locations with increased advertising,
- Advertising - Consider including swimmers of color in our recruitment photos and try to see if we could include a boy. Consider adding a PeachJar outreach in spring for summer camps.
- Partnership/Grant Outreach – Laura reports there are grants available to support participation by diverse youth. Laura will talk to Lora about exploring partnerships with a group run by diverse leadership to apply for a grant in partnership with us (Boys and Girls club or a Y or FWCC) to fund youth/families to participate in our club. It might include offering a recreational level so swimmers don't have the expense connected to big travel competitions.

Social media/Marketing report:

- Logo Refresh (Natalie) – still on hold
- Member Spotlight Promo Video (Amy) – Eleanors' dad will do some short videos for us
- Partnership Meeting with FWCC (Amy) – Lora will set this up to explore ways we can do mutual advertising with our "home pool" One idea is to have FWCC offer synchro lessons or support a recreational team by hiring instructors connected to PWSS.

Merchandise committee report: N/A

New Business: N/A

Announcements: N/A

Next Meeting: November 4 @ 11:05am FWCC snack bar area

Adjournment: 12:15