

Parent Board Agenda
June 4, 2018
6:00 PM, Horlick High School



- 1) Next meeting, _____
- 2) Approval of agenda and minutes
- 3) Fall & Winter Season Objectives
 - a. 501(c)3
- 4) Head Coach
 - a. Pool updates
 - b. Fall & Winter Meet Schedule
 - c. Mobile Optimization
 - i. 60-65% of visitors to our website do so via a mobile device
 - ii. Google recently released an article discussing mobile optimized websites
 1. Here are the highlights from the article
 - a. More than half of people say they look poorly on brands with mobile sites that are not designed for use on a smartphone
 - b. Over 40% of online transactions happen on mobile devices
 - iii. IM can add mobile optimization to our website in 28 hours at \$85 per hour (\$2,380)
 1. SEA is one of the only sites on their servers that remains to be mobile optimized
 2. If desired, IM can make the mobile update now and defer invoicing to a date of our choosing
 - d. Donation to Pritchard Park pool
 - e. Discussion on eliminating meets (maybe Pentathlon)
 - i. Can we get by with Wisconsin YMCA Regionals (attempting to secure Wisconsin Regionals, but not relying on the income from this event), Pirate Plunge, and Summer Sizzler?
 - ii. Our bylaws read a lot different in regards to how often we should run meets than how we operate now
 - iii. Running average for the Pentathlon meet is \$3700
 1. Can we bump-up our fees?
 - a. Assuming 100 swimmers in the Fall & Winter, that would be \$37 per athlete
 - i. What if we spread that over the Spring & Summer too?
 - f. Strength Training coach update
 - g. Questions, concerns, comments?
 - 5) Treasurer
 - a. Financial report and statement balances
 - 6) Registration

- 7) Meet Director
 - a. Pirate Plunge recap
 - b. Summer Sizzler
- 8) Vice President
- 9) Official
- 10) Fundraising
 - a. Swimoutlet.com earnings mailed last week, \$69.31
 - b. Total raised from Mileager's sale, \$714
 - c. Total raised from Kenosha Kingfish game, \$100 (20 tickets sold this year compared to 54 in 2017)
 - d. Halina will be stepping down from the Scrip coordinator position (she's too busy), we'll need to find a replacement. She'll cover through summer, but would like to begin training her replacement soon. FYI, if we have a volunteer, it's easy enough to pass-off after one meeting/training. I did it on a past team and taught myself how to use it.
- 11) New Business
 - a. Liz Christensen stepping down, next move
- 12) Unfinished Business
 - a. Committees for new board members
 - b. Head Coach review
 - c. Handbook
 - d. New pool
 - e. Sponsorship program
- 13) Adjournment goal, 8:00 PM