OCTOBER 2023 BOARD MEETING MINUTES

Date: October, 9, 2023
Location: Juene's House
In Attendance: Mallory, Elise, Charlie, Juene, Rob, David
Absent: Patrick, Jules, Kelly

August Meeting Minutes
- Approved

Financials
- In good shape
- 20+ new members, 475 members right now
- Paid $280 for Long Bridge pool rental
    - Couldn't get the county rate unless we can show majority are from Arlington
- Saving from no longer having an assistant

Elite Team
- Losing 4 members

Website Update
- Attended a Clubsum demo
- Sent us a recording for those that couldn't attend
- Looked promising
- Wouldn't be a total replacement, only replace certain portions
- Will check 3 approaches, Shopify next

Creating more momentum with both a Spring and a Fall Goal Race
- Waiting on race schedule to come out, particularly Rev3 and Kinetic
- Waterman's is a good end of season race
- Chattanooga will be the Ironman goal race next year but will overlap with Waterman's
- Shouldn't be a problem as they cater to 2 different groups
    - People doing Chattanooga wouldn't be doing Watermans and vice versa

Winter clinic series
- Goal: at least one clinic a month Jan - Mar
- We have a swim clinic coming up and could do another one

- Looking into running and bike clinics
- Could make it chargeable to non-members

Diversity
- Instead of a diversity discount, could do a scholarship program
- Would need to add to newsletter soon and announce before annual meeting and programs open
- How many scholarships do we want to offer–just 1?
- Want to appeal to existing members
- Criteria
    - Should it be need based?
    - Should it be, say, $50 off for first x number applicants?

Volunteer and events style guide
- In progress and will release a guide soon

Board nominations
- Do we want to do Google docs for awards and forum for board for transparency
- Vacancies for next year: Communications, Diversity and inclusion, Memberships, VP
- We have more need for Memberships and could combine with Diversity and inclusion

Awards
- Problem is that it can be a popularity contest, hopefully Google Docs will avoid that
- Do we want to ask program leads and other leaders to nominate?
- We can get rid of gender per category

Annual Meeting
- Would like to present survey results and make it more fun
- November meeting will be planning for Annual Meeting