

Fort Thomas Swim Club Board of Directors - Annual Meeting Minutes

Tuesday, October 7, 2025, 6:00 PM

Location: Fort Thomas Armory

Call to Order

Pledge of Allegiance

New Business:

- n/a

Old Business:

- n/a

Membership Concerns and Comments

- P. Schiff expressed appreciation for the water aerobics program and hopes it will continue and that more young people will attend. She also noted that the pool needs more lifeguards - the Y has 25 people per lifeguard and suggests this standard.
- J. Baumer asked if there were any lifeguard incidents this year needing medical intervention - BOD answered no.
- T. Biederhorn would like more late night swims and more adult nights. He also inquired as to if the parking lot will be restriped - BOD answered yes, after winter.
- T. Reardon noted an incident where a lifeguard had their phone out for 5-10 minutes.

President's Report

Treasurer's Report

Manager's Report

Election Results - highest 3 win - 40% of membership voted: Jill Taylor 182, Evan Ripley 158, Casey Fennell 150, Tom Reardon 65

Membership Drawing - Winner must be present - Congrats to Charlotte Frazer!

Adjournment - Jill adjourned, Rob seconded

President's Report

As we close out another fantastic summer season, I'm thrilled to share what an incredible year it's been for our FTSC Sharks Swim and Dive Team and the entire community. The Sharks made us proud by finishing the season as Swim and Dive Champions for the first time in 50 years!

Congratulations to all our athletes, coaches, and families for such an outstanding accomplishment!

Our staff and board members truly went above and beyond this season. Their hard work, positive attitudes, and commitment to maintaining a safe and welcoming environment made all the difference. Every event—from kids day to our late night swims—was a great success thanks to their dedication and planning.

The pool and facilities have never looked better! Continued improvements and careful upkeep have made our club an even more enjoyable place to gather, swim, and relax.

As we head into the off-season, I want to thank everyone—members, staff, and volunteers—for making this summer one to remember. Enjoy your fall and winter months, and we can't wait to welcome everyone back in May for another great season at the pool!

Pool and Grounds

Major Projects in 2025

- Added the shed over the pump room
 - Eliminated the pit doors
 - Provided a little extra storage
 - The staff appreciate this, as it's much easier to access the pump room
- Made some repairs to the steps to the high dive
 - Painted the board and steps
 - We will continue to evaluate this
- Purchased a new grill
- Added more umbrellas
- Added another bottle filler (to the left of the concession stand)
- Gave the women's bathroom a little freshening up

Project considerations for 2026

- Parking lot being sealed and striped
- New check-in system for entering the pool
- Purchase and repair of chairs
- Additional umbrellas added
- Monitor the steps to the high dive for possible repairs

Communications Report

Reporting Period: October 2024 – October 2025

Total Emails Sent: 24

Audience Segments: Members, Alumni, Lifetime, Employees

1. Overview

The Fort Thomas Swim Club (FTSC) maintained a strong communication cadence throughout 2025, sending **24 total emails** to members—exceeding the board’s baseline standard of **one email per month**. Email open and click-through rates were consistently high, demonstrating strong member engagement.

While FTSC maintains active **social media pages** for real-time and supplemental communication, metrics indicate that **email remains the most effective method** for delivering important club information.

2. Email Performance Metrics

Example Emails	Recipients	Open Rate	Click Rate
SEPT Member Email	724	75.7%	2.3%
Annual Meeting Notice	630	79.5%	3.3%

Swim/Dive Champs	726	73.0%	1.9%
May 2025 Update	724	81.9%	13.0%
Membership Enrollment (Alumni)	10	70.0%	40.0%

Key Takeaways:

- Open rates consistently ranged **70–82%**, well above industry averages for non-profit and club communications.
- Click rates varied between **0.4–13%**, with event-specific emails (e.g., updates and membership enrollment) driving the highest engagement.
- Targeted communications to smaller, specific segments (e.g., unpaid alumni or new members) showed exceptionally high engagement, indicating that **personalization enhances effectiveness**.

(See attached visual summary for open and click trends.)



3. Communication Goals Achieved in 2025

1. **Standardized Meeting Protocols** – Established clear agendas, timeframes, and processes for board meetings.
 2. **Improved Communication Frequency & Quality** – Regular updates and event notifications increased member engagement.
 3. **Standardized Meeting Schedule** – Consistency in scheduling enhanced member awareness and participation.
 4. **Updated Bylaws & Corresponding Communication** – Bylaw changes were effectively communicated to all stakeholders, ensuring transparency and alignment.
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4. Goals for 2026

1. **Continue Current Trajectory** – Maintain high-quality, consistent communications while tracking engagement metrics.
 2. **Enhance In-Person & On-Site Communication** – Collaborate closely with the management team to develop strategies for on-premise updates and club signage.
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Conclusion:

The FTSC communications strategy in 2025 successfully improved member engagement, ensured transparency, and established a strong foundation for future growth. By continuing this trajectory and enhancing in-club communications, FTSC can further strengthen its relationship with members while maintaining high levels of engagement.

Membership Report

The 2025 swim season started and ended with 550 memberships and 70 Alumni. There were 25 membership certificates turned in prior to the pool opening. 9 cancelled, 2 Lifetime, and

14 Alumni. 43 names on the waiting list were contacted to fill the 25 open memberships. Of the 43 names contacted, 18 declined a membership.

We currently have a waiting list of 959 names. In October of 2024 there were 827 names on the list.

Manager Report

We had a great season with minimal mechanical issues. I was also told by many veteran members that this was the best the pool and grounds had ever looked. The addition of the shed into the pump room was a great improvement both to functionality and safety. We also had the black lines repainted on the bottom of the pool, sides of the pool, and steps which gave the pool a fresh and clean look.

Our guard staff was excellent again this year with no major safety incidents. We were able to stay staffed normal hours through Labor Day in large part to Dr. Charles Hardebeck stepping up again to help me guard.

Our concessions saw an increase in sales as we added back a few of the popular items that had been discontinued in the past while maintaining our high sales options from previous summers.

Our front desk staff remained welcoming and did their best to adjust to new job task requirements. I always appreciate their willingness to take on additional assignments as needed.

We were fortunate to have all of our management team back from last summer with a few new additions. This helped tremendously to have all of us more knowledgeable and seasoned.

Some upgrade considerations for next summer could include the following: add security cameras to the front desk and perimeter of the pool, implement the use of scan cards and member photos on file to ensure that non-members are not entering the facility unattended, painting and resurfacing the floors of the restrooms, and replacing the roller security doors in the concessions stand windows.

Thank you to the board for your continued support in making this season successful!

Election Results

The three new board members elected to the board are: Jill Taylor, Evan Ripley, and Casey Fennell