

Virginia Hills Swim Club

Annual Report 2020

Thank You one and all for your support during the 2020 summer swim season. As we all know, this summer presented our pool community with unexpected and unprecedented challenges due to the Coronavirus pandemic (COVID-19). While certainly not our *ideal* summer, the Board is proud of the fact that we persevered through a tumultuous spring in order to open the pool to all members this summer in a safe manner. The 2020 pool season certainly will be one we will remember. We remain hopeful, and keep our fingers crossed, for happier and more stable times in 2021.

In the pages below you will find our annual report broken down by committee.

Your questions, comments, and/or concerns can be discussed at our annual shareholders meeting taking place **Friday, November 13 from 7:00pm to 9:00pm on Zoom**. All members are welcome to attend, though per our bylaws, only stockholders (shareholders) are permitted to elect the Board of Directors.

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2020 Board & Committee Positions

Name	Office/Committee	Years Served
Eliza Jacobs	President	4
Andy King	Vice President, Facilities Committee Chair (Outgoing)	4
Diane Lentini	Secretary, Marketing Committee Chair	4
Dave Teal	Treasurer, Finance Committee Chair	4
Lisa Staresina	Membership Committee Chair	2
Rocky Entwistle	Assistant Treasurer, Finance Committee	2
Dawn Biggins	Social Committee Chair (Outgoing)	2
Jason Morrissette	Operations Committee Chair	1
Aaron Kahn	Assistant Secretary	2
Caitlin Irvin	Swim Team Representative	Ex-officio

COMMITTEE REPORTS

MEMBERSHIP:

2020 Membership Totals:

<u>CURRENT</u>	TOTAL	Number of new members per category
SHARE - FAMILY	199	22
SHARE - SINGLE	12	0
ASSOC-DIPLOMAT	1	0
ASSOC - MILITARY	6	0
ASSOC – REGULAR	10	5
ASSOC – SILENT AUCTION	3	3
TOTAL	231	30

The 2020 season was a challenging year both for membership growth and retention. We gained thirty new members, including 2 Associate members who converted to Family Share memberships, and 3 Silent Auction members. We anticipate new member numbers will stabilize once the COVID-19 and restrictions associated with it subside.

- 2020 = 30
- 2019 = 55
- 2018 = 68
- 2017 = 69
- 2016 = 56
- 2015 = 36
- 2014 = 53
- 2013 = 40
- 2012 = 54
- 2011 = 49

Buybacks and non-returns:

- 30 members requested a share buyback prior to the start of the 2020 season. This is a little higher than 2019, when we received 26 buyback requests. Two members donated their shares to the pool in lieu of a refund.
- 2 share members were dropped and forfeited the right to their share due to non-payment of dues.
- 20 Associate or Military members did not return.

SOCIAL/SIGN-UP GENIUS:

Due to the COVID-19 pandemic, normal social activities were cancelled for the 2020 pool season. The social committee chair pivoted from normal responsibilities and activities to driving the development and monitoring of the SignUp Geniuses utilized for pool reservations throughout the summer. The social chair created 5 unique SignUps, which accommodated over 4,500 slots for our pool members. She also responded to over 100 emails requesting reservation assistance, cancellations, rescheduling of slots, and varying concerns, ranging from those members who felt there were too many people at the pool to those who expressed frustration over not having enough opportunity to utilize the pool. In addition, the social chair monitored and shared with the Board the pool utilization percentage for each SignUp, as well as the per member utilization and vacancy percentage. She also made recommendations based on reporting for adding additional slots week over week.

Here is a personal message from the social committee chair, Dawn Biggins:

As previously communicated to the President of the Pool Board, I have resigned from the Board. While I have only served 2 of the permitted 6 years, I found the behavior of some members unacceptable and will no longer allow the negativity into my personal life. This was a year unlike any other in our lifetime and the audacity of any member to harass this Board as it attempted to satisfy the desires of over 200 hundred families is disappointing, repugnant and not in the spirit of our pool community. The amount of time it took this Board to operate the pool this summer was at least 3 times what it was in my first year. I remind members that the Board is all volunteers, who have families, jobs, other responsibilities and are dues paying members. Our escape to the pool is often disrupted by the needs of the pool, members and staff concerns and questions.

I wish the Board of 2021 a far better season than 2020. I want to thank my fellow Board members for making the last 8 months tolerable. Each of you should be commended for the time and effort spent on providing a season to our members. I look forward to seeing you at the pool in 2021.

OPERATIONS:

The 2020 season began on June 17, approximately three and a half weeks later than a normal year due to COVID-19. The Board made the decision to not open our facilities in Phase 1 of Re-Open Virginia (May 29), due to the strict limit of only one person per lap lane at a time. Northern Virginia entered Phase 2 on June 12 and Virginia Hills followed five days later.

We finished the final year of a three-year contract with Titan Pools. Titan provides us with maintenance and technical assistance as well as operations staff. We were pleased that so many of the guards this year -- led by manager AJ Tuttle -- were our homegrown young adults. They did a great job in an especially difficult season as we implemented new safety measures and operations to ensure that both guards and members were safe during the pandemic. We had no significant safety issues this year, for which we are grateful.

Titan has winterized the pool; however, we have asked the Irish Plumber to winterize the bathhouse plumbing and water fountain.

The Board has received and reviewed three proposals from local pool management companies. Over the next few months, the Board will decide on which pool management company will provide Virginia Hills with maintenance, technical assistance, and operations staff. We again are hoping that next year we can keep up the trend of having guards that are familiar with the pool. If you have a teenager who is interested in becoming a lifeguard for 2021, please reach out to the Board. We will connect you to the pool management company once it is selected.

In 2020, we continued to use our manual sign-in sheet. If you are interested in technology and would like to help us work on our pool access process, please let us know. This could be a board position or could be a volunteer position outside of the board.

Pool Rules: The Board reviewed the pool rules and updated them for the 2020 season. The rules had not been updated since 2011.

Pool-related repairs/costs we will need to consider in the coming years:

Re-caulking the perimeter of the main pool and baby/wading pool: Proposal from Titan Pools for \$3,875.63

New main and baby/wading pool covers: Proposal from Titan Pools for \$18,300 (\$13,500 for main pool; \$4,800 for wading/baby pool)

New pool cover anchors: Proposal from Titan Pools for \$3,014.38 (\$2,096.25 for main pool; \$747.50 for baby pool; \$170.63 for sales tax)

FINANCE:

While stable, our 2020 financials were severely impacted by the pandemic and significant repairs to the pool facilities, including the need for new sand filters, at a cost of \$8,400. Revenue was lower than is typical due to fewer new member acquisitions and churn amongst returning members. We were fortunate to receive a \$10,000 grant from the Fairfax RISE COVID-19 Small Business and Nonprofit Relief Grant Fund. Special thanks to Assistant Treasurer Rocky Entwistle for pursuing the grant on the Board's behalf.

Below are a few of our highlights, a summary of our financial position, and our detailed statement of activities.

- Current Checking/Savings account balance is \$46,000, down from \$97,000 in 2019
- Principal balances of loans total \$104,000, this is down from \$130,000 in 2019
 - We made double payments on main loan from January to August in 2020
- 33 share members placed a one-time hold on their share. Of those, 17 share members requested a share hold after having paid 2020 dues. As a result, in 2021, these members will only pay the share hold fee (\$55), a small dues increase (\$15), and the maintenance fee (\$35).

Virginia Hills Club, Inc.

STATEMENT OF ACTIVITY

November 1, 2019 – October 4, 2020

	Total
Revenue	
Membership and Associate Dues	128,595.00
Nanny/Granny Pass	675.00
NCAP Rental	450.00
Sponsorship	4,361.86
Fairfax County Rise COVID-19 Grant	10,000.00
Total Membership	\$144,081.86
Expenditures	
Bank Service Charges	285.00
Total Expenditures	\$285.00
Grounds & Maintenance	
Routine Lawn Maintenance	3,705.00
Total Grounds & Maintenance	\$3,705.00

Insurance	
Liability Insurance	1,295.00
Workers Comp	317.97
Board Member Insurance	\$1,502.00
Total Insurance	\$3,114.97
Pool Management	
Plumbing	1,700
Pool Management Contract (\$53,000 minus a \$4662 credit)	48,338.00
Repairs & Maintenance (incl. sand filter, light, fence and tree removal)	23,277.94
Total Pool Management	\$73,315.94
Pool Upgrades	
New Patio and Railing	27,189.00
Guard Shack (includes electrical and Kent Hurton's finishings)	10,553.75
Total Pool Upgrades	\$37,742.75
Professional Fees	
QuickBooks Payments Fees	2,581.42
Professional Services	60.00
Total Professional Fees	\$4,754.61
Taxes	
General	150.72
Property	5,102.43
Tax Preparation	5,823.00
Total Taxes	\$11,076.15
Utilities	
Electric	3,089.15
Telephone / Internet	1,996.40
Trash	810.78
Water	1,909.43
Total Utilities	\$7,805.76
Total Expenditures	\$141,800.18
Net Revenue	\$2,281.68

MARKETING:

We ran a few marketing events aimed at increasing our membership as well as giving back to our membership:

- New Member Campaign (before COVID-19)
- July/August Membership Sale
- Food Trucks - open to the public
- Doggie Day - open to the public

We were not able to hold any spirit dinners or our annual open house due to COVID-19.

Before COVID-19, we began a membership marketing campaign where we advertised in the following publications:

- Virginia Hills Pool Website and Facebook Page
- Nextdoor.com
- The Patch – Kingstowne
- Neighborhood websites / Newsletter postings
 - Autumn Chase
 - Crestleigh/Amberleigh Homeowners Association
 - Deer Run Facebook Page
 - Huntington Forest HOA
 - The Kingstonian
 - Rose Hill Civic Assn- The Rambler
 - Rose Hill Players
 - Virginia Hills Civic Association- The Echo
 - Woodstone HOA website

Sponsorships/Fundraising

We continued with our sponsorship and fundraising strategy now in its fourth year. We provided the following opportunities and experienced successes in our fundraising goals.

Sponsors (13 in 2020):

- Gold Cub (\$500)
 - Independence Lawn & Landscape; Kingstowne Landscape; Michael Montante, CPA; Moore & Wright Tree Service; Glam Day Spa; Southern Pest Control
- Royal Blue Club (\$250)
 - Kim Muffler, Long & Foster Real Estate; The Irish Plumber; Nation's Capital Swim Club; Paisano's Pizza; The Cover Guy
- Tidal Wave Club (\$100)
 - Hughes Orthodontics
- 50/50 Raffle – Gift Cards
 - Domino's; Five Guys; Grounded Coffee; Giant at Beacon Hill; Goldfish Swim School; Sports Fair

Fundraisers

- Food Trucks
 - Kona Ice Truck
 - Captain Cookie & the Milk Man
- Affiliate Programs/ Doggie Day
 - SwimOutlet.com – Virginia Hills receives percentage from each purchase made
 - Third Annual Doggie Day on the Saturday after Labor Day (September 12, 2020)

Total Sponsorship Funds raised via cash, gift card or In-kind donations: \$6,760.66

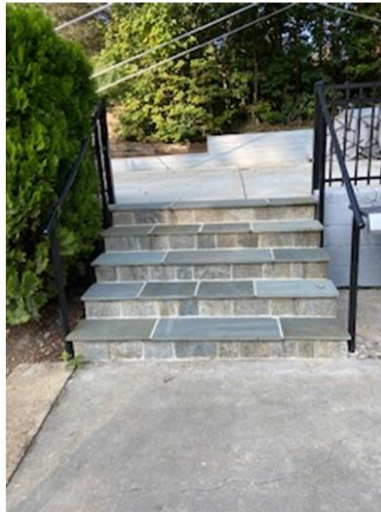
FACILITIES:

2020 saw the completion of the last two major improvement projects identified as priorities by the Board three years ago. Major upgrades to the pool's facilities undertaken during the 2019/2020 offseason include: the upper deck patio and guard shack. Thank you to all that helped assist the completion of these tasks along with the other volunteer work!!

Guard Shack: The old guard shack was demolished and removed Fall 2019. New guard shack was purchased and installed Spring 2020. New telephone service installed along with FIOS for Wi-Fi to improve service for members.

Guard Shack Foundation: Along with the new shack itself, we had a concrete pad and new entrance made for ADA compliance and easier entrance to the pool. Completed Winter/Spring 2020.

Upper Deck Patio: The old/failing upper deck was completely removed. New foundation and concrete were poured to provide stable structure for members. New metal railings installed and steps to patio were done with flagstone to add appeal at no additional cost. Completed in Winter/Spring 2020.



Rope Fence Repair: Two posts replaced due to removal for concrete and patio work. Completed Spring 2020.

Tree Removal: The dead tree along fence on our property removed to eliminate potential damage to adjacent homeowner. Fairfax County Parks removed one tree that was in danger of falling on our electrical lines. A second tree will be taken down in the near future.

Sand Filters: Pump house sand filters failed and were replaced this summer. Pool was back in service a day later. Cost was \$8,400.

New Deck Chairs: Charitable donation to the pool by a member got us around 25 new chairs. In addition to around the same number purchased in the fall for a low price, the inventory of old chairs is reduced and replaced with newer chairs.

Painting: The concrete wall by snack bar and retaining wall by upper deck repainted. Safety yellow painted on stairs and new concrete pad for guard shack.

Miscellaneous: Other fixes or repairs to be done on an as-needed basis.

Potential Projects for 2021:

Tent Canopies: Two replacement canopies are needed for snack bar and team areas. Old vinyl canopies developed tears which means new ones need to be purchased.

TIDAL WAVE SWIM TEAM:

The Virginia Hills Tidal Wave did not have a competitive season in 2020. The Northern Virginia Swim League cancelled league sanctioned competition.

Virginia Hills was able to offer a 10-week practice-only season for a limited number of swimmers (a maximum of 3 swimmers per lane per session).

The spring session of indoor swim was cancelled halfway through the 10 weeks. Swimmers from this cancelled session were offered a 50% refund or a credit towards their summer registration. Registration fees for the summer season went towards paying 2 coaches and 5 junior coaches.

There was no income from the snack bar in 2020.

The team had a small credit from the early cancellation of our spring session at Lee District, we applied this credit to the lane rentals for the upcoming off season. There will be one 15-week session of winter swim starting on January 24, 2021.

Thank You all for a wonderful season and we will continue to keep the team updated as we know more about the 2021 season.