



## 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

### Roll Call:

- |                         |                         |                    |
|-------------------------|-------------------------|--------------------|
| 1.) Caitlin Herbert     | 6.) Shana Stegner       | 11.) Steve Mullins |
| 2.) Stephanie Markowski | 7.) Mark Moldenhauer    |                    |
| 3.) Karen Coen          | 8.) Laurin Derrick      |                    |
| 4.) Jeffrey Errington   | 9.) Fernando Medellin   |                    |
| 5.) Natasha Fatta       | 10.) Yariv "Reeve" Waks |                    |

### Minutes Approval

- August Minutes Approval

### Head Coach/CEO Report

- Status of Coaching staff
- Little STARS
  - Partnership opportunity status
  - Status of Site Director position
  - Status of the program at ECC for 2023-2024 year
- Summary of New Swimmer Evaluations
- Finalized Northtowns training plan for 2023-2024 year
- Update on outreach to other pools in the area
- Feedback on a marketing plan for new membership(fall advertising)
- Lead Coach Communications with membership
- Any Meet Director/Volunteer Coordinator updates
- Individual Team/Coach updates
- Coach Communication with their groups on team culture, adhering to safe sport, being good teammates, encouraging open communication with coaches, etc.
- Any important athlete updates.
- First Meet in October - Super Star Series #1
- Any ECC updates

### Co-Presidents

- Share report from Jen regarding current athlete membership counts
- Brainstorm strategies to attract new membership and reach out to members who have not committed to the upcoming season; include head coach for strategies

- Fall Membership Meeting on Sept 28
- Fall social/picnic/welcome back event
- Status of new caps order
- Order New Banner for Meets: Design Choice
- Status of organizing new apparel order
- Revisit Outreach Coordinator, Travel Chair, Social Chair positions
- Proposal for “marketing/branding” ambassador to increase club awareness
- Develop strategy for increasing sponsorships
- Social Media check-in: highlight STAR successes - feature high school female swimmers as well.
  - 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
- Distribution of awards/medals assembled at Senior Zones to remaining families
- Propose developing Formal Coaches Accountability Action Plan: in writing
- 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
- 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
- Schedule dates for October, November, and December meetings

### **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