

Millview Swim Club

2019 Summary for Members

Hello, Millview Members

Thank you for your support of Millview Swim Club this year, and for your part in keeping this great community asset going another year. You all know that Millview's pool is a true gem in our community with 40 years of history, and we would love to see this tradition continue for another generation. The volunteer board at Millview has been working on this summary through the summer, to give you as much information as possible for your better understanding of our community club.

There are four main sections in this summary:

- 1) Board Structure and Positions
- 2) Financial Statement with Historical Trend
- 3) Frequently Asked Questions
- 4) Wish List for Improvement

1. Board Structure and Positions

Millview is operated by a volunteer board, with three types of volunteers:

- 1) Elected (President, Vice-President, Treasurer, Secretary)
- 2) Non-elected (Support roles such as Events Coordinator, Lifeguard Coordinator, Fundraising, Social Media, Technology, etc)
- 3) Advisors (former board members who help pass on knowledge and wisdom from their experience over the years at Millview)

2019 Elected Board:

President: Jon Rogers

Vice-President: Will Wallace

Treasurer: David Sellers

Secretary: Melissa Rogers

2018 Elected Board:

President: Shelly Frost

Vice-President: Laura Tywater (Jon Rogers thru 5/25/18)

Treasurer: Betsy Turnage

Secretary: Melissa Rogers

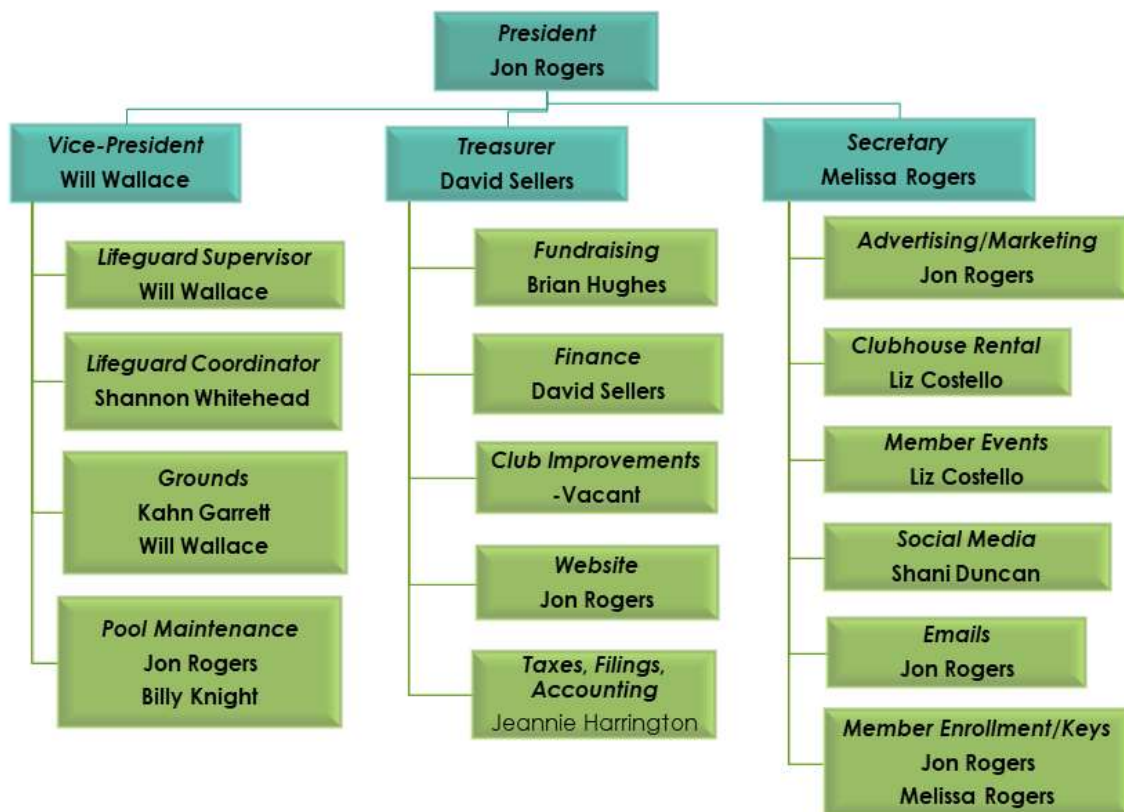
This year's advisors are:

Debra Davis, Jim Davis, Jeannie Harrington, Jim Emrich, Billy Knight, Kahn Garrett

In 2019, all members on the board are new, with the exception of Melissa Rogers who returned as Secretary. It is our goal to keep commitments to a two-year term. That is sufficient time to learn the role, improve on it, and hand it off to another member. Unfortunately, Millview does not have a good history of sharing the load and rotating to prevent burnout.

If you are interested in using your talents to help keep Millview thriving, please reach out to us through the website, or talk to a board member about your interest. Remember, you don't have to be "skilled" or "gifted" in a particular area to be of great value to our community. We are looking for people who are reliable, flexible, creative, patient and invested in safe, healthy activities for our families. This job is hard, and does require a sacrifice of our valuable time . . . but the rewards for our families and community are self-evident.

2019 MILLVIEW BOARD STRUCTURE

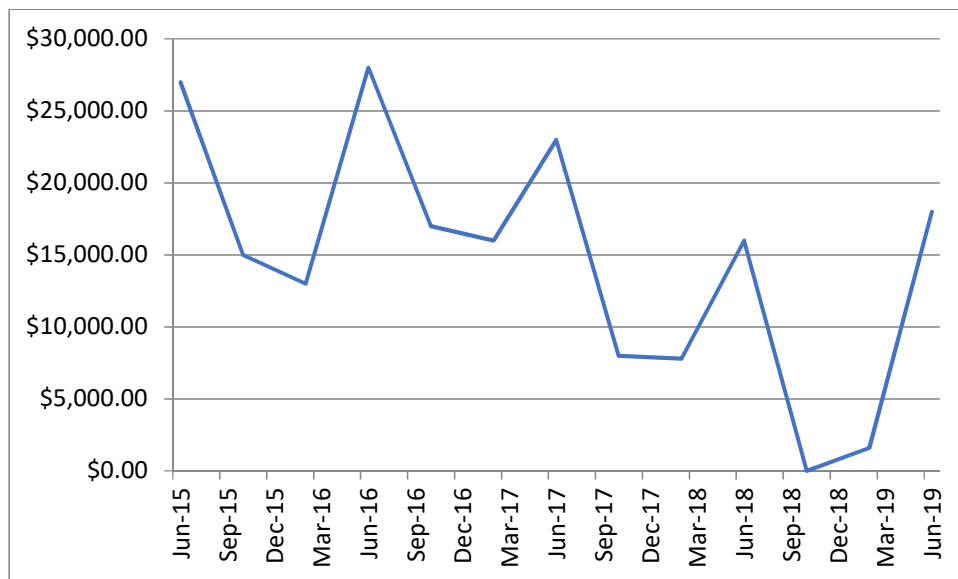


Please note that board members are currently filling multiple roles. We would like to train new individuals to assist in several of these roles. Please consider joining our team for 2020, which begins this fall. Email us at millview@millviewswimclub.com

2. Financial Statement with Historical Trend

The annual membership dues pay for the basics of operation, including insurance, utilities, lifeguard wages, chemicals and necessary maintenance. As we've hovered around 70 memberships for a few years, our cash reserves were exhausted by the end of 2018, and also left a significant deficit of approximately \$5,000 from which we had to climb out of in order to open in 2019. That deficit was reversed by two rounds of fundraising. The first was a "save the pool" campaign that generated approximately \$4,000 in generous donations from members and neighbors of Millview. That money pulled us through the fall and winter of 2018, as we had financial obligations to our pool maintenance company until March 2019. The second fundraiser was for Smoked Pork Shoulders, which generated approximately \$1,800 in revenue in April of 2019.

The graph below shows the financial history of Millview's cash flow over the past four years.



For reference, our expenses in 2018 were unusually high due to the utilization of a pool maintenance company, Langley and Taylor. They performed all routine maintenance (cleaning, vacuuming, adding chemicals) and also some mechanical repairs to our filter system. The results were satisfactory overall, and the cost was approximately \$7,500. In 2019, due to funding deficits, we had no choice but to perform all repairs, maintenance, purchasing and adding of chemicals "ourselves." Our team of lifeguards were tasked with daily brushing and vacuuming of the pools prior to opening. We also hired a consultant to guide us through the best practices of maintaining the water, and he was always available to give help as situations arose (like the cloudy water issue).

2019 Millview Budget

<u>Expense</u>	<u>Actual</u>	<u>Projected</u>	<u>Notes:</u>
	Jan to July	Aug to Dec	
Lifeguards-payroll	\$7,225	\$4,000	Lifeguard pay is \$9/hr
Payroll taxes	\$472	\$1,400	
Utilities			
Water (Milcrofton)	\$560	\$300	
Electricity (MTEC)	\$1,973	\$1,500	
Insurance	\$5,264	\$0	Liability and Property
Pool Expertise (Consultant)	\$975	\$500	
Lawn Care	\$1,080	\$0	From 2018 service
Lawn Care 2019	\$0	\$0	Volunteer mowing from Kahn Garrett
Pool Chemicals	\$1,000	\$300	
Maintenance	\$1,926	\$300	
State License/Permits	\$680	\$0	
Telephone (emergency)	\$574	\$164	*Land line required by State of Tennessee
Virtual Phone	\$60	\$0	This is Millview's listed number on website
Advertising	\$1,353	\$0	3,800 flyers mailed in April 2019
Webhosting, email, cloud storage	\$249	\$0	
USPS - PO box rental	\$92	\$0	
Bank Service Charge	\$35	\$25	
Snack Shack	\$0	\$0	
Total	\$23,518	\$8,489	
Income			
Memberships	\$29,625	Paid Memberships	84
Guest Fees (\$3 per person/visit)	\$883		
Parties and facility rental	\$577	Average Member Rate	\$352.68
Total Income	\$31,085	Goal:	90 \$31,741.07
Expenses per 2019 Budget	-\$32,007	Actual:	84 \$29,625.00
Total surplus or deficit for 2019	-\$922	Difference	-6 -\$2,116.07

3. Frequently Asked Questions

Q: Who takes care of the pool cleaning?

A: Lifeguards are paid to clean the pool before the opening shift each day. This includes brushing, vacuuming and skimming.

Q: Who takes care of the chemicals and maintenance of the pool water, filters and pumps?

A: This year we are doing that ourselves. Jon Rogers has been doing most of that work, with input from our very knowledgeable consultant (Nathan Minor) who assesses the water at least once per week and answers multiple calls and texts. We would not have been able to do this without Nathan's services.

Q: How are decisions made, and who decides what information is passed on to members?

A: The elected board reviews all policy changes together, gives input and casts our votes. We strive to share all relevant information as it relates to matters of safety, housekeeping and finance.

Q: Who cuts the grass?

A: This year, Mr. Kahn Garrett has generously donated his time and machinery to keep the grass cut and blown off the pavement. This is a huge contribution, and we are so thankful. Mr. Garrett lives next door.

Q: Why was the Snack Shack not opened this year?

A: We did not have the resources. The snack shack is a significant investment of time for two members to manage and staff (with kids), and has been reported to cost Millview approximately \$500 per year.

Q: Will the Snack Shack be open next year?

A: We would like to try. Probably just a few days per week, and on a volunteer basis.

Q: Why can't we eat in the pool area?

A: We take great measures to keep Millview clean and sanitary for all our members and their guests. We don't want to swim with a bag of Doritos that has blown into the water, or have to clean that up. Yuck.

Q: Why do the lifeguards get to eat by the guard shack?

A: We love our guards! We love you, too! We want our guards to be well nourished and hydrated during their short breaks, so they can be alert in the unlikely event they need to rescue you while on duty.

Q: Can we do anything about the terrible music that's on the radio?

A: Yes! We would love to have a Spotify account that only contains songs that are approved for general listening at Millview. We share your concern about foul language and inappropriate content.

Q: Why did the pool close one day for cloudiness, and half of another day in the deep end?

A: The board decided that if we can not see the drain in the deep end, it is not safe for swimmers. The lifeguards must be able to see all swimmers in all locations. As communicated in the emails, it was particulate suspended in the water, and not a matter of biological or chemical instability.

Q: We didn't hit our goal of 90 memberships. What does that mean for next year?

A: As you see in the budget above, we have no cash reserves and it will be difficult to make it until opening next year. We will have to work extra hard to generate enough memberships next year, as well as plan some fundraising. That may happen between closing weekend 2019 and opening in 2020. If you see those emails, please read them and join in the effort so that we can open in 2020 and continue this great Franklin tradition.

4. Wish List for Improvements

As we work toward rebuilding our financial footing, we are asking for members to consider making contributions beyond their dues. Specifically, there are areas in need of maintenance, improvement or replacement. We have compiled a list of specific needs (and wants) that we believe will make Millview a more attractive and enjoyable club for our families and friends. *Please reply through the website (millview@millviewswimclub.com), or talk directly with the person-of-contact for the item you would like to champion.* We kindly ask that you follow this protocol, so that things are done according to the method the board has arranged.

1. Painting the Tennis Court Lines (contact Jon Rogers)
2. Replacing the Tennis Court, Volleyball Court and Basketball nets (contact Will Wallace)
3. Pressure washing and sealing concrete around pool area (contact Will Wallace)
4. Toilet seats (4x) Oval, White for pool bathrooms (contact Melissa Rogers)
5. Pressure washing and painting concrete floor under pavilion (contact Will Wallace)
6. Vending machine for snacks (and drinks?) (contact David Sellers)
7. Covered swing outside the gate (contact Melissa Rogers)
8. Infrared LED camera for monitoring parking lot (contact David Sellers)
9. Flat-panel monitor and tablet for displaying info to members (contact David Sellers)
10. Resealing and striping the parking lot (contact Will Wallace)
11. Trimming the huge oak tree in the front yard (contact David Sellers)
12. Remove, blast or strip, and repaint lifeguard towers (contact Jon Rogers)
13. Re-tile both pools around the top (blue tiles that are coming off) (contact Jon Rogers)
14. Other things you see . . . please let us know! (millview@millviewswimclub.com)

On behalf of the entire board, we would like to thank you for taking the time to read this document. We appreciate your support of this community and look forward to finishing out this summer with you. Please reach out through email if you have any questions or concerns that were not addressed within this summary.

Best regards,
Jon Rogers
Millview President 2019