

President Report - Oct 18, 2023

Welcome to our first meeting of the 2023/24 season for the club! This year has been a big year of transition and change for the club with many new board members filling positions including myself. It's been a steep learning curve (I speak for myself here) but I think things have been going fairly smoothly.

See It Try It drew some really good numbers this year and the new Waitlist on the website has been really helpful in this regard. To date, there are 26 submissions via that wait list form, some with more than one child per submission. We were able to send emails to those parents and invite them directly out to the SITI event. We also promoted the event on Facebook and Instagram with posts and WMWL set up and implemented a paid ad for 7 days prior to registration.

Carol can confirm for sure, but I think we had 16 kids out for SITI and this year we are running two AquaGo! Classes which are great for the growth of the club. We were very close to being able to run three classes and we've had a couple of late additions, so there could be an opportunity to do three in January if we could get a handful of more kids to come out in January. Maybe another SITI type of event could be promoted?

The registration process has been a struggle for me this year, learning it and trying to understand all that needed to be done and when. I would like to evaluate this process now that I understand it better and see if I can use my work skills to help automate the process more.

I think, for the parents, it could be a little more clearer as well. If we were to dictate the programs and class times a bit more instead of waiting to see the numbers, I think we could control the process a bit more and even take it online. We could recreate the Google forms on the website and have users register on our website and *possibly* even pay online. We would have to slightly up our fees if considering this as going online means losing 2-3% on the payment side of things, but it sure does make it easier for everyone involved. And this is a volunteer run club. It is something to discuss, I think.

I submitted an online form to BCAS for a grant for \$2,000 to go towards growing the AquaGo! Program. I am currently working with Tanya to secure the funding, with help from the co-treasurers to prepare budget numbers, etc. Tanya has suggested using the money for coaching certifications, which I am very much in alignment with. Sydney has expressed an interest in becoming a coach of AquaGo!. I suggest we use this grant money for Sydney's upcoming coaching certification and also to reimburse Tabi for her very recent certification. Any coaching fees related to AquaGo! Could be reimbursed

with this funding to keep our coaches happy and pass on the grant money. The rest can be used to help keep our costs low for running this program.

We still have some open positions on the board and could use some help with coordinating fundraising. We will discuss this during the meeting, but it is nice to see that most parents are willing to chip in and volunteer on some level, thank you so much!

I will keep this brief and finish by saying thank you to all the new families that have joined our little swim club and we hope that your kids love it as much as my kids love it.

My main goal as President is to help grow the club during my tenure and I think that we are off to a good start this year and the future is bright with a new wave of young coaches who will inspire many young girls for years to come. It's an exciting time to be a part of the club, thank you for having me.

Mark Beuerman
President, Ravensong Waterdancers