

**14 July 2014 TCRI Board Meeting 7-9 pm      Location: Nicoletti's**

**Attendees: Lisa Mesmer, Charlotte Long, Steve Brodfuehrer, Amy de Leon, Brett Foster, Kim Gosnell, Laura Theofilis**

### **Ongoing Biz**

- 1. Approved Last Minutes by all**
- 2. Membership Update** (Laura) 60 shareholder and 13 associates (2 at discounted rate)
- 3. Financial Update/Budget /burn line** (Ron via Brett) Treasurer recommends keeping \$10K in reserve to cover end of season/closure expenses, insurance costs, taxes, etc.
  - TCRI Board feels we can operate for the rest of the season at our current burn rate.
  - Currently, we have about \$30K in bank to meet the expenses for the rest of the year, as well as the reserve.
  - We have 40 operating days left at full burn rate; we should have enough to get through full season.
  - Want to make sure guard safety is met for evening closures; so will try to keep two guards on to maintain that.
- 4. Marketing & Communication Update**
  - National Night Out-Kami Carlsen is coordinating; She has put out a call for volunteers to help with the event on the Town Creek Community Facebook page. Kami will need publicity for the pool. Suggestion to have a pool donation jar out at the event; Also, we should present next seasons pricing plan to facilitate membership.
- 5. Pool Operations: (All)**
  - Approved application by Liz Mesmer to provide swim lessons at TC pool during the approved designated times and guidelines. Waiting for application fee.
- 6. Capital Campaign fund raiser: (Charlotte)**
  - Proposed launching a capital campaign to facilitate donations to the pool.
  - We can target local “friends of the pool” (eg. donor recognition on tiled wall/walkway) or rally for more public and global support. One website worth exploring is [www.indiegogo.com](http://www.indiegogo.com). This site offers several pricing options including flexible or fixed funding;
  - TCRI agreed to revisit this possibility at a later time.

## **7. Membership Dues Rates for 2015 Season:**

- Motion: Continue to provide traditional family rates for shareholders and associates, plus offer additional memberships: member +one rate; single rate; day/weekend pass rate (\$200); Also implement a fee for inactive shareholder (\$150)
- **TCRI approved Family Membership rate:**
  - 1. If paid before May 1, 2015: Shareholder pay \$395/Associates \$540**
  - 2. After May 1, 2015: Shareholders pay \$450/Associates \$600**
  - 3. Members will pay service fee for using PayPal**
- Discussion: do we offer a tiered associate membership or load base?
- Propose that someone research what daily load base is, to come up with load base. Example: \$150 per person; couple \$300; pre-paid usage card: 10 uses for \$ amount; need to consider an inactive fee (suggested \$150).
- Other items to consider along with the rate: how are we going to implement it? And need to control access.
- We need to propose a scheme

**Meeting Adjourned at 9:10 pm**