

City Swim Project/BCSR  
Board Meeting Minutes  
Thursday, May 20, 2021

Attendees: Mike Switalski, Mike Telesco, Annetta Williams, Charisse Freeman, Rick Marable, Kristy Michalek, Jocelyn Guthrie, Barrett Erbe, Jean Lalomia.

Absent: Yvonne Dubois, Nekia Davis, Dennis Wilson, Jessica Smith, Rich Bleichfeld.

The Executive Board Meeting of the City Swim Project/BCSRs was called to order at 6:02PM on Thursday, May 20, 2021 via Zoom conference, Buffalo, New York.

- 1) Call to Order. 6:02 PM.
- 2) Approval of March 2021 minutes.
  - a) Motion to accept the March, 2021 minutes: Rick M. Second: Kristy M. Approved.
- 3) Approval of Agenda
  - a) Motion to approve the May 2021 agenda: Annetta W. Second: Jocelyn G. Approved.
- 4) Financial Report. Mike S.
  - a) City of Buffalo reimbursement: Waiting on the city.
  - b) ECIDA Grant. Approved for \$8,900.
  - c) Erie County Youth Bureau Grant. Approved for \$10,000.
  - d) 2021 Summer Prime Time Grant. Approved for \$10,000.
  - e) 2022 Erie County Youth Bureau Grant. Lamont W. has submitted funding request for \$15,000. Pending.
  - f) Employee Retention Credit. Mike S. is working with the auditor on this.
  - g) Targeted Economic Insurance Disaster Loan (TEIDL). Applied for \$5000. Prior funding received from EIDL was \$10,000.
- 5) Committee Reports. Various.
  - a) Organizational Infrastructure. Barrett E.
    - 1) DBA has been approved by our attorney, Alyssa Gross. Name change is not complete. We are waiting on city monies. Letterhead, business cards, etc. will then be purchased.
  - b) Programming. Mike S.
    - 1) 104%: Retention rate for 13 and over group.
      - (i) 56%: Retention for 12 and under group (National rate is 48%). Height restrictions are still in place, but may be adjusted. Instructors will be in the water with face shields soon.
      - (ii) The competitive team is doing well with 80% retention. April meet at UB yielded 9 best times.
      - (iii) Creation of the Wellness Director position is important for the Cullen Foundation Grant. This grant is 2 years at \$50,000 per year to cover software purchase for tutoring and the Wellness Director position.
  - c) Marketing and Rebranding. Mike T.
    - 1) Video update:
      - (i) Tentative dates July 14-16. Booked for shoot with Kyle Toth. Video can eventually be used on YouTube and other social media. Went over scripts and updated. Being careful of costs. Chris Muldoon continues to volunteer his time along with the Telesco Agency.

- (ii) Brochure. Revised layout sent to Mike S. today.
  - (iii) Fundraising presentation. Lamont W. and Mike S. to be consulted.
  - (iv) Onboarding materials. Modeled on materials used by major companies.  
Prepares new hires for successful employment. Handouts in development. Goal:  
to formalize the process. 5 instructors have been picked up for summer.
- d) Governance. Mike S.
    - 1) Jessica S., Rich B., and Kelly O'Brien (Attorney, M&T Bank) reviewed our Bylaws and will come to the Board with recommendations. They have a good start on these.
  - e) Finance. Mike S.
    - 1) Audit is now complete but not paid for. The audit is important as many foundations require this.
    - 2) We are still doing business as BCSR's.
    - 3) Endowment/Finance Committee not yet met. Still have outstanding expenses that need to be settled before this meeting happens.
- 6) Team Store. Mike S.
    - a) Not happy with original organization dealt with. Quality not acceptable. Shipping delayed. Want to keep business local. Kathy Battaglia will be working on the store. The pricing will be competitive and the quality good.
  - 7) Onboarding. Mike T.
    - a) Done earlier.
  - 8) Approval of Wellness Director Position. Mike S.
    - a) Discussion held. Target salary for part time position: \$35,000-\$40,000. Search to be completed by July 1<sup>st</sup>. Supported by the Cullen Foundation. Site license to be a yearly expense. Concerns voiced.
    - b) Motion: To approve the creation of the position of Director of Wellness. Barrett E. Second: Kristy M. Discussion. Approved.
  - 9) Old Business.
    - a) Board member registration and coursework. 3 Board members have some things to complete.
  - 10) New Business. Mike S.
    - a) Mike S. elected General Chair of the Niagara LSC (USA Swimming). Role begins September 1<sup>st</sup>. Congratulations! Also asked to speak at the World Clinic in Orlando, Florida.
  - 11) Motion to Adjourn: Annetta W. Second: Barrett E. Approved. 6:44 PM

Draft minutes respectfully submitted: Jean Lalomia