

# Ashton Pool Board of Directors

# MINUTES

February 28, 2024

Zoom

Agenda Items	Notes
<b>Minutes</b>	<ul style="list-style-type: none"><li>• Vote to approve the last meeting's minutes<ul style="list-style-type: none"><li>◦ <a href="#">January 28, 2024</a></li></ul></li></ul>
<b>Introduction</b> (usually celebration)	<ul style="list-style-type: none"><li>•</li></ul>
<b>President - Chris</b>	<ul style="list-style-type: none"><li>• <b>2024 Management Contract</b><ul style="list-style-type: none"><li>◦ Decision on Rubini Vs Georgetown (<a href="#">spreadsheet</a>)</li><li>◦ Decision on reduction of hours<ul style="list-style-type: none"><li>▪ close 1 day vs reduced hours</li><li>▪ also discussed being open only Friday/Saturday/Sunday from Memorial Day weekend until MCPS schools are out</li><li>▪ Chris proposed going back to Georgetown with a top amount of \$75,000 to see how they could work with that amount</li><li>▪ Must communicate to membership why hours are being reduced even though dues went up<ul style="list-style-type: none"><li>▪ Cost overruns from 2023</li><li>▪ No more Camp Sunshine</li></ul></li></ul></li></ul></li></ul> <p><b>Baby Pool Renovation:</b></p> <ul style="list-style-type: none"><li>◦ Given the financial situation, we are going to try to squeeze one more year out of the baby pool<ul style="list-style-type: none"><li>▪ Portion of \$5K budget for repairs for temp repairs</li></ul></li></ul> <ul style="list-style-type: none"><li>• <b>Board Positions:</b><ul style="list-style-type: none"><li>◦ 2024 will be Melissa and Marcia's final season on the board. We need to communicate to membership the impending vacancies, in addition to the other vacancies. We definitely need some additional help on the board.</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>o Other vacancies <ul style="list-style-type: none"> <li>▪ Snack Bar - Critical Need</li> <li>▪ Marketing (Meredith and family moved to Iowa)</li> <li>▪ Fundraising (critical)</li> </ul> </li> </ul>
<p><b>Vice President Maureen</b></p>	
<p><b>Secretary - Erin</b></p>	<ul style="list-style-type: none"> <li>● <b>If you are new to the board, send me a brief bio so I can update the website - look for Erin Dodge on the board email thread</b> <ul style="list-style-type: none"> <li>o current bios: <a href="https://www.ashtonpool.com/board-members">https://www.ashtonpool.com/board-members</a></li> </ul> </li> </ul>
<p><b>Treasurer - Melissa</b> I will not be at the meeting tonight because its rock n roll revival dress rehearsal</p>	<ul style="list-style-type: none"> <li>● <b>Balance in Bank as of Today :</b> <ul style="list-style-type: none"> <li>o Bank: \$18,774.75</li> <li>o Venmo: \$15,365.00</li> <li>o Total: \$34,139.75</li> </ul> </li> <li>● <b>Cash Flow needs to be a priority as it is every year.</b> <ul style="list-style-type: none"> <li>o Groupon - <u>very important</u> Needs to be a priority</li> <li>o Fundraising - Silent Auction raised \$6k in the past this could fund many projects</li> </ul> </li> <li>● <b>Payments issued this past month:</b> <ul style="list-style-type: none"> <li>o \$5,000 Georgetown</li> <li>o \$315.24 WSSC</li> <li>o \$5,670.50 Insurance Policy - Great American</li> <li>o \$2,887.25 MoCo Property Tax</li> <li>o \$5,000 WSSC</li> <li>o \$3,851.24 x 3 for December, January, February - Bank Note</li> <li>o \$353.05 x3 for December, January, February - Verizon</li> </ul> </li> <li>● <b>Future and Recurring Expenses:</b> <ul style="list-style-type: none"> <li>o Utilities Estimated \$10,000 - WSSC</li> <li>o Additional Still owed to Georgetown - \$14,400</li> <li>o June 24 Insurance 2nd payment \$5,670.50</li> <li>o Sandy Spring Bank Note: \$3,851 (occurs monthly on 23rd thru Feb 2025)</li> </ul> </li> </ul>

<b>SnackBar - Vacant</b> <b>Melissa</b>	<ul style="list-style-type: none"> <li>• This position is vacant. I'm happy to help once again, but this is a team effort. I will send out a sign up genius for weekly cleaning and stocking during the summer. We can all do 2 weeks to start.</li> </ul>
<b>Grounds &amp; Maintenance - Dan</b>	
<b>Membership - Marcia</b> <b>As of 2/27/24</b>	<ul style="list-style-type: none"> <li>• Resignations for 2024: 7</li> <li>• Bond Swap for 2024: 0</li> <li>• Current Memberships Purchased: 98</li> <li>• Waiting on 21 payments</li> <li>• Permanent members: 98</li> <li>• Temporary Memberships Sold: n/a</li> </ul>
<b>Swim Team - Hannah/Jaclyn</b>	<ul style="list-style-type: none"> <li>• Hannah and Jaclyn returning as Co-reps</li> <li>• Potential for Adam Liewehr and Dan Haines co-coaching (not official yet) Would be very exciting to have Coach Dan back!</li> <li>• Ruth is interested in coordinating swim lessons with the guards</li> </ul>
<b>Fundraising - Vacant</b>	<ul style="list-style-type: none"> <li>• Silent Auction <ul style="list-style-type: none"> <li>○ Olney Winery?</li> <li>○ Stretch Zone</li> <li>○ Email members to offer items to bid on</li> <li>○ When is the silent auction (opening weekend?)</li> </ul> </li> <li>• Olney Winery fundraiser? (April?) - Maureen reached out to them</li> <li>• El Andariego - Scheduled for 3/20/24 (in conjunction with NCAA Brackets)</li> <li>• Need to stand up corporate sponsorship programs and start reaching out to local businesses. <b>Pricing needs to be more reasonable than we tried last year.</b></li> <li>• Sponsorship Packages document (with updated pricing): <ul style="list-style-type: none"> <li>○ <a href="https://docs.google.com/document/d/1b1cqletZbrAIVXN1FbnNv7ni7RvICVS3/edit?usp=sharing&amp;oid=117309240946054222333&amp;rtpof=true&amp;sd=true">https://docs.google.com/document/d/1b1cqletZbrAIVXN1FbnNv7ni7RvICVS3/edit?usp=sharing&amp;oid=117309240946054222333&amp;rtpof=true&amp;sd=true</a></li> </ul> </li> </ul>

	Financial decisions: If it's less than a \$7k expense, the exec board will chat about it and get back to the person within a week.
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<b>Marketing - Vacant</b>	<ul style="list-style-type: none"> <li>I've printed new "welcome to the neighborhood" postcards to send to people who have moved into the area recently. The card offers \$100 off the initiation fee for those who mention the mailer when they join.</li> <li></li> </ul>
<b>Social - Katie &amp; Alana</b>	<ul style="list-style-type: none"> <li>need to work on access to Google Calendar - update for current year and include parties as they are scheduled</li> </ul>
<b>Parties - Ruth</b>	<ul style="list-style-type: none"> <li>parties should be incorporated into another existing committee (Social)</li> </ul>
<b>Social Media Nick</b>	<ul style="list-style-type: none"> <li><a href="#">Content calendar</a></li> </ul>

Date	OTHER ITEMS to discuss/table?
ongoing	•
ongoing	•
ongoing	•
<b>(Total 10 mins)</b>	

Action Items	
	<ul style="list-style-type: none"> <li>access to Google Calendar - update for current year and include parties as they are scheduled</li> <li>contact Groupon purchasers to remind them that it was valid for 1 season only and cannot be repurchased - incentive for joining as Permanent Members</li> <li>need to let membership know about financial state and why it may/will be necessary to have some limited hours/days this summer</li> <li>publicize incentive for membership referrals (guest passes) <ul style="list-style-type: none"> <li>do we need to consider a stronger incentive (Gator Bucks? cash?)</li> </ul> </li> </ul>

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|  | <ul style="list-style-type: none"><li>• form a committee for some marketing/membership ideas (try to put committee together by next board meeting)</li></ul> |
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