

President Report - Feb 21, 2024

- Website...
 - This past month, I posted two news posts/articles that accompanied or supplemented two club member emails. With the help of Tara, I will be doing more of this on a consistent basis, going forward.
 - I spoke briefly with the co-treasurers, but we were unable to connect in-person, about the idea of adding a payments page to the website, where users can submit payments for monthly dues, registration and even their volunteer portion.
 - In the future (likely summer or late spring) I would like to create or revamp the wait list and registration forms in advance of the next/upcoming season. I think wait lists for both the AquaGo! and the Masters program makes sense. I have had more than one senior inquire but then not want to come out once they heard how old (young) the current swimmers are. I think having a wait list for 60/65+ could be beneficial to see if we can get to 3 or 4 to have another class.
- Online store vendor...
 - Hasn't been the easiest to work with so far, I will give them another chance before exploring other vendors. Given that we already have our club gear ordered for this year, I feel no sense of urgency here.
- Mark at the pool...
 - Since Evelyn left the club, my driving and pickup schedule has been erratic. My goal is to make it more consistent so that I can be at the pool from 5:45 to 7:45 on Tuesdays going forward.
 - This will give me time to work on club stuff during that time, as well as be a conduit for the club members to pick up their cards, as I can work with Erin to deliver them and confirm payment has been received.
- Communication...
 - Tara and I spoke about improving the club communication, our goal is to send out a weekly email, bi-weekly at a minimum. We don't want to bombard our club members, but we definitely want them to be in the know.
 - The email format will be simple, it will outline what's coming up in the week ahead, what's to look for in the weeks ahead, and a blurb about fundraising. Three primary components, with minimal words for maximum impact.
 - Tara will be reaching out to the coaches and fundraising coordinator on a regular basis for any bits they want to include in the weekly email.

- After the email, I will aim to publish a new post/article on the website to back this information up and make it public.
- We also would love to see a social media post that also accompanies it as well. To hit the members with an email, social media post and to have it on the website, will be awesome.
- Fundraising...
 - I spoke with Erin (and treasurers) and have offered to help streamline this, if we can. I propose a page on the website that has a simple order form that can take the club members orders (not payments) for Panago cards and grocery cards.
 - We are able to input the quantity in the back end, and also have it calculate and specify required fields for the swimmers name etc.
 - I think having a dedicated page to order from, a message in the weekly emails, and a weekly pickup place to grab them, will help increase fundraising efforts.
- Pictures...
 - Jessica has confirmed dates for photos, is everyone prepared? Will they wear the new club suits or will Comp and LComp wear their routine outfits?
 - We will start promoting it in the upcoming emails.
- Sound system...
 - Tara has done some good research, let's talk about this and either motion to approve or get any further details.
- Thank you to...
 - Becky Baldwin - for taking the reins on the club apparel order and bathing suit extra orders, much appreciated!!!
 - Jessica Nemlander - for getting prices and dates confirmed for the photographer for April, two dates, this is great, thank you!
 - Tara Roscoe - for getting the required information for the replacement of the club sound system, we need this badly!
 - Lisa Spaven - for coordinating the Sunday at the NAC with the out of town judges, what a great experience for the girls, thank you!
 - Julie Bichel - for getting the payments out on time for Lisa on short notice, much appreciated!
 - All the other board members and coaches for all your hard work and efforts, we couldn't do this without your help and time. Thank you so much!

I think that covers most of the items that I have in my mind for the upcoming portion of the season.

Action items

