

Swimming Saves Lives Board of Trustees Meeting

Conference Call

Committee Name:	Swimming Saves Lives		
Committee Chair:	Jay DeFinis	Vice Chair:	Brandon Franklin
Minutes recorded by:	Brandon Franklin	Meeting Date/time:	May 21, 2019/12 PM EST

MOTIONS PASSED:

None

Number of committee members present: 9	Absent: 7	Number of Others Present: 0
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Committee members present: Jay DeFinis, Chair; Brandon Franklin, Vice Chair; Nancy Ridout; Mike Hamm; Debbie Malafsky; Leo Letendre; Susan Pollard; William Kolb; Holly Neumann (Ex-officio)

Committee Members Absent: Patty Miller (Ex-officio); Lisa Ward; Kristina Henry; Susan Ehringer; Mia Erickson-Stevens; Bill Brenner (Ex-officio); Cheryl Richardson

Others Present: None.

MINUTES

The meeting was called to order at 12:00pm EST by Chair, Jay DeFinis.

1. Jay opened the meeting by thanking everyone for joining the call.
2. Donations: Jay stated that the donations for the month of April 2019 were \$1,000 higher than in 2018. Brandon reminded the Committee that year to date, donations are down about \$11,000 versus prior year. Debbie Malafsky asked which area of donations the shortfall was coming from. Brandon said he would send a summary.
3. April is Adult Learn-To-Swim (ALTS) Month: Jay thanked everyone who participated in the April campaign, specifically thanking committee members William Kolb and Holly Neumann. Holly felt it was a big success with some great moments of triumph during the month. She stated there were 53 programs she was aware of that participated in the Campaign, some which had received grants from SSL and some that had not. Those 53 programs had 500 volunteers that taught 1,200 lessons to adults during the month.

Jay stated there were some great photos and stories on the [SSL Facebook Page](#) that everyone should review.
4. Grant Application Process: Holly stated that the Grant Application Window opened on May 15th and applicant can apply [on line](#). The window will be open until July 31, 2019
5. Sub-committee Progress Report: Jay gave a quick overview of sub-committee meetings:
 - Development Committee: a) Jay stated the Giving Levels are almost completed. Should be nailed down in the next development meeting. c) Leo Letendre walked the group through some companies he identified that accept grant applications from organization such as ours. He will keep looking. Jay stated Kristina Henry also identified some organization as well. He will circle up her. William and Leo also spoke about the volume of geographical grants that are available.

- Grass Roots: a) The workshop at convention as discussed. Last year the workshop was focused on running a single large fundraising event. The thought for this year was to focus on what makes an Adult Learn To Swim Program successful. Not just a single campaign or event, but the program as a whole. William Kolb has some ideas and would pull together for the group.
 - Marketing and Metrics: Jay stated he would be setting up a call for this committee.
6. The concept of a Silent Auction was raised by Jay based on an idea of Bill Brenner. Leo stated he would start an email thread to collect ideas.
 7. There being no other business brought forward, the Jay adjourned the meeting.

The meeting adjourned at 1:10pm
