



## BLSC BOARD MEETING: JULY 20, 2024

### *THE INTENTION FOR THE BLACKLAKE SWIM CLUB BOARD MEETINGS:*

*TO PROVIDE A STRUCTURE FOR THE EFFECTIVE MANAGEMENT OF ALL SWIM CLUB OPERATIONS, TO IDENTIFY AND IMPLEMENT CURRENT NEEDS, AND INSURE LONG TERM VIABILITY AND OPERATIONAL EXCELLENCE.*

### MEETING MINUTES – (Revised 9/20/2024)

- **CALL TO ORDER** - 10:31 AM, Steve Herrera, President
- **ESTABLISHED QUORUM:** STEVE HERRERA, GAYLE TURNER, MARTHA PIGNONE, LINDA GRAHAM, BECCA KELLENBERGER, SAMANTHA NAGLER
- **TOURNEY HILL LIAISON:** Dave Stout only wants to see the budget and minutes, not to attend meetings.
- **MEMBERS:** 1 present from the general membership (Jerry Bridge)

#### PRESIDENT'S REPORT –

- **Pool Status** – Steve has been out of commission. Chemicals have been checked daily by Clarence, Board members, or Irene Woo. Pool has been crowded, but people are having fun. People don't obey rules, but that is on them.
- **VP** – Steve appointed Becca Kellenberger as the interim VP, per the Bylaws. She was approved as the new VP with a new job description (Website, Communications, Volunteers)
- **MOTION:** Approve minutes of the May 18, 2024 Board meeting as drafted. Approved (Becca/Martha).

#### BOARD REPORTS

##### **Vice President** – Becca

- The Board has approved Becca as VP, with changes to the job description to include the website.

##### **Secretary** – Gayle Turner

- **Minutes:** On website only. Members won't have to log in.
  - There have been issues with members renewing who have not been able to renew at the renewal rate. Linda sends a letter to all.
  - Didn't know we needed to pay for a license for the Paid Member Subscription plugin until Jacoby from CC Design Pros advised that we do & she confirmed with Gwynne.
  - Discussion to abandon Stripe and use PayPal, with pros & cons. PayPal takes you out of BLSC website and to the PayPal account. Will continue to evaluate
- **Poolside Chat** - Gayle will send Draft to Board to proof, and then to Becca to blast out to members.
- **Volunteer form** – Gayle created another volunteer form to use as a marketing tool. Becca will send it out tonight.
- **Communication** – Email was sent as a reminder on Thursday. It seems like not all people got it.
  - How can we find out if folks are getting this? People are overwhelmed. Keep things short. Send out email to ask if members are getting emails.
  - Who are core members who appreciate value of pool? Call and ask. Emails aren't reliable.
  - Will send out Volunteer form tonight.

## Membership – Linda Graham

- **Current Member Count** – We have a total of 158 paid members. New members have increased very well. Mostly word of mouth, but one said got info from our website.
- **Waivers** – Sent notice to those who didn't sign waiver from January thru June. Had to send twice. Three people sent new waivers back. Mostly people who paid by check (versus online) need waivers.
- **July memberships** – 9 new, as of Thursday. 29 are due to renew in July, but 10 have renewed.

## Treasurer – Martha Pignone

- **Paid members:** 109 paid members up to July 20 (not counting renewals). Total current membership = 158 (counting renewals through end of year).
- **Maintenance** – Spent less than budgeted. Hopes nothing will break. (\$4,000 in 'reserve')
- **Membership** – Only sees that 22 members are due to renew through December. Some pay ahead, some are late. Numbers need to get up to 140 paid members through the end of the year to give us a buffer. Don't cut off memberships. Need the revenue. Leave banner up for now. Make personal calls.
- **Budget** – Saved on gas. Significantly under budget. Things not in budget: website Paid Member Subscription licensing, domain name (due in November at \$99), etc.
- **Tech support** – Becca needs another hour with Jacoby of CC Design Pros @ \$65/hr.
- **Demographics** – Has changed a lot in the last few years. Older members left, many families now.
- **New Pricing** - Two-tier pricing? If members don't live at Blacklake, should they pay more (\$750?). Nipomo will be at 30,000 residents soon. This has become the Nipomo community pool (NHS has a pool, too).
  - Need forward-thinking pricing structure. Had 180 members when \$400/yr. When raised to \$500, lost 40 members. Should we have single memberships vs. family memberships? Doesn't feel like a community pool for Blacklake home owners with so many members living outside of Blacklake. Start new pricing in January? Needs more discussion.
  - Still need online payments, as well as check. People don't mind paying \$15 fee. When Stripe renewals overpay because of Stripe processing issues, some members will donate the extra \$25.
  - We don't charge enough compared to other pools in area. Alternative is we don't have a pool.
  - Did Jerry Bridge work with BL management? No. Why can't BLMA contribute to this community asset? Steve talked to Don Wells, who said there is no appetite to contribute. Most BL people don't use the pool (<10%). What happens to BL if the pool is removed?
  - Need large financial contribution to do necessary capital improvements (decking, resurfacing, etc).
    - Decking: DIY... Can use material, then paint. Do in sections. Worth pursuing? Ask TH to pay for upgrades out of reserve first. Get a price on materials. Ask county if this is OK. Need permit?
    - Deck has deteriorated b/c it is not hosed down every day. Need volunteers to do this every night or morning.

## Operations – Samantha Nagler

- **Out of commission** – She has been ill. Thanked others for taking up slack, especially with chemicals.
- **Dispenser** – May send back? Got towels to go with it. Easy to install. Maria will refill. Will try it out.
- **Soap dispenser** - Needs new so soap can be added manually, not by cartridge.
- **Work Party** - Jerry Bridge to organize a work party w/Samantha - Saturday, 7/27 from 10 AM -1 PM.
  - Paint shower in AM. Pergola? Closet cleaning? New spa cover (\$29) – must be 4' from water.
- **Keys** – Jerry Bridge to make 5 duplicate keys

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**MEETING ADJOURNED AT 11:41 AM**

RESPECTFULLY SUBMITTED BY GAYLE R TURNER, BLSC SECRETARY

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THE NEXT BOARD MEETING IS  **SATURDAY, SEPTEMBER 21, 2024 AT 10:30 AM** IN THE BLACKLAKE COMMUNITY ROOM.