



STAR Swimming Board of Directors Meeting

ECC Flickinger Center

November 15, 2023

5:30pm ECC Flickinger Center Boardroom

Mission: STAR builds champions in and out of the water, foster youth dreams in a safe and supportive environment, and develops dedication and excellence in their lives.

Core Values: Accountability, Respect, Resilience, Passion, and fun

Vision: A Western New York Club with a National Presence

5:35 Meeting Start

Karen made a motion to approve. Shana seconded. All approved.

Roll Call:

- | | | |
|-------------------------------------|----------------------------------|--|
| 1. Caitlin Herbert
(present) | 5. Natasha Fatta
(present) | 9. Fernando Medellin
(present) |
| 2. Stephanie Markowski
(present) | 6. Shana Stegner
(present) | 10. Open Seat
(n/a) |
| 3. Karen Coen
(present) | 7. Mark Moldenhauer
(present) | 11. Steve Mullins
(not present) |
| 4. Jeffrey Errington
(present) | 8. Laurin Derrick
(present) | 12. Melanie Sandquist
(Present (Shadowing)) |

Minutes Approval

- **October** Minutes Approval

Caitlyn made a motion to approve. Mark seconded. All approved.

Head Coach/CEO Report

- STAR Swimming Activities
 - Hosted the first Super STAR Series Meet - went well
 - Hosted the Fall Classic - over 350 athletes from the area, athletes did well supporting each other and the timeline was maintained
- CEO Priorities
 - Met with VM about climate control and temperature of the pool
 - Met with Co-Presidents
 - Reserved bus for the Indy Trip in January, \$11,000: close to the same price from last year

- Reserved the copier machine for meets
- Met with Co-Meet Directors (5) (plan for future meets, expectations of the positions, etc...)
- attended multiple college signings
- met with J. Tedeschi about his media production roll
- Community Program
- Competitive Program
 - Seniors - focus on strength and injury prevention, very impressed with progress
 - Getting ready to welcome back senior girls from the varsity season and transitioning senior boys to their varsity season
 - Morning practices are not yet established but will be explored if there is interest and commitment
 - Dreaming - adjusted well to increase in training throughout the season
 - Good performance in the Fall Classic
 - Athletes will continue to focus on stroke and technique to prepare for the STAR Invite
 - Learning - learning athletes will start increasing intensity and there is a focus on technique and improving stroke, there has been good feedback to date
 - Exploring - focus on body position and progression through the strokes, focus on flip turns and starts
 - Northtowns - encouraging swimmers to take advantage of ECC practices when able, flyers went home to Sweet Home students and there has been good interest from the flyers - discussion ensued about getting flyers to neighboring districts
- Membership
 - 117 athletes current to date
 - Inquiries continue to come in with interest to join
- Programming
 - Fall Classic - two pool meet, went well as a two pool meet, exploring when to schedule this meet during the 23-24 short course season
 - STAR Invite entries are continuing to come in (currently 600+ athletes registered)
 - Super STAR Series 2 entries are coming in as well
- Summary
 - Meets continue to be a financial benefit for the club

Co-Presidents

- Examine Board Committees:
 - Current: Compensation, Governance, Finance
 - Transition: Governance, Finance, Operations
 - Governance (holding all positions accountable, finding, screening and recruiting new board members, evaluations)
 - Finance (work with head coach/CEO to prepare next seasons budget, recommend budget revisions, and any other monetary focused task such as sponsorships, fundraising, etc...)
 - Operations (membership, volunteers, meets, social events, outreach etc...)

- Follow-up on strategy for increasing sponsorships
 - Share: **Recommended Restaurant Directory**
 - Seek out multi-level sponsorships from local restaurants that we will advertise during larger home meets - suggested proposal shared and discussed
 - Who is overseeing sponsorships & plan moving forward
 - board members interested in exploring corporate sponsorships should consider joining the finance committee as described above
 - Last season we had a letter that was shared with families/prospective sponsors and we incentivized families to secure sponsors... repeat this idea?
 - discussion on how to approach corporate sponsorship this swim season
- Jason proposal for website re-design and handbook updates: Stephanie to share
 - discussion on how to move forward with this possibility, information is being gathered
- Social Media check-in: December: Fun (12/6/23); January: Passion (1/10/24); February: Accountability (2/7/24)
 - In the future, maybe some type of recognition for swimmers who are chosen (bag tags?)
- Date for December: Holiday Party
 - Looking at a potential Saturday date
- Date for January Meeting
 - 1/17/24
- Indy Meet general summary: Transportation and Accommodations
 - Chaperones
 - TJ will approach families that would be interested in chaperoning the trip based on athletes that have qualified
 - Meals
 - TJ will approach families that would be interested in coordinating meals based on athletes that have qualified
 - Communication (Jen and TJ)
 - Jen has secured accommodations for the team
 - TJ has secured bus for the travel
 - Apparel: design and order
 - TJ will cover the design and order based on the athletes who qualified
- Follow-up with TJ outstanding from last meeting
 - Any new memberships generated as a result of last months trials (including SH)
 - Facilities follow-up: beyond Vinnie
 - Advertisement: Sweet Home and Newman League
 - Meet Directors: updates / outcomes
 - Karen & TJ: Olympics Promotion - lead time?
 - Karen has reached out and not heard back yet
- Parent Volunteer Suggestion: award sorting/distribution following meets with possible volunteer credit 1-2 hrs.

- will be discussed at a future meeting
- **Reminder** Karen & TJ to handle Complete Athlete Protection for 18+ athletes.
- Apparel
 - All Stars in Hamburg, some apparel order hiccups
 - Discussions occurred about other possible companies in the area
 - Exploring a flash sale for holiday gift season
- Opportunities to host clinics at our facility: Revenue, Exposure, Skills
 - discussion occurred, further discussion will occur in future meetings
- Upcoming Meets:
 - Super Star Series # 2: Saturday, Nov. 18
 - Star Invitational: Thursday-Sunday, Nov.30-Dec.3
 - Super Star Series # 3: Saturday, Dec. 16
- Any other areas of concern
- Closing Remarks

Treasurer's Report

- Financial Report
- Any updates from Bookkeeper Nicole

Executive Session:

Swimmer/Parent Forum (30 minutes max) – Please complete the Request to Speak form prior to the meeting to assist the Board in allocating time to members who wish to speak. The forms will be available at the meeting. Each speaker will be allotted at least 2 minutes but no more than 5 minutes

Meeting Concluded @ 7:51

Karen made a motion to approve. Mark seconded. All approved.