



**Davis Aquatic Masters
Board Meeting – January 13, 2020**

Kevin Waterson called the meeting to order at 6:32 PM at the Brady Building.

Attendees

Kevin Waterson
Dan Sperka
Alan Rowland

Scott Allison
Andy McPherson
Diane Barrett

Stu Kahn (non-voting)

Allan Crow (non-voting)

Approval of Minutes

- The minutes from the December board meeting were unanimously approved.

Finance Report

- Allan reported that we were \$2,329. Better than anticipated for December, and \$518. Better than budget for 2019.
- Profit of \$1,058. For year.
- Net change in membership – Membership was down 10 swimmers in January, and up 1 swimmer in February, so far.
- Minor adjustments to telephone budget (was slightly higher), and credit card breakdown from January 2019 needed to be redistributed.
- Discussed number of swimmers required to break even and loss of members.
- Reviewed Allan's charts on monthly fees and membership count.
- Travis Credit Union CD rates are 1.6% for 2-year maturity, 1.85% for 3-year, and 1.9% for 4-year. For the 3-yr CD, if we want to invest \$180,000., we could put in \$20,000. every 4 months. That would leave approximately \$67,000. in checking account. Worst case scenario? If pool was shut down for 6 months and DAM still needed to pay bills with no income. DAM has a reserve of approximately \$160,000. earmarked to cover 6 months operating expenses.
- Alan moved to invest \$160,000. in 2-yr CDs at \$20,000./quarter over 2 years. Diane seconded. All in favor.
- Kevin asked that Allan give us a heads up on the rates of the CDs the month prior to renewal.

Coach's Report

- More people showing up and swimming in December than in the last few years, except for 2014. In 2010, looked at number of swimmers on roster who were paying full dues but not swimming – about 30 people. (\$18,000./year). Difference now is this number is going down.
- Each year, pick up about 10 people and lose about 10 people. So now we are closer to 10 people who pay dues but don't swim.
- We are Monday, Wednesday, Friday team. Most people like kicking & pulling, then sprints, then distance, then IM.
- Most room at 6:15pm, 1:00pm and Arroyo in the slow lanes at 6:00am. Older people are at 10am and 7am. Discussed other potential options for new members to attend and there are not many options.
- Schaal pool will be shut down this summer for plastering; priority is for collegial sports. Discussed possibility of using Woodland pool for long course.
- No updates on 50m pool plans from City or Taormino. The Taorminos met with Gayle Summersville from the Davis Parks & Recreation about their desired sports park.
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New Business

- Revenue/membership drive opportunities.
 - Alan looked at non-profits and having a 0-1% profit margin is low. He researched and found that 20-30% profit is not unreasonable for non-profits.
 - Our fixed costs (pool etc.) are high.
 - Good to start by discussing whether we should make a profit or not.
 - Civic pool is end of life in 4 years.
 - To re-do the pool – approximately \$260,000. to re-do pool & diving well.
 - How would we get a construction loan without a history of good profit margin?
 - City Hall building is also due for seismic retrofit.
 - A 50m pool would be \$10-12. million dollars.
 - Darts raised \$100,000. with a swim-a-thon.
 - Kevin suggested some kind of event where we get sponsorships. Have to spend 5% of revenue.
 - Possible to open up Monday message to advertisers.
 - Diane suggested setting up a sub-committee of people to work on fundraising. Perhaps Alan, Diane, Tom Martens, others with expertise in this area.
 - Dan said in past they wanted to try to get fundraising at Berryessa event. When Dan was on the board, goal was breaking even and stability.
 - Kevin actually said that Civic Pool lifetime is 20 years, and \$11 million for that lifetime.

- Andy suggested Masters have swim lessons for adults. Mike Collins did this at Emerson Jr. High – 3 nights/week x 2 weeks. Thought people would funnel into DAM for membership but that didn't happen. Had only 4-5 people at most.
- Stu says that USMS has offered the Swimming Saves Lives program for 5 years but overall Masters memberships are decreasing.
- Stu says we should go after former swimmers. Need to recruit from the UC Davis student population. Andy also suggested for former runners etc.
- Kevin asked what we want to achieve with more revenue. Biggest issue is aging population, need to replenish the membership as well as the facilities. Maybe first step is to define our goal.
- Alan suggested talking to City again about the 50m pool. Kevin said that Matt Coda's group (Bay Area Economics, which has a pool expert) is presenting group at the City that is dealing with financials (February or March 2020). After that is set, this will be presented to the City Council. DAM had input to this group in early 2019.
- Dan suggested we have long-term contingency planning in case Civic Center gets closed down.
- Alan stated it would be useful to know what the City is thinking.
- Stu showed us a proposal that was submitted to the City in 2016 to remodel Community pool to be a 50m pool for \$4 million. The City has had 2 proposals that have both required approx. \$20. Million. Possibility of a public-private partnership would be do-able.
- P&P Agreement – full compliance
 - Scott stated that 15-20 people have signed up for USMS but still have not signed the P&P agreement. Stu will speak to those that he knows.
- Joe Otto – Alan will write to him and inform him that he needs to pay dues or not swim.
- Stephanie Koop asked Dan about what happens when members die. Possible to set up a procedure for how members might handle this. Stephanie suggested these might include: 1) condolence card for family, 2) "announcement" at practice, 3) article in newsletter, 4) make members aware of services and 5) set up DAM memorial fund, e.g. give funds to DAM in memory of a person. Stu suggested balancing announcements of births with deaths. It is difficult to know when some less active people have passed.

Action Items from November Meeting

- Allan will provide information about how many swimmers are currently on temporary leave. **completed**
- Alan R. will talk to Get Fit and Physical Edge about our decision to terminate the partnership agreement effective 1/1/2020. **completed**
- Scott will update the website with information about terminating the partnership and will also put it in the Monday message. **Completed.**
- Jenny will scan the 2002 Member Handbook and make it available to board members for discussion and updates. **completed**

- Diane, Stu and Pat will review and update the list of board member responsibilities. The board will review and provide input as the project progresses. **completed**
- Membership will be notified of the increase in club fees in the Monday message. **Completed**

Action Items from December Meeting

- Pat will update and distribute the Management Tasks document. **Will discuss at February meeting.**
- Kevin and Scott will inform members of the termination of the partnership agreements. **Completed**
- Allan will double check the numbers for budgeted event expenses. **Completed**
- Alan will inform Joe Otto of the termination of the scholarship he has been receiving. **Completed.**
- Stu will inquire about jurisdiction of Lake Berryessa (county? City?). **Completed**
- Kevin will communicate with Liz Romero regarding Yolo Hospice proposal. **Completed.**

Action Items from January Meeting

- Board members should start thinking about fundraising opportunities and we will discuss more next month.

The meeting was adjourned at 8:54 PM.

Next meeting February 10, 2020, 6:30 PM in the Brady Building. (February 17 is President's Day.)