



STAR Swimming Board of Directors Meeting

ECC Flickinger Center

September 14, 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

Start Time: 5:38

Roll Call:

- | | | |
|-------------------------------------|----------------------------------|---------------------------------------|
| 1. Caitlin Herbert
(present) | 5. Natasha Fatta
(present) | 8. Laurin Derrick
(present) |
| 2. Stephanie Markowski
(present) | 6. Shana Stegner
(present) | 9. Fernando Medellin
(not present) |
| 3. Karen Coen
(present) | 7. Mark Moldenhauer
(present) | 10. Yarev Waks
(present) |
| 4. Jeffrey Errington
(present) | | 11. Steve Mullins
(not present) |

Minutes Approval

- August Minutes Approval
Stephanie made a motion to approve. Mark seconded. All approved.

Head Coach/CEO Report

- Status of Coaching staff
Hired new assistant (AC) : this coach comes to STAR with previous coaching experience. TJ is continuing to seek other potential coaching hires.
- Little STARS
 - Partnership opportunity status
Still in the discussion phase.
 - Status of Site Director position
Still seeking an individual to fill the Site Director position. This position could be impacted by the partnership in the previous bullet. Discussion regarding posting for the Site Director position on Niagara Swim. TJ agreed to post between now and next week on Niagara Swim.
 - Status of the program at ECC for 2023-2024 year
See previous bullets.

- Summary of New Swimmer Evaluations
12 swimmers evaluated, 9 new athletes
- Finalized Northtowns training plan for 2023-2024 year
Northtowns M, W, S schedule - once Newman League concludes will be adding T, R, unless HS meets conflicts. Northtown swimmers are always welcome at ECC practices.
- Update on outreach to other pools in the area
No update at this time.
- Feedback on a marketing plan for new membership(fall advertising)
Email will be sent out through the Sweet Home school systems to increase interest and enrollment
- Lead Coach Communications with membership
Continues to be weekly - 1 combined age group email and 1 senior email
- Any Meet Director/Volunteer Coordinator updates
TJ will be taking over this role and will be meeting with the core people in the upcoming weeks and is starting to work on the first STAR Super Series meet.
- Individual Team/Coach updates
See previous bullet (Lead Coach Communications)
- Coach Communication with their groups on team culture, adhering to safe sport, being good teammates, encouraging open communication with coaches, etc.
First two emails have gone out to parents. This will continue and as the season progresses more topics will be covered.
- Any important athlete updates.
N/A
- First Meet in October - Super Star Series #1
See previous bullet (Meet Director/Volunteer Coordinator)
- Any ECC updates
N/A

Co-Presidents

- Share report from Jen regarding current athlete membership counts
Current athletes registered are 98, down from 154. 154 was reflective of this time last year and does not take into account the ebb and flow of enrollment during the year. There are a few athletes whose registration is pending.
- Brainstorm strategies to attract new membership and reach out to members who have not committed to the upcoming season; include head coach for strategies
It was discussed to have coaches possibly reach out to athletes via email to those who have yet to register with unknown reasons or no previous conversations.
There are 4 athletes completing trials for the team.
Discussion was had as to exploring reasons for swimmers not rejoining and brainstorming ways to improve retention.
- Fall Membership Meeting on Sept 28
Annual Parent Meeting, 5:45pm: This will take place in the mini gym.
Candy and water for attendees.
- Fall social/picnic/welcome back event
Erie County parks: shelter availability is very limited.
Brainstorming: Apple Picking, Bowling, Corn Maze (Monaco Farms in Hamburg)
Possible date: 9/30 (3:30pm) - look into a discount rate and possible items to raffle off

- Status of new caps order
Most recent vendor had the incorrect color red. An alternate vendor will be used.
- Order New Banner for Meets: Design Choice
All Sports does not create banners.
Reaching out to Ace Flags in Depew to get a cloth banner with the new logo.
TJ will also reach out to Speedo to see if they will provide a banner with the new logo.
TJ shared images of the new Speedo banners that will run the length of the pool (25 yards) in the main competition pool facing the stands..
- Status of organizing new apparel order
Looking to explore new apparel options with the new logo and possible name brand items.
- Revisit Outreach Coordinator, Travel Chair, Social Chair positions
Tabled
- Proposal for “marketing/branding” ambassador to increase club awareness
See previous bullets.
In addition, discussion was had about how to get advertisements into schools/districts.
- Develop strategy for increasing sponsorships
Discussion was had to increase meets advertised for the sponsorship cost.
Discussion was had on how to get more sponsorships. Offer incentives to members who bring in sponsorships?
Past Sponsors: Orvilles, Braymillers, Beauty Pools, Richmond Vona, Real Estate, etc...
Discussion was had to add a Sponsorship Chair or Committee so there is one person/group focused on just sponsorships.
- Social Media check-in: highlight STAR successes - feature high school female swimmers as well.
Pictures have been collected from the recent HS meets to highlight on social media.
 - Short Course Season: Will we recognize 1 OR 2 swimmers from each level during the first full week of each month on Wednesdays. To be posted on social media and in coach updates.
 - October: Respect (10/4/23); November: Resilience (11/8/23); December: Fun (12/6/23); January: Passion (1/10/24); February: Accountability (2/7/24)
- Swim-a-thon prizes & bag tag distribution
These have been distributed.
- Distribution of awards/medals assembled at Senior Zones to remaining families
These have been distributed.
- Propose developing Formal Coaches Accountability Action Plan: in writing
ie: Job Description/Expectations/Handbooks/Consequences
Athlete Responsibilities
Family Responsibilities
Coach Responsibilities
- Discuss presentation to include both dreaming and senior athletes: peer pressure, bullying to include cyber bullying, social media safety and awareness, perceptions vs reality, drugs, alcohol, vaping, importance of character building, accountability both at home and at school, or at the pool
D&G Wellness was used in the past.

- Future sessions could be shortened
- Making it part of a practice
- Propose presentation to parents and or athletes: value of good nutrition and the difference it can make on your performance. Why/WIFM-help athletes reach their goals, and value added
This can be further explored.
- Schedule dates for October, November, and December meetings
10/24/23
11/15/23
No December Meeting

Treasurer's Report

- Financial Report
N/A
- Any updates from Bookkeeper Nicole
N/A

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

Motion to adjourn the meeting: Karen

Seconded by: Shana

Meeting Concluded: 7:34