

**Friends of Hales Corners Park & Pool
Board of Directors Annual Meeting
December 30, 2023**

Minutes

I. Call meeting to order and introductions

The meeting was called to order by Don Schwartz at 10:00 a.m. In attendance were Donald Schwartz, Mike Seavert, Suzanne Schwartz, Luanne Hill, Saji Villoth (Contracts Manager, Milwaukee County Parks Dept.), and Patti Logsdon (County Supervisor).

II. Approve meeting minutes from December 17, 2022

Mike made a motion to approve the minutes from the December 17, 2022, meeting; Suzanne seconded, and the motion was approved.

III. Luanne Hill elected Friends Treasurer

Don noted that Luanne was elected as Treasurer by an email vote on February 11, 2023.

IV. Financial Reports

Luanne presented financial reports for 2023 and noted the reduction of income/indirect support of \$75,000, which was the matching money granted by the Milwaukee County Parks Department and rescinded by the Parks Department in early 2023. The money was returned to the Park's capital fund. Patti said that improvements will be made to playground and splash pad with the money. Don noted that recycling money was down v 2022 due to the lower price of aluminum – was .90 a pound in 2022 and has been .60. Discussion ensued on more opportunities to collect cans.

It was also noted there was significant expense incurred to refurbish the sand volleyball court – dweeding, new sand, painting the poles. Luanne suggested we should get some signage on the court to show the types of projects the Friends does in the park.

Not reflected on this report is that Don and Suzanne paid \$1,891.54 in repairs to the Friends' truck for recycling.

V. Discuss Budget for 2024

Discussion ensued regarding dollar amounts for various categories. Recommended to budget for a Festival Foods brat sale. Operating expenses are about \$6,000 annually, with approximately 50% allocated to insurance costs. The Friends have a very lean administrative expense budget.

VI. Discussion on new website status

EVH, the website designer, has created a new logo and completed a preliminary draft of the new website. The board met several times to discuss edits and changes to the draft website. Suzanne is finalizing the document with the recommended changes to the website and will circulate the google doc to the Board for review and then to the web designer to implement.

VII. Fundraising, grant writing, and schedule of events

We discussed scheduling two dates at the Village Market for exposure since nonprofits are allowed two dates at no cost. Discussion ensued on hosting Bucks, Brewers or Packers game viewing parties. Luanne suggested that the Friends have presence in the July 4 parade.

VIII. Discussion on Eagle Scout candidate project/Milwaukee County Parks

Henry Harden's proposed Eagle Scout project for a kiosk and painting the exterior of the pool building was rejected outright by the Parks Department. Saji will look into Henry's proposal and see if there is an opportunity to revise it for just painting the exterior. Saji will also check on repairing the deep ruts and mud in the grass by the path by the playground equipment.

IX. Discussion on annual dues

The Friends do not charge a membership fee. Community members participate in events such as the park clean up and brat sales on an as needed basis.

X. Discussion on membership/Hales Corners Chamber of Commerce

The Chamber raised its dues for non-profits from \$50 to \$100. The Friends were not aware of the change in dues structure and paid \$50 in 2023. Suzanne motioned to keep the membership for 6 months and then not renew the membership. Mike seconded and the motion passed.

XI. Hales Corners Pool closure 2023

The pool was again closed in 2023 for the fourth straight year. Patti Logsdon did not have a list of the pools to be open in 2024 and will get the list and see where Hales Corners falls on the list. Pool opening is based on lifeguard staffing. More funds have been allocated to lifeguard recruitment and compensation. Pools selected to be open are based on revenue and Patti said Hales Corners is at the bottom of the list – within the bottom three pools. Discussion ensued on potential to charge a higher rate of admission as people in this community are willing to pay more, such as open swim rates of \$4 per adult and \$2 per child at Greenfield high school for a 2-hour open swim. The County's method has been to charge equally at all pools.

XII. Board of Director/Officer Elections – Suzanne Schwartz

Luanne nominated Suzanne for secretary for another 3-year term to expire December 31, 2026. Mike seconded the motion, and it was approved.

XIII. New Business- Don wants to work with Saji Villoth to get meeting with Jeremy Lucas, Peter Bratt, and Michael Wrench, with Milwaukee County Parks.

Don is requesting a meeting to provide a presentation on the history of the project, including the design and engineering process and all the requested changes and costs required by Milwaukee County.

Patti Logsdon said that she had received a request from someone using a fake name for information on where the Friends have spent their money for the project. Don reiterated that approximately \$43,000 has been spent on architectural and engineering design, specifications, and plans to meet the innumerable, extensive, and costly demands for changes required by the Milwaukee County Parks Department; \$75,000 in donations from a major donor and \$75,000 in matching funds from the Parks Department were returned; and a \$25,000 pledge was reneged due to delays in the project, due to the constant requests for changes. Additional expenses were incurred for fundraising activities, printing and postage.

XIV. Adjournment

Luanne made a motion to adjourn the meeting. The motion was seconded by Mike and approved. The meeting adjourned at 12:29 p.m.