**April 2024 CRKW Board Meeting Minutes**

7:00pm, Monday, April 2, 2024

Pinecrest Room, Strathcona Gardens

**In Attendance**

Mercedes Hayduk, Billie Vose, Kelly Bignell, Nycky-jay Vanjecek, Richard Millns, Margie Weeks, Chris Hayduk

1. **Call to Order**

Meeting called to order at 7:00pm

1. **Accept Minutes from Last Meeting**

Billie moves to accept the minutes from the last meeting. Kelly seconds. All in favour.

1. **Accept Agenda**

Mercedes moves to accept the agenda with the change to add “Business From Previous Minutes”. Nycky-jay seconds. All in favour.

1. **Business Arising From Minutes**
   1. **Bursary**

This is being looked after

* 1. **Gaming Grant**

This is being completed

* 1. **Website – sponsors being added**

Rachel to complete - Mercedes will follow-up

1. **Reports and Discussion Items**
   1. **President**

Congrats to all of the swimmers, coaches and chaperones for a successful Man/Sask swim meet!

* 1. **Head Coach**

We are heading into the home stretch of our 2023/2024 season and I have only 2 items to report on for this month.

Club Growth going forward:

Over the last couple of seasons we have experienced a great amount of growth and development for the club. Much of the growth and interest in swimming has been a result of lack of lesson availability throughout the country. The great work we as an organization have done is being able to say “YES” to people wanting to learn. We offered affordable lessons, and never turned anyone away. The only time some we couldn’t accommodate was to give people the exact times or days people would like, which is a stretch. We worked in a small piece of the pool and served our community to the best of our ability. Many of those swimmers have moved into our competitive club, or the summer club, and take up swimming regularly. Now we are in a different position, as the pent up demand for swim lessons has ceased, both the county and our own program sees less demand in lessons programs. Now we must once again begin to aggressively recruit and market the swim club, like we did a few years back, it’s time to get back to work on gaining our profile in the community. Our current pool infrastructure has shown that we have the pool space and staff to teach up to 150 learn to swim students. Our after school pool time is currently full at 40+ athletes. We are going to work with the pool to open our after school space for up to 50 swimmers, as this after school pool time supports the best lifestyle for athletes to participate. Our pre dinner pool time supports possibly 55-60 athletes if maximized properly. These are lofty numbers in a small space, but it is very important that we carry those numbers as our new pool begins being built. We need to be ready for our 8 lane 25 meter pool by producing a swim club that utilizes our new space as effectively as this current body of our team occupies this smaller space. I have observed the importance of setting precedence in this community, and entering into agreements with large volume and demand for pool space will allow CRKW to operate and serve the community with appropriate resources for years to come.

High Performance:

Performance is a word easy to say and is defined in the eye of the beholder. The ability of our athletes relative to the rarity of the movement skill that swimming requires is much higher than most people know. To be a regional level swimmer is similar to be being a starter on a high school sports team, and many starter on our local school sports teams often discuss opportunities such as scholarships for university teams and perceive themselves as very good, even performance level athletes. Our regional swimmers are seen as just getting started, but in reality are very good at what they do. Currently we are experiencing a bit of a vacuum effect of performance within our swim club, and to pursue this opportunity will take a small shift in our club culture to support. Our clubs culture in the past has been to push exceed a high level of competence relative to their age, and the swimmers either burn out, or leave and often both burn out and leave and pass their problems onto other organizations. Now our club is showing tremendous promise both at the age group (14 & under) and senior (15+over) ages. We have numerous swimmers that are nationally ranked and are experiencing their largest improvement in the 15+over age group; this is and always should be the plan. The difficult issue is how to support senior swimming in our community. Senior performance swimming is extremely difficult to produce initially there is a glass ceiling for sure and much of it is cultural as well as mental for the individuals. I have always believed that talent has much less to do with performance than most organizations know. Talent is very important, but in reality it takes a back seat to work ethic and imagination. Currently in our senior club culture we are raw and vulnerable and the whole thing can collapse very easily. Our strength is we have a large body of swimmers that have the work ethic and talent. Our kids and families commit very well to living a high performance lifestyle. Currently we have swimmers nearing a national and international level of swimming and this is truly rare in a club our size. Again, high performance is a relative word, but trust me when I tell you the level our few swimmers are reaching are amongst the most authentic level of high performance there is in our sport. Breaking through to this level is most difficult when it's pioneered. Our current senior swimmers all have been training together for a long time now, and they have reached a point where this very high level is possible, and it is a struggle to break through because they haven’t trained with a seen a precedence where this level happens. We as a club need to do all we can to help this first wave of swimmers break through and allow precedence for the rest of our team. Our greatest advantage is that our high performing swimmers are deeply rooted and connected to their team mates, again a rare quality as most performance athletes are segregated from the rest of the team as a method of attempting to allow iron to sharpen iron. We have, as a club, done a wonderful job of helping our athletes through this hurdle. I just want to be clear to this body that this is a fragile phase as these young people break new ground for their group and open the gates of awesomeness. Like lighting a match and transferring it to start a fire we have to protect that match and foster the initial flame, once the fire is started things are less fragile.

* 1. **Development Coach**

See Head Coach report

* 1. **Treasurer**

General Account: $57 787.30

Gaming Account $6532.62

Capital Projects Account: $35 001.38

Contingency Account: $30 001.17

The transition to RBC was successful. I plan to set up an appointment with an advisor to discuss a club credit card and other options for our growing club.

Man/Sask Financials:

Swimmer Expenses $18498.78

Total Trip Expenses: $21887.13

Meet Fees $2000

Food Costs $3121.47 Average of $43/day/swimmer X4 days

Flights $9040.71

Hotel $6859.20

Car Rental/Gas/Parking $865.75

Club Costs $3388.35 (does not include coaching costs)

This was great budgeting by our chaperones, travel coordinators and club president. Moving forward, we can possibly build those food amounts into the Swimmers’ upfront costs. We could also save some money booking accommodations within a closer proximity to the pool and avoid rental car costs.

High Performance “Account”:

I will manage the monies coming in to this account. At this point we will code it as Other Revenue (High Performance Fund). This will be separate from the general fundraising account.

Correspondence: Email from Sarah Willis

Sponsorship for high performance group:

Argyle Heating $500 Justin and Sarah Willis

I propose that this be added to the High Performance “account” where it will be split equally between the athletes attending National swim meets. The company in return will receive advertising on CRKW’s social media. I will forward the email to Nycky-Jay with the company’s logo.

* 1. **Fundraising Coordinator**

I am getting out emails tonight to those that have withdrawn from the club.

We are running Spring Plants now and the dough fundraiser for the High Performance swimmers.

Gunter’s Meats will run again in May.

* 1. **Sponsorship Coordinator**

No report

* 1. **Registrar**

No report

* 1. **Meet Manager**

The upcoming April mini-meet will be from 6:30-9:15am – Kim Paddington will be the referee. There will be no meet package. The even file has been sent to Richard.

Swimming for the mini-meet will start at 7:15am – this will give time to set up and test new equipment.

* 1. **VPS Coordinator**

No report

* 1. **Apparel Coordinator**

No report

* 1. **Social Coordinator**

No report

* 1. **Communications/Social Media Coordinator**

There was an article in The Mirror about the Man/Sask swim meet.

Nycky-jay has taken a photo of the High Performance swimmers so that this can be used in advertising special fundraising, etc.

* 1. **Officials Coordinator**

We have two upcoming clinics next week.

Mini Meet volunteer and official positions will be up on the website shortly.

Nycky-jay and I are finalizing a list of responsibilities for preparing swim meets.

* 1. **Electronics Coordinator**

No report

* 1. **Website Coordinator**

No report

* 1. **Travel Coordinator**

No report

1. **New Business**

None

1. **Upcoming Meeting(s)**

Monthly Board Meetings – May 7 and June 4 at 7pm (Pinecrest Room)

1. **Adjourn**

Meeting adjourned at 7:58pm.