

Ashton Pool Board of Directors

MINUTES

May 7th, 2023

Agenda Items	Notes
Introduction	<ul style="list-style-type: none">• It's crunch time! 3 weeks until opening day•
President - Chris	<ul style="list-style-type: none">• Water Main Leak<ul style="list-style-type: none">○ Repair completed○ Insurance paid for full repair (\$4,785, less \$1,000 deductible)• Need to formally launch the New Membership campaign<ul style="list-style-type: none">▪ 2 weeks, \$200 off initiation fee (so pay \$300 and you are a full member) 2 weeks only!▪ Push with Google Ads / Social Media▪ Text blast to membership to promote campaign to friends▪ Remind members about free guest passes for getting new members to sign up• Need to push the golf tournament<ul style="list-style-type: none">○ Email reminder to membership○ Social media blast○ Do we reconsider sponsorship pricing level given lack of interest so far?○ Committee needs to meet soon to finalize logistics<ul style="list-style-type: none">■ signage■ Swag bags■ schedule for opening the event, do we need guards to help?<ul style="list-style-type: none">• did we pay guards last year?○ Chris will check with golf course on break even number• Yard signs<ul style="list-style-type: none">○ We have tons of them, let's use them!• Swim Team Membership policy<ul style="list-style-type: none">○ Swim team members must be "members"<ul style="list-style-type: none">■ Groupon or take a dip ok for the first year

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ 2nd year must be full members ■ How do we track this? ● Camp Sonshine: <ul style="list-style-type: none"> ○ Camp Sonshine requested additional visits for 6/12 and 6/13. 6/12 could work, 6/13 probably not because of the golf tournament ● Fundraising <ul style="list-style-type: none"> ○ Fundraising position still vacant ○ Next Fundraising event? <ul style="list-style-type: none"> ■ I think we need to bag the Derby idea ● Snackbar <ul style="list-style-type: none"> ○ Permit has been submitted ○ Inspection is scheduled for Tuesday (5/9) ○ Doug will do the annual service on Ice Machine ○ We need to have a rotating list of people who will: <ul style="list-style-type: none"> ■ inventory (Weekly and Daily during July and Early August) ■ unload and organize stock (Saturdays Melissa - need someone in her absence) ■ clean (Daily and Weekly) ■ man ○ Melissa doesn't think the water heater has been working ● Computer for signing in? Melissa has 2 chromebooks and cash box
<p>Vice President Maureen</p>	
<p>Secretary - Erin</p>	<ul style="list-style-type: none"> ● Website updates <ul style="list-style-type: none"> ○ Board member bios - please check the page to see if yours needs to be updated: https://www.ashtonpool.com/board-members ○ Which other names/positions need to be removed/changed? ○ Any other website pages that need to be updated?
<p>Treasurer - Melissa</p>	<ul style="list-style-type: none"> ● Balance in Bank as of Today : <ul style="list-style-type: none"> ○ Bank: \$26,695 ○ Venmo: \$2,448

	<ul style="list-style-type: none"> o Total: \$29,143 ● Payments issued this past week: <ul style="list-style-type: none"> o Pool Management: \$10,600 o WSSC - \$2,000 o BGE - \$300 ● Future and Recurring Expenses: <ul style="list-style-type: none"> o Sandy Spring Bank Note: \$3,851 (Monthly until March 2025) o By June 15th \$4000 Insurance
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SnackBar - Vacant	<ul style="list-style-type: none"> ● Food Service License - by May Opening ● License application submitted and paid for <ul style="list-style-type: none"> o inspection Tuesday, 5/9 ● We need more gator bucks <ul style="list-style-type: none"> o Hannah said she would design new bucks. Denominations \$10 - \$20 on a water resistant paper or we can laminate? o Steve used to make them - check if he wants to continue or hand over that process? o Paper is expensive - Meredith may be able to print at work?
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Grounds & Maintenance - Dan	<ul style="list-style-type: none"> ● One toilet in lady's bathhouse needs to be replaced (chris, from Georgetown Aquatics) ● Need to make sure handicap chair is working <ul style="list-style-type: none"> o Georgetown Aquatics? ● Contact Spring Landscaping about 2023 lawn maintenance <ul style="list-style-type: none"> o infospringlandscaping@gmail.com 240-497-1972(they have already started cutting the lawn and we are being billed \$150 a cut) ● Contact Potomac Disposal to re-start dumpster pick-up ● Wifi improvement <ul style="list-style-type: none"> o We need to improve connectivity on the pool deck for those who are trying to work from the pool. This is a high priority and worth the return on investment. We are paying too much for Verizon with the phone. Need someone to research and get quotes. ● Clean-up Day <ul style="list-style-type: none"> o Follow-up announcements <ul style="list-style-type: none"> ■ email, social media ■ emphasis on anyone who can bring a power washer ■ in the future, incentive for coming - raffle? (Gator Bucks, guest passes) ■ Sign-Up Genius to get people committed to coming, even if briefly!
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	<ul style="list-style-type: none"> ○ Power Washing! ○ Debris clean-up (parking lot) ○ MAJOR Snack bar clean-up ○ Organize front hall ○ Organize / clean out guard office <ul style="list-style-type: none"> ■ assess first aid kit and make list for needs ○ Check for light bulbs that are burned out ○ Re-paint parking space lines ○ Bring some activities to entertain little ones (chalk, bubble machine) ○ Have yard signs available for members to take with them and distribute ○ Reminder - Wednesday/Thursday this week, again next week ○ At May meeting, discuss adding a clean-up requirement to the bylaws for the future
<p>Membership - Marcia</p> <p>As of 5/6/23</p>	<ul style="list-style-type: none"> ● Resignations for 2023: 8 ● Bond Swap for 2023: 1 ● Current Memberships Purchased: 144 ● Waiting on 6 payments ● Do we add another late fee? <ul style="list-style-type: none"> ○ I vote we suspend the final late fee increase to not further deter past members from paying for 2023 (chris) <p>Updated pricing - summer memberships:</p> <ul style="list-style-type: none"> ● June - \$400, July \$500, August \$450 summer-only - \$900 (updated 5/7/23, CH - this is what we decided on prior to posting the groupon)
<p>Swim Team - Hannah/Jaclyn</p>	<ul style="list-style-type: none"> ● Registration has begun <ul style="list-style-type: none"> ○ Coach Jake returning <ul style="list-style-type: none"> ▪ \$5,000 salary ▪ Adam assistant coach (\$3,000 salary) ● Swim lessons
<p>Fundraising - Vacant</p>	<ul style="list-style-type: none"> ▪ 2022 \$ in donations ▪ 2021 \$600 in donations

	<ul style="list-style-type: none"> • Corporate Sponsor Program - UPDATED for Golf Tournament Levels <ul style="list-style-type: none"> ◦ Have 10 Sponsors to date ◦ Signs are up at pool ◦ Collecting Marketing materials - Meredith • January - none • February <ul style="list-style-type: none"> ◦ SuperBowl Squares - grid was filled, we earned \$500 • March <ul style="list-style-type: none"> ◦ NCAA Brackets (Mark) ◦ El Andariego - March 23rd • April <ul style="list-style-type: none"> ◦ contact Jen Miller about Highland Local - April 28? (get people signed up for Derby Day fundraiser) • May - none <ul style="list-style-type: none"> ◦ Derby Day - May 6 • June <ul style="list-style-type: none"> ◦ Golf Tournament (Mark) <ul style="list-style-type: none"> ▪ Sign Up form for golfers and corporate sponsors 2022 Ashton Swim Club Inaugural Golf Tournament (google.com) • July <ul style="list-style-type: none"> ◦ Crab Feast. How much crabs cost will dictate the ticket price. Katie Peddicord and Richard. Say "All-you-can-eat until crabs run out." <p>We need to think about future fundraisers. Richard – raffle a membership? Involve school PTAs? Sandy said we used to do that. We donated a 1-month membership to family in need from Sherwood Elem.</p>
	<p>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.</p>

<p>Marketing - Meredith</p>	<ul style="list-style-type: none"> • Open Houses – When should we schedule? - 1 the first weekend, have Saturday 5/27 an open day when anyone can come? • 2023 Mailings- new members + new sponsors • Sponsorship inclusions for 2023 + new banner placement • Swag- Inventory + 2023 needs • Lawn Signs- when/where
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	<ul style="list-style-type: none"> • Banner (outside of Golf Tournament) - \$750, includes day passes for their family (banner is \$200+ value)
<p>Social - Katie</p>	<ul style="list-style-type: none"> • 5/28 Memorial Day Party- 1pm start <ul style="list-style-type: none"> ◦ half pool brings side other half a dessert • 6/8 New Member Happy Hour (6-8) <ul style="list-style-type: none"> ◦ Food: Appetizers - All board members ◦ Drinks: Keg, seltzer, wine - pool provided • 6/13 Golf Tournament • 6/16 Schools Out Party (5:30-8) <ul style="list-style-type: none"> ◦ Pizza pre-order/ Ritas? ◦ Have music playing • 6/21- Smores Night <ul style="list-style-type: none"> ◦ Katie donating fire pit • 6/23- Raft Night (only once a month) • 6/24- Adult Social (BYOB/BYOF or do we have it cost \$ and get food) • 7/4 – 4th of July <ul style="list-style-type: none"> ◦ Stay open until 9pm ◦ Sign up Genius out to pool community a week ahead if time for grilling sign up • 6/20 Teen Night (Drop Off) (5:30-8) <ul style="list-style-type: none"> ◦ Food - Chick Fil A? • 6/25 GUYS Night \$20 <ul style="list-style-type: none"> ◦ Food - buy food to cook or order food? ◦ Wife Drop-off/DD Encouraged • 6/27 Elementary School Takeover (Drop-off) (5:30-8) <ul style="list-style-type: none"> ◦ Food: Pizza, Chips; cookies; water ◦ Theme: Bubble Machine, DJ, leis • 7/16 Crab Feast (Adults Only) (\$50) (6-?) <ul style="list-style-type: none"> ◦ Food: Crabs, Shrimp, hushpuppies, fried chicken (Safeway); corn on the cob, 2 big salads, dessert, watermelon ◦ Music, tents, bibs
<p>Parties - Ruth</p>	<ul style="list-style-type: none"> • Proposed Pricing: <ul style="list-style-type: none"> https://docs.google.com/document/d/1-TMLULPuma86wYTpzr9XTjYrhQtYKKVfSucy4LqLaks/edit • Come to an agreement via email by end of the this week
<p>Social Media Nick</p>	<ul style="list-style-type: none"> • Content calendar

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

Action Items	
	<ul style="list-style-type: none"> <li data-bbox="272 743 1047 779">• look at current pricing of parties - do we need to adjust?