

**EAST FORK SWIMMING POOL DISTRICT  
BOARD OF TRUSTEES  
GENERAL MEETING MINUTES  
September 17, 2020 at 8:00 a.m.  
Carson Valley Swim Center  
1600 Hwy 88, Minden, Nevada**

The Board of Trustees September 17, 2020 meeting was called to order at 8:00 AM at the Carson Valley Swim Center, Minden, NV. Board members present were Chairman Mike Hardie, Vice Chairman Doug Robbins, Frank Dressel, and Travis Lee. Kim Rigdon joined by phone.

**AGENDA**

Upon motion by Robbins to approve agenda, seconded by Lee, the agenda was unanimously approved.

**NO PUBLIC COMMENT**

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**CONSENT AGENDA ITEMS**

Upon motion made by Rigdon and seconded by Robbins. The consent agenda items 1a and 1b were unanimously approved.

1a For possible action. Approval of previous minutes from the August 20, 2020 general meeting. and the September 3, 2020 special meeting.

1b. For possible action. Approval of general ledger cash balances, expenditures and investments through August 31,2020.

**No Public Comment**

**2. Discussion Only. Discussion on the District's Strategic Plan.**

Harris stated that she included the timeline and agenda that she set up prior to the planning session we had. I also included the mission statement, the patron survey done last winter, the SWOT analysis, a sample of a strategic planning process model, and an actual strategic plan from the Morgan Hills Community Aquatics Facility. We need a collective vision of who we are now and who we want to be in the future. What do we want to do as far as serving our community, do we want to change or do we want to stay the same, are we going to increase programming, etc. So in bringing this back up, we had discussed a timeline of talking about the strategic plan in October but then we moved it up to September because construction isn't going to come up again until October or November. So discussing it in September, October, November, and December and having a plan before the board to approve in December that can go into effect in January 2021. A strategic plan is a 1-3 year, 3-5 year plan. We want to move this facility into a direction that the community wants. The SWOT analysis will be our main document going forward as we go thru this and talk about how we are going to combat some of our weaknesses and what are some of our opportunities. One of the biggest questions is where are we at financially and where are our financials going in the future. Lee states he likes the Morgan Hill Strategic Plan format. Harris states that she would like to make a rough draft of all of our documents, in the Morgan Hill format, for our strategic plan and bring it to the October meeting for further discussion. Dressel asks if we want to invite the newly elected board members. Harris states that she has already been in contact with them and has asked them to attend the October, November and December meetings. It will definitely be a working document. It's going to be interesting to see where our finances land.

A discussion was held relating to a patron letter written to the board concerning suggestions for present and future improvements in the everyday running of the pool. The board of director discussed all points listed in the letter and the director will follow up with the patron.

## No Public Comment

### 3. Discussion Only. Report from the Swim Center Director: September 2020 Director's Report

**User Attendance:** See board binder documents.

- August 2020 user attendance was down 60% from Aug 2019 due to the slow COVID-19 recovery.
- August 2020 user fees decreased by 58% for Aug 2019. Timing of payments vary from mo. to mo.

#### **Staffing and Programming:**

- CVSC is currently offering Drop-In Lessons to families for all ages. Staff taught 380 individual lessons.
- Families are reserving "Family Time" space.
- Director updating plan with staff on a regular basis.
- Shannon viewed a webinar "Resilient Women in Gov't" GFOA Hosted.
- Shannon attended the Chamber Luncheon speaker Tom Dallaire "Master Plan."
- Richard retirement gathering was successful.

#### **Marketing and Public Relations**

- CVSC won 1<sup>st</sup> place for "Best Place to take your kids."
- Social media exposure and information sharing: Facebook & Instagram.
- Web based: Website, Google Business, and Alignable.
- Publications: Getaway Reno/Tahoe Area, Peak Nevada, Best of CV, Parks and Rec guide (summer edition was cancelled), Almanac.
- Emailing staff and patrons on our internal list to keep up-to-date.

**Employee Recognition:** Employee of the Month: N/A

- All employees during this unusual time of change deserve to be recognized. Everyone has worked really hard to conform to Governors Directives and maintain a level of cleanliness required during this pandemic. Patrons have had positive comments and have felt very safe coming back to the swim center.

#### **Maintenance Updates:**

- Daily maintenance projects are being completed.
- Two Zoom meetings were conducted with the WSE&B project Construction team.

**Monthly Financial:** See board binder documents.

- User fee income does not have a direct correlation to attendance. Income is dependent on timing of payments from Point of Sale System as well as billing.
- Expenditures have been evaluated in every department and cuts/reductions have been made.
- CARES Act funding was approved for \$56,513. Expenditures were from Mar – Aug 2020. We will request additional funding as future expenses accrue stopping the spread of the virus.

**No Public Comment:**

### 4. Possible Action. Discussion on proposed agenda items for the October 15, 2020 meeting

Rough draft of strategic plan  
100% design estimate from Q&D

Upon motion made by Dressel and seconded by Lee to adjourn meeting. Motion to adjourn meeting was unanimously approved.