



Coulwood Community Council Board of Directors

Meeting Minutes
May 4, 2015

Opening

The regular meeting of the Coulwood Community Council Board of Directors was called to order at 7:00 PM on May 4, 2015 in the Coulwood Clubhouse, 506 Coulwood Drive, by Gus Kretschmer, President.

Attendees & Guests

Board members in attendance were Gus Kretschmer, Louie Scarnechia, JoAnne Shoemake, Linda Groff, Allen Reynolds, Adrienne Leo, and Marge Sweigart. Guests in attendance were Jill Robbins, Kim Barnes, Wanda Adkisson, and Rochelle Merritt.

President's Remarks

Gus said that we are preparing for the bi-annual community meeting next week, during which we will be passing the budget for the upcoming year. We will also ask for support for the pool and help for the 4th of July celebration.

Guest Concerns

- Wanda Adkisson came to the meeting to volunteer to serve on the board. She suggested asking local churches to advertise pool memberships and also asked if we could put up a large banner at the pool saying "Memberships available. Join now."
- Rochelle Merritt came to propose two ideas for fundraising: 1) a raffle for a grill and 2) a golf tournament. She offered to help with these and also said that she would like to join the board.
- Linda Groff made a motion to nominate Wanda Adkisson and Rochelle Merritt as board members. Louie Scarnechia seconded, and the motion passed. Wanda and Rochelle will be replacing Missy Seagle and Gerry Roberts, who recently resigned from the board. Their terms begin immediately and will run through December 2016. Because Wanda and Rochelle were elected to fill vacancies and will serve for terms less than three years, they will be eligible for re-election immediately upon expiration of their interim terms of office. (See Article IV Section 1 of By-Laws.)
- Jill Robbins informed the board that she will be heading up the pool appreciation party on May 22nd, and she will send out invitations.
- Kim Barnes, from Charlotte Neighborhood and Business Services, reported that she approached Parks & Recreation about our pool, but they are not interested at this time. She commended us for all that we have done utilizing the Internet and social media. She also made several suggestions for us to consider in our marketing efforts. These included:

Coulwood Community Council Board of Directors

Meeting Minutes

May 4, 2015

- Have an area map with dots indicating where Coulwood pool and council members live. This would enable us to see where our memberships are coming from and areas where we can reach out.
- A community survey using something like Survey Monkey online and/or paper surveys that we could take door to door. The purpose would be to raise awareness of our community amenities and services and also to get feedback and suggestions for how to improve.
- Advertising on our website to generate revenue.
- Using GoFundMe or Kickstarter for fundraising.
- Contact other swim clubs that are in similar financial situations for ideas.
- Have events like movie nights and classes at the clubhouse.

Approval of Previous Meeting Minutes

Gus Kretschmer made a motion to approve the April 13, 2015 meeting minutes by acclamation. Louie Scarnechia seconded. The motion passed.

Treasurer's Report

- Linda Groff, Treasurer, reported that the income for 4/14/2015 through 5/4/2015 was \$1,940.71. Expenses for the same period totaled \$863.08. The bank balance as of 5/4/15 was \$16,688.11.
- Linda recommended paying the fire insurance, liability, and May contract payments immediately. A motion was made by Linda Groff to make the payments. JoAnne Shoemake seconded. The motion passed.
- Gus Kretschmer made a motion to approve the Treasurer's Report by acclamation. Louie Scarnechia seconded. The motion passed.

Committee Reports

Committee reports were tabled until the bi-annual community meeting.

Unfinished Business

1. July 4th responsibilities – Adrienne is working on securing a DJ. Allen is getting the names of the food donation contacts from Jennifer Frye.
2. New neighborhood design – tabled until June meeting.
3. Budget for upcoming year – No changes were made to the proposed budget. It will be presented and voted on at the community meeting.
4. Possibilities –
 - a. Gus said that Brian Sheehan is still looking into the possibility of an investor taking over the pool. If we are not able to increase memberships or raise enough funds, we may need to liquidate. Gus will talk about this at the community meeting.
 - b. Adrienne signed us up for Cybergrants and has started the grant application process with Wells Fargo.

Coulwood Community Council Board of Directors
Meeting Minutes
May 4, 2015

New Business

1. Email blast for community meeting – Linda will compose and send an email to everyone on our email list letting them know that we are in financial difficulties and need their help and encouraging them to come to the community meeting.
2. Newsletter announcements about memberships – Wanda will submit announcements about pool and council memberships to area churches and neighborhood groups for their newsletters.

Adjournment

The meeting was adjourned by Gus Kretschmer, President.

The next regular board meeting will be on Monday, June 8, 2015.

Minutes submitted by: Marge Sweigart, Secretary