

PCST Executive Board Meeting Minutes

Date: January 3, 2024

Executive Board Members Present

- Brian Stahl
- Curtis Williams
- Erika Goines
- Jim Works

Training Fees and Registration

The Executive Board discussed adjustments to team training fees, including a proposed increase of approximately 10%, or approximately \$10–\$15 depending on training group, beginning April 1, 2024.

The Board also discussed maintaining a multi-swimmer family discount. Families with more than two active swimmers would receive a 50% discount on training fees for each additional swimmer, with the discount applied to the lowest-level training group(s).

The Board discussed implementing an annual registration fee beginning in September, with a team T-shirt included as part of registration.

Team Apparel and Swag

The Executive Board discussed plans for team apparel and merchandise, including:

- Providing a team T-shirt with annual registration
- Seeking sponsors for team shirts
- Exploring opportunities for students to develop potential T-shirt designs
- Evaluating storage needs for apparel, merchandise, and other team materials

Fundraising and Sponsorships

The Board discussed continued fundraising and sponsorship development.

Discussion included pursuing sponsorship opportunities and exploring community donation programs that could help support hospitality expenses during hosted swim meets.

The Board also discussed planning for the team's Swim-a-thon fundraiser.

Staffing

The Executive Board discussed coaching staffing needs and requests for additional coaching hours.

Communications and Team Development

The Executive Board identified several communication and organizational projects, including:

- Developing promotional materials for middle school swimming
- Reviewing and updating new-parent information on the team website
- Improving the team's social media presence and communication
- Updating team logo files for improved use across the website and other digital materials
- Reviewing website administration and access needs