

LAD Board Fundraising Committee Meeting Minutes
LEBANON AQUATIC DISTRICT
1800 S 5th Street
March 15, 2024 at 4:00 pm

10. Call to Order Meeting began at 4:10 pm

10.1 Attendance

Present were Laurie Dennis, Rose Kress, Robert Waterhouse, and Jereme Guenther. In the audience, we had Lebanon Local reporter, Sarah Brown.

We had another technical issue with connecting to our online service, Zoom. Our computer we use is fairly old, and it is imperative that we have a reliable computer with Zoom before our next meeting. We sincerely apologize to our online community who rely on connecting with us online. We rely on our Zoom supporters.

20. Unfinished Business

20.1 Marketing Message and Methodology:

Lorlee has provided an initial draft of a one-page color brochure which features the 5 main problem areas to be upgraded in our facility. The brochure includes photos along with descriptions of the issues targeted for necessary upgrades. Robert has provided several edits and suggestions which Laurie will share with Lorlee. An updated brochure will be shared with the committee as it becomes available. Also in the works is a collaborative effort to create a more extensive informative brochure with the pool's history and the many program features we offer year round.

20.2 Donations Page Design - Web and Print (flyers, posters):

The final one-page marketing brochure will be uploaded to our Donations page of the pool's website. Jill has provided information about setting up a donations account with PayPal and adding a Donate button to our Donations page. Dorrie Board has provided an initial spreadsheet for local printing companies we could approach, as well as other online printers. We expect to grow and add future updates to this list.

20.3 Facility Status Report and Funds Needed

Laurie did a brief review of the 5 main areas targeted for the current renovation project, and we estimate needing upwards of \$2m to cover it. However, there are many needed upgrades not included in that project, for which we hope that ongoing fundraising can help to address, such as new starting blocks, installing private changing booths in the men's locker room, upgrading aged equipment, and much more.

20.4 Event Planning - Lebanon Laps Splash For Cash

Robert pointed out that we have an immediate need for the creation of Lap Sponsorship Sign-up sheets as well as an effective marketing flyer for this event. This is an urgent need. Rose (with the help of Robert) will work to prepare these 2 important documents so that we can move ahead with the plans. May 18th is the date for the Lebanon Laps event.

20.5 Yard Signs

We have been wanting to produce and distribute new yard signs, but are still waiting on a couple of details to complete the design, as well as to secure the funds with which to purchase a run of signs. In the meantime, Laurie reminded us that we have about a dozen existing signs featuring the pool, but lacking a web address. The group feels we must have that web address. Laurie will work to get some stickers featuring the web link which could be adhered to our signs and distributed for posting. Laurie wondered if we could place one of them right at the entrance to the pool/school parking lot. We will check with the school to be sure.

30. New Business

30.1 Creating A Fundraising Foundation - 501(c)(3)

Laurie has spoken to the LAD accountant, the SDAO attorney, Larry Mullins, and Lorlee about proper handling of the funds raised by the committee, as well as the expenditures expected. The collective advice was resoundingly clear that we must establish a 501(c)(3), and become a non-profit charity. The process is a bit lengthy, with several benchmarks to achieve. It requires establishment of a board of directors (min. 5), a set of bylaws, Articles of Incorporation, and a non-profit certification from the IRS. Rose has secured a previous set of by-laws drawn up for the Swim Club a few years ago. She explained that it was a good template to work over to fit our needs. The sooner we get this new charitable foundation in place, the easier it will be to manage finances, solicit sizable donations and seek out grants. Rose volunteered to lead this effort, with Laurie and Robert (and more) to assist. We want to begin this immediately, in time for future events.

30.2 Fundraiser Events With Proposed Target Dates

Rose hosted a meeting with a source, along with Laurie to discuss the feasibility of hosting an End of Summer Carnival at the pool, including food and craft booths, games, and perhaps a simple carnival ride, and/or monster truck rides, a car show, and more. A reasonable goal for a successful carnival could be about \$20k. Rose has secured a date with Lorlee for this event. It's scheduled for Saturday, Aug. 24th, 2024. Jereme was asked about his previous experience related to a triathlon. Early fall of this year would be an ideal target for us to host a triathlon fundraiser. He didn't know that much about it, but was willing to look into potential leads for groups who might advise us. Laurie will speak with her friend (a triathlete) for advice. It was pointed out that we have lots of ideas as a group for more events, which we will flesh out as we go forward.

40. Adjournment Meeting adjourned at 5:15 pm.