



STAR Swimming Board of Directors Meeting

ECC Flickinger Center

October 24, 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

5:42 Meeting Start

Roll Call:

1. Caitlin Herbert (present)	5. Natasha Fatta (present)	8. Laurin Derrick (absent)
2. Stephanie Markowski (present)	6. Shana Stegner (present)	9. Fernando Medellin (present)
3. Karen Coen (present)	7. Mark Moldenhauer (present)	10. Open Seat (n/a)
4. Jeffrey Errington (present)		11. Steve Mullins (absent)

Minutes Approval

- September Minutes Approval
Karen made a motion to approve. Shana seconded. All approved.

Head Coach/CEO Report

- STAR Swimming activities
 - Annual parent meeting: good attendance
 - Successful Fall Event at Monaco Farms
 - Successful Super Star Series Meet: 8 teams, 240 athletes
 - 4 Senior Athletes recognized by Niagara LSC
 - TJ awarded senior coach of the year by Niagara LSC
 - Attended Eastern Zone meetings
 - STAR Awarded LC Sectionals and LC Zone Meets for 2025
- CEO Priorities
 - Meeting with multiple new families & currently have some swimmers completing trials
 - Met w/appropriate people to better meet management
 - Met with facility personnel about air quality/temp in the pool
 - Serving on Niagara Delegate Committee
 - Serving on Niagara Senior Committee

- Community Program
 - Lessons: discussions are still occurring
 - Still in search of a Director for Little STARS, a job ad needs to be sent out
- Competitive Program
 - Senior group has been successful in and out of the water, especially their development in the weight room.
 - First Senior competition in Victor
 - Dreaming: big emphasis on technique and getting prepared for upcoming meet
 - 12&U: Super Star Series, great races
 - Learning Series: It is forecasted to see big improvements in technique in the younger group
 - Exploring: Attendance has been good, looking to boost the numbers in this age group
 - Newman League Ad to increase numbers in the younger teams (cost \$150)
 - Northtowns attendance has been good and the performance of the 12&U at meets has been successful
 - Flyer advertising STAR swimming is being sent out to the Sweethome School District
- Membership
 - Total athletes: 112 (Buffalo only) 134 (Buffalo and Jamestown)
 - Advertising ideas discussed to increase membership
- Programing
 - Meet operations: many volunteers from many families
 - Fall Classic entries are coming in
 - Upcoming: STAR Invite
 - Upcoming: Super STAR Series 2
- Summary

Co-Presidents

- Follow-up with TJ on outstanding items from last meeting
 - Follow up questions presented by Shana
 - discussion occurred
- Share Enrollment Updates: # specific / group
 - Senior: 45
 - Dreaming: 36
 - Learning: 25
 - Exploring: 6
 - Jamestown: 22
 - Does the staffing model line up with the numbers of registered athletes
- Follow-up on Retention Strategies following Coaching outreach to former members not-registered for 23-24 season
 - discussion occurred
- Karen & TJ to handle Complete Athlete Protection for 18+ athletes.
- Vacant Board Position Recommendation - Stephanie
 - potential member(s) discussed, plan for next steps established
- Discussion regarding written request received on October 17, 2023
 - discussion occurred

- New Apparel Orders + small fundraising opportunity: Stephanie
 - sites researched to get the following with the new logo
 - Patches (logo)
 - Car Magnets (logo)
 - Stickers (core values, logo)
 - discussion occurred
 - All Star apparel sale yielded 172 items.
- Jason proposal for website re-design and handbook updates: Stephanie to share **Tabled until next meeting.**
- Examine Board Committees: Compensation, Governance, Finance: **Tabled until next meeting.**
 - Fundraising Coordinator
 - Marketing Strategist
 - Outreach Coordinator
 - Social Chair
- Follow-up on strategy for increasing sponsorships
 - Who is handling this
 - What is being done
- Social Media check-in: November: Resilience (11/8/23); December: Fun (12/6/23); January: Passion (1/10/24); February: Accountability (2/7/24)
 - Is everyone in agreement with how the October swimmers of the month were presented on social media?
- Date for December: Holiday Party **Tabled until next meeting.**
- Date for January Meeting
- Indy Meet: will we be attending again this year? Has a hotel block of rooms been reserved?
 - STAR will be attending the Indy Meet
 - Check to see if a block has been booked and details.
- Upcoming Board Meeting Schedule:
 - November 15th
 - December / Holiday Gathering {?}
 - January **TBD**

Treasurer's Report

- Financial Report
- Any updates from Bookkeeper Nicole

Meeting Concluded @ 7:34

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