

In Attendance: Brittany McCool, Anissa Olson, Sara Shaji, Wanda Campbell

Penn Fair Swim Club – Board Meeting Minutes

1. Baby Pool Condition & Repairs

Findings

- Significant structural damage identified:
 - Cracks throughout pool, including full perimeter crack at top
 - Peeling paint exposing deteriorated material beneath
 - Holes in cement (one large enough for a finger to penetrate)
 - Possible mold-like substance observed under paint
- Cleaning efforts revealed extensive deterioration
- Pool floor appears intact, but overall structure compromised

Repair Needs

- Sandblasting
- Major concrete repair
- Repainting

Estimates

- Dan (initial review): Minimum ~\$5,000 (pending full inspection)
- Secondary contractor: \$8,000–\$13,000
- Additional quote to be requested from Carlton Pools

Status

- Likely outcome: **baby pool closed for the season**
- Safety measures may include staking and securing the area

Funding

- Current funds insufficient
- Sponsorships, donations, and grants being explored

Future Consideration

- Potential conversion to **splash pad** (pending funding and insurance approval)
 - Noted low utilization of baby pool in prior season
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2. Staff Training (Guards & Shack Workers)

- **Date:** Thursday, May 14 | 6:00–8:00 PM
- **Rain Date:** Sunday, May 17 | 1:00–3:00 PM

Expectations

- Board members encouraged to attend and introduce themselves
- Many new hires this season

Requirements

- I-9 verification (staff must bring two forms of ID)
- All staff must complete onboarding prior to training

Food

- No food will be provided (paid training considered sufficient)
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3. Staff Onboarding & Payroll

Requirements

- Individual email address
- Payroll system enrollment (direct deposit required)
- Scheduling/payroll app download

Policy

- **No paper checks will be issued**

Challenges

- Some staff lack email accounts or bank accounts

Resolution

- Staff must set up accounts (parent account acceptable if minor)

Deadline

- Must be completed prior to training to ensure payroll processing
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4. Membership Status & Revenue

- Current memberships: **44 total**
 - Approx. 7 are board members

Concerns

- Lower-than-expected enrollment for this time of year
- Compared to stronger enrollment in April of previous year

Actions

- Online credit card payment system implemented
 - Result: initial new memberships obtained
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5. Opening Picnic / Open House

Event Details

- **Date:** Sunday, Memorial Day weekend
- **Time:** 1:00–3:00 PM
- **Member Meeting:** 4:00 PM

Purpose

- Serve as **open house** to attract new members

6. Food Service Plan

Menu

- Hot dog, hamburger, or cheeseburger
- Chips
- Soda
- Cookie

Pricing

- Flat rate: \$5 per meal

Rationale

- Eliminates confusion from prior ticket system
- Improves efficiency and flow

Cost Analysis

- Estimated cost per meal: ~\$1.50–\$1.80
 - Strong margin at \$5 price point
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7. Food & Beverage Purchasing

Primary Supplier

- Restaurant Depot (bulk purchasing)

Supplemental Purchasing

- ShopRite sale:
 - 4 cases (12-pack) for \$20
 - 48 sodas total

Assignments

- Board members to purchase different soda types to maximize sale limits
- Water bottles will also be provided

- Leftover beverages to be used in shack inventory
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8. Event Staffing & Volunteer Needs

Needs

- 4 grillers (start ~12:30 PM)
- Setup assistance
- Cleanup assistance (~3:00 PM)
- Food service coordination

Board Role

- Attend event
- Introduce themselves
- Engage with members and prospective members

Additional Support

- Hiring Anthony's son (per diem) for event support
 - Potential hiring of local teens (~\$10/hour) for:
 - Setup
 - Cleanup
 - Grounds work
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9. Marketing & Membership Promotion

Strategy

- Promote event as **Open House**
- Encourage sign-ups during event

Membership Offer

- Standard rate: \$525
- Incentive: Guest passes for new members

Marketing Channels

- Facebook groups
 - Community event pages
 - Word of mouth
 - Flyers and brochures
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10. Facebook & Promotions

- Need access to club Facebook account
 - Plan to:
 - Use password recovery via club email
 - Create public event
 - Share across local groups and community pages
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11. Sponsorship & Donation Outreach

Approach

- In-person outreach preferred over email
- Use:
 - Brochures
 - Sponsorship sheets
 - Donation request forms

Assignments

- Brittany: Sports store, RJ's, surrounding strip
- Anessa: Redner's Markets center and nearby stores
- Others: Bristol Borough, Fairless Hills, and additional areas

Targets

- Restaurants
- Retail stores
- Service providers (salons, dental offices, etc.)

Notable Businesses

- Shady Brook Farm
- Wegmans area (restaurants)

- DiLorenzo's Tomato Pies
- Local strip malls and shopping centers

Tracking

- All outreach must be logged in shared Google Sheet to avoid duplication
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12. Materials & Outreach Tools

- Printed brochures and sponsorship sheets available
 - Display stands purchased for distribution
 - Materials to be distributed to board members for outreach
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13. Facility Maintenance & Grounds

Pending Tasks

- Table painting (in progress)
- Banner installation
- Mulching and landscaping
- General cleanup

Challenges

- Lack of volunteers

Solutions

- Recruit local teens
 - Offer paid assistance
 - Consider donation-based mulch distribution
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14. Vendor Coordination

Scheduled Services

- Power washing (7th or 8th)

- Backflow inspection

Access Issue

- Primary contact unavailable before ~12:30 PM

Solution

- Local board members available to provide access as needed
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15. Fifth Grade Parties

Schools

- Manor Elementary
- Eleanor Roosevelt (ER)

Coverage

- Board members assigned
- Must arrive ~3:00 PM

Requirements

- Waivers completed in advance
 - Parent supervision for bathrooms
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16. Membership & Maintenance Tracking

Issue

- Unclear member status (family vs. individual, hours completed)

Solution

- Use ESOL system to verify:
 - Membership type
 - Volunteer requirements

17. Lawn Care

- Two vendor quotes currently under review
 - Potential to bundle services (e.g., mowing + weeding)
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18. Key Priorities

- Increase membership enrollment
 - Secure sponsorships and donations
 - Complete facility preparation
 - Ensure staff onboarding completion
 - Execute successful opening event
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19. Closing Summary

The board emphasized the urgency of:

- Growing membership
- Generating revenue through sponsorships
- Preparing the facility with limited resources

Success of the upcoming season will depend on:

- Strong community engagement
 - Active participation from board members
 - Efficient execution of event and operational plans
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Meeting Adjourned
