



SEA Board Meeting Minutes

Date: October 11, 2014

Attendance: Pat Lewno, Neil Wright, Melissa Abel, Trina Cain, Missy Reischl,
Brenda Rose, Rebecca Scharff, Jen Trask, Kim Wergin
Absent: Vickie Blesser
Guests: None

Approval of Minutes: Missy Reischl made motion to accept minutes, Melissa Abel seconded, all in favor, motion carries.

Agenda: See Attached Agenda

Financial VP Report: Missy

- Registration Updates - See Attached Reports
- We currently have 97 swimmers with 9-10 new families.
- Tryouts are Oct 27th, Park HS 6:00pm
Registration is Nov 3rd, Case HS 6:00pm

Treasurer Report: Vickie - absent

- Missy reported that all families have paid escrow balances in full, there were no credit card registration payments.

Meet Directors Report: Melissa

- Meet Director Vacancy – Lydia has resigned from her position.
Melissa will be done with her term at the end of the Fall/Winter Season
Kim mentioned she would like to know a clear job description and instructions for the position. Also, what are the expectations of the position. Pat, Melissa & Kim will meet to discuss.
- **November 2, 2014 Meet @ Rec Plex:**
Total = 353/TOSA (36), NBSC (75), LGSC (42), NSSC (80), ??Iguanas Chicago (30), ??FAST (60)
Many families are signing up to volunteer. Had 940 swims last year. Pat will send an email to the teams who have attended in the past. ??Are there more IL teams to come?
- **January 10-11, 2015 @ WSAC:**
Total = 1475/ TOSA (75), SSTY (900), LAKE (500)
??SWAT attended last year & haven't heard this year
- **February 1, 2015 Meet @ Rec Plex:**
Total = 286/ TOSA (30), NBSC (85), JHK (60), NSSC (80), WAM (31)

Fundraising: Rebecca & Jen

- Fall/Winter Opportunities
Elegant Farmer Apple Pie orders are due Oct 29 & delivery is Nov 12 from 5-6:30
- Scrip – Brenda & Kim \$187 from Sept. 13 – Oct 11. Upon further calculation total is \$

Parent Liaison: Trina & Kim

- Presented to board that we have a SEA parent willing to run a Superbowl Football Pool. 100 squares for \$50 each with payouts each quarter & final score. Propose ½ go toward fundraising. This is not a raffle. Pat proposed that a parent run as an individual and donate money to SEA. Can't say that it's for SEA fundraising, but families could do the football pool and donate their winnings to SEA.

Coaches Report: Neil

- Travel Meet will be Green Bay, WI. Hotel will be Tundra same as last year.
- Neil will begin to advertise SEA at Private & Parochial schools with flyers that he used with RUSD. SEA will also advertise in the Journal Times newspaper for 3 days on the Front Page of the Sports Section. We have 97 swimmers now, HS Girls coming back, Tryouts again in November, goal is 150 swimmers. We will have growing pains as we grow. Neil is tentatively looking for a new coach at Case pool.
- Swim-A-Thon: Speedo is kicking in new money. Neil likes to offer good prizes, last year we had a prize of a movie party for the winning group (costing \$500) and Gift card prizes totaling \$500. Neil is looking for \$1000 to support the Swim-A-Thon. Neil is also asking for healthy snack donations toward the Swim-A-Thon Party with the team providing pizza.
Jen asked if we could look into online giving on our website. She felt the team can double what we make if supporters could donate online. We could also build in credit card use for donations. Neil will ask Image Management if they can help us support this idea.
- Level 3 Club Recognition. Neil made suggestions as to what we could do to achieve this level. See attached document. Suggestions include: Board leadership training & succession plan, volunteer development, coach development, athlete development, Seasonal plan for training groups. We will continue to develop these areas. Neil gave feedback after attending Club Leadership & Business Management School Program 10/12/14.

New Business:

- 30th Anniversary
See attached info sheets presented to board. Becky, Kim & Neil visited venues. The Fountain, Masonic Lodge, Roma Lodge, Marriott & Meadowbrook (doesn't work because of size)
Sit down dinner, Silent Auction, Raffle baskets from all swim groups, Band or DJ for music, Discussed varying costs, Marriott enjoyed the most, manager had ideas, but most expensive. Additional expenses include invitations, cost of silent auction & raffle items, Our goal? At best we will break even. Additional ideas include "Come Celebrate 30 years of SEA" Past, Present, etc. Reunion?? Fish option needed because during Lent. RSVP – evite, postcards & postage, Facebook site, we will need a way to check who is going with a master RSVP listing on website. Method of Payment? Could we use PayPal?
We can ask Marriott if they can lower their cost (informed us it is their slow season) Otherwise we will have to go with Roma Lodge.
- Pat informed the board she is retiring at the Banquet which is the end of the Fall/Winter season. She will help with the 13+Over State meet in August, however she will not work the other Spring/Summer Sessions. To be an Administrative Official you need to be certified, attend a workshop, learn what deck refs do, learn all scoring, learn the meet manager program. Could have someone shadow Pat. Discussed a committee regarding SEA options and a game plan.

Unfinished Business:

- Pool Project – update – Neil will follow up with Machinery Row project and Y downtown facility.

**Next Meeting: 2nd Monday, November 11, 2014, 6:00 pm Location: Case HS pool
Meeting Adjourned @ 7:35pm. Submitted by Brenda Rose**