

Virginia Hills Swim Club Annual Report 2021

Thank you one and all for a terrific 2021 summer swim season! This season we returned to more normal/standard operating procedures – 2022 should be even better! We look forward to next year's season.

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 19 from 7:00pm to 9:00pm on Zoom**. All members are welcome to attend - per our bylaws, only stockholders (shareholders) are permitted to elect the Board of Directors.

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2021 Board & Committee Positions

NOTE: The positions of *Vice President* and *Facilities Committee Chair* were vacant in 2021. These positions should be filled in 2022 to help lighten the workload on all Board members.

Name	Office/Committee	Years Served
Eliza Jacobs	President (Outgoing)	5
	Vice President (Vacant)	
Diane Lentini	Secretary, Marketing Committee Chair	5
Dave Teal	Treasurer, Finance Committee Chair	5
Lisa Staresina	Membership Committee Chair	3
Rocky Entwistle	Assistant Treasurer, Finance Committee	3
Jason Morrissette	Operations Committee Chair	2
Aaron Kahn	Assistant Secretary	3
Burt Wagner	Social Committee Chair	1
Lemore Fritz	At-large	Joined mid-summer
Jodi Williams	At-large	Joined mid-summer
Caitlin Irvin	Swim Team Representative	Ex-officio

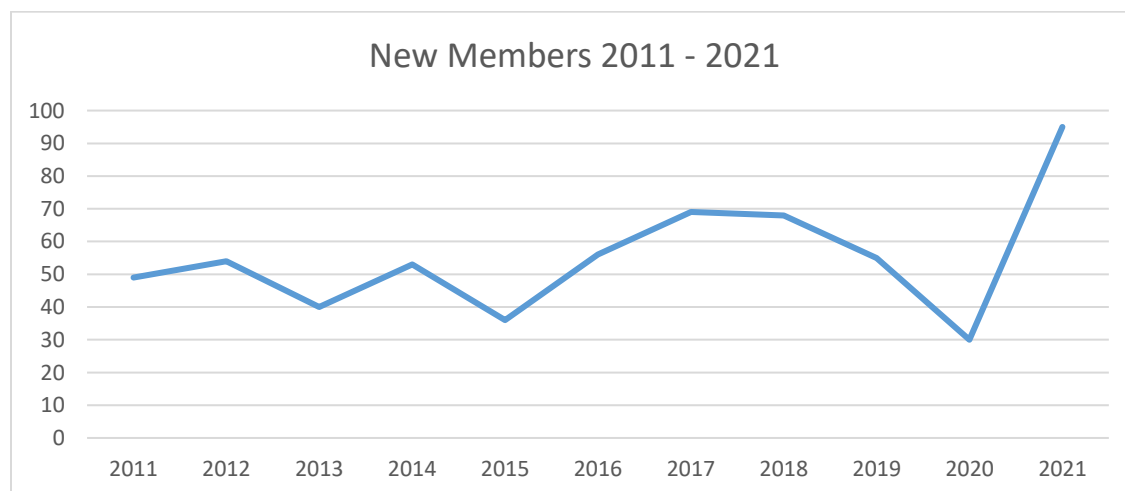
COMMITTEE REPORTS

MEMBERSHIP:

2021 Membership Totals:

<u>CURRENT</u>	TOTAL	Number of new members per category
SHARE - FAMILY	220	52
SHARE - SINGLE	17	3
ASSOC-DIPLOMAT	2	1
ASSOC - MILITARY	15	11
ASSOC – REGULAR	31	27
ASSOC – SILENT AUCTION	1	1
TOTAL	286	95

The 2021 season saw an encouraging rebound in membership growth. We gained 95 new members! This resulted in net new membership for 2021 of 60 new members. Additionally, this year, five Associate members converted to Family Share memberships. Members referring new members to the pool really helped increase the pool's membership this year. The Braunger Family are the winners of the 2021 Member-get-a-member referral contest. They will receive 50% off of 2022 dues!

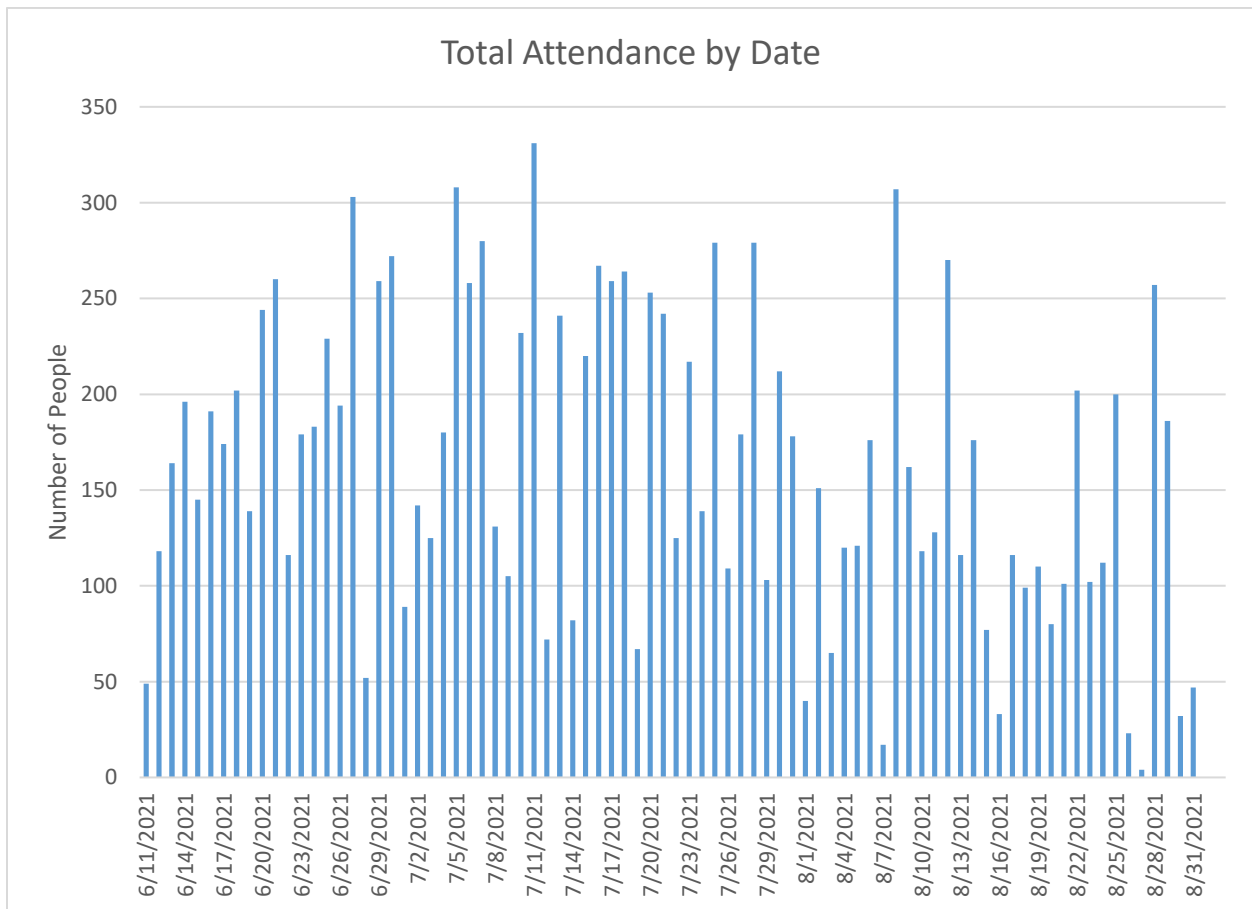


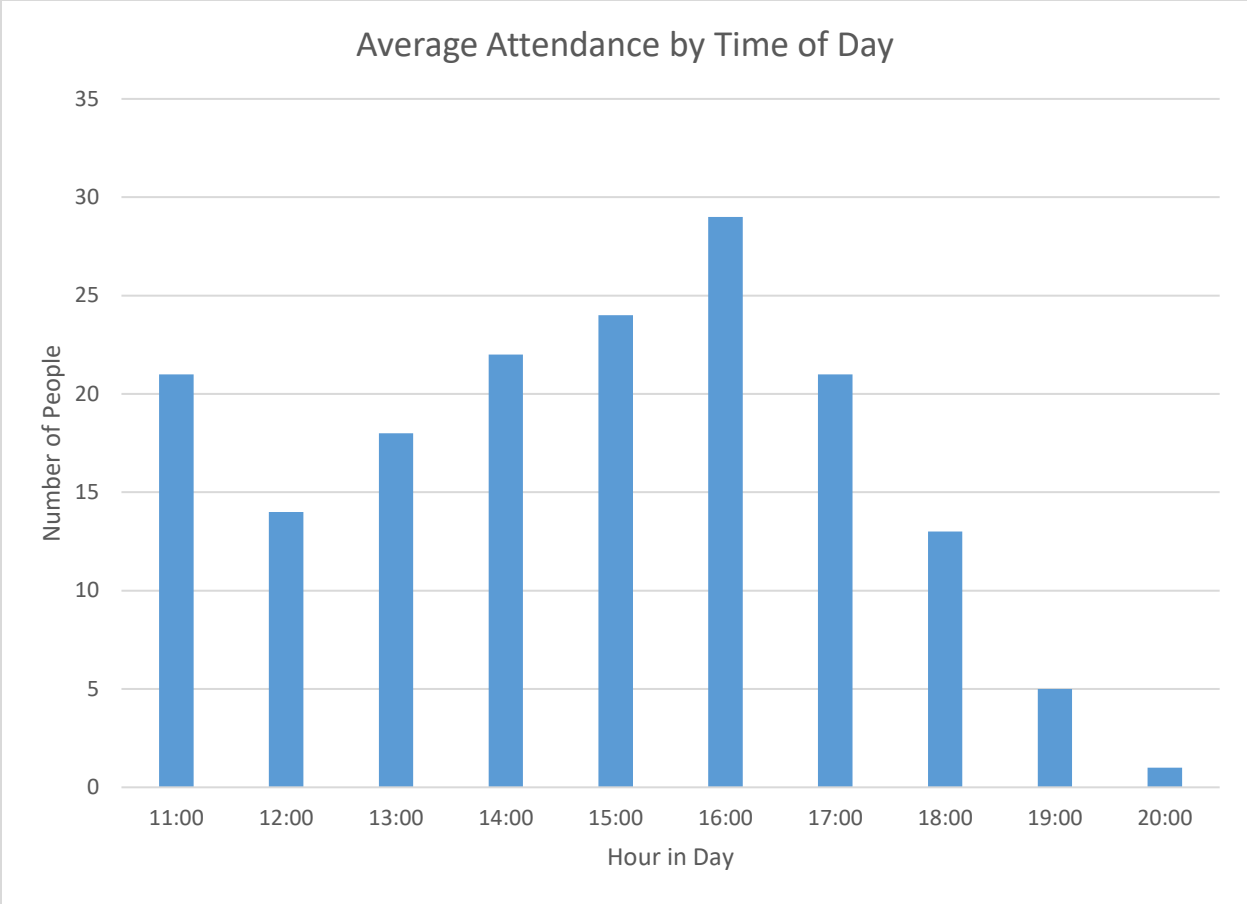
Buybacks and non-returns:

- 24 members requested a share buyback prior to the start of the 2021 season. This is about average with prior years.
- 11 Associate/Military/Silent Auction members did not return.
- 7 members requested to be put on the 2022 Buyback list at the conclusion of the 2021 season.

MEMBER ATTENDANCE:

This season we utilized a new member check-in system to track attendance and facility utilization. Special thanks to Board member Aaron Kahn for building and implementing this system. Please see the charts below for data from this season.





SOCIAL:

We attempted one pool social event in 2021 – an ice cream social in August. We are hoping to have a more robust social calendar in 2022 but the success of these events will be highly dependent upon member support/volunteers.

We do expect to bring back movie nights next summer after we purchase a new projector and screen.

OPERATIONS:

For the 2021 season, the VHSC was able to open up fully on time with some minor restrictions in place.

Titan Pools continues to be the pool management company for VHSC. 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 Sam Weaver -- were our homegrown young adults. They did a great job in an especially difficult season as we continued to have safety measures and operations in place 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.

Major improvements include new pool covers for both the main pool and the baby/wading pool. The new pool covers included new anchors which were installed a few weeks after the pool closed for the off season. The old anchors were removed, and the holes were patched with sanded mortar. VHSC replaced the failing mushroom pump for the baby/wading pool this year.

This season, we were able to offer Raft Night which was very popular with our members.

Titan has winterized the pool for the offseason. The Irish Plumber winterize the bathhouse plumbing and water fountain.

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 2022, please reach out to the Board; we can connect you to the Titan Pools.

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

New lifeguard chairs: Proposal from Titan Pools for \$20,000

New stanchion poles: Proposal from Titan Pools for \$2800

New stanchion cup anchors: Proposal from Titan Pools for \$2000

FINANCE:

Our 2021 financials were good based on a nice economic recovery from the 2020 pandemic year. 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 ~\$50K.
- Principal balances of loans total \$89K, this is down from \$104K in 2020

Virginia Hills Club, Inc.

STATEMENT OF ACTIVITY

November 13, 2020 – October 31, 2021

	Total
Revenue	
Membership and Associate Dues	\$164,200.00
Nanny/Granny Pass	\$150.00
Guest Passes	\$1,500.00
Sponsorship	\$7,565.07
	Total Membership
	\$173,415.07
Expenditures	
Bank Service Charges	\$285.00
	Total Expenditures
	\$285.00
Grounds & Maintenance	
Routine Lawn Maintenance	\$4,520.00
Poison Ivy Removal	\$2,095.00
Brush/Debris Removal	\$2,575.00
	Total Grounds & Maintenance
	\$9,190.00
Insurance	
Liability Insurance	\$9,063.32
Workers Comp	\$718.00
Board Member Insurance	\$1,502.00
	Total Insurance
	\$11,283.32
Pool Management	
Buybacks	\$12,000.00
Pool Management Contract	\$58,000.00

Repairs & Maintenance (incl pest control, bathroom cleaning, light, baby pool repairs, tile, dolphin repair, chemicals, fence, winterization, lifeguard OT)	\$14,752.09
Total Pool Management	\$84,752.09
Pool Upgrades	
Parking Lot Sealant	\$2,993.00
Pool Cover	\$19,300.00
Pool Anchors	\$2,870.00
Umbrellas	\$2,274.69
Total Pool Upgrades	\$27,437.69
Professional Fees	
QuickBooks Payments Fees	\$2,581.42
QuickBooks Professional Services	\$185.50
Total Professional Fees	\$2,766.92
Taxes	
Property (furniture)	\$185.68
Real Estate	\$5,188.39
Tax Preparation	\$6,538.75
Total Taxes	\$11,912.82
Utilities	
Electric	\$3,014.57
Telephone / Internet	\$1,698.09
Trash	\$1,196.43
Water	\$3,484.56
Plumbing (does not include winterization)	\$1,220.00
Total Utilities	\$10,613.08
Total Expenditures	\$158,240.92
Net Revenue	\$15,174.15

MARKETING:

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

- New Member Campaign
- July/August Membership Sale
- Food Trucks - open to the public
- Doggie Day - open to the public

New Member Campaign: The membership marketing campaign focused on advertising in the following publications:

- Virginia Hills Pool Website and Facebook Page
- Nextdoor.com
- The Patch – Kingstowne
- Neighborhood websites / Newsletter postings
 - Autumn Chase
 - Brookland/Bush Hill Civic Association
 - Deer Run Facebook Page
 - Huntington Forest HOA
 - Kingstowne – The Kingstonian
 - Lake Devereux
 - Rose Hill Civic Assn- The Rambler
 - Stoneybrooke – The Sentinel
 - Virginia Hills Civic Association- The Echo
 - Woodstone HOA website

July/August Membership Sale: This membership sale was promoted on the Pool Website, Facebook page, Nextdoor and The Patch. This sale generated 15 new pool share members and 11 associate members for a total of \$13,600.

Food Trucks: In 2021, we expanded our offering of Food Trucks at the pool. Some offered a fundraising aspect while others were purely for marketing purposes to bring members and non-members to the pool in the hopes of generating new memberships. These food truck events were marketed to the Virginia Hills Civic Association, The Patch, Nextdoor, and the Virginia Hills Pool Website and Facebook Page.

- Food Trucks
 - Kona Ice - Fundraiser
 - Rita's Italian Ice – Fundraiser
 - Captain Cookie & the Milkman - Fundraiser
 - Rockland's BBQ

- Pell's Crab Truck
- Anita's Frozen Cotton Candy

Doggie Day: This event was promoted on the pool website, Facebook page, Nextdoor and the Patch. Entry fees were \$5 for members and \$10 for non-members. It generated \$235 in entry fees.

Sponsorships/Fundraising

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

Sponsors (20 in 2021):

- Gold Cub (\$500)
 - Caliber Meetings and Events, LLC; Independence Lawn & Landscape; Kingstowne Landscape; Michael Montante, CPA; Moore & Wright Tree Service; Glam Mini Day Spa; Nation's Capital Swim Club
- Royal Blue Club (\$250)
 - Hughes Orthodontics; DeLorenzo Therapy & Wellness, LLC; Kim Muffler, Long & Foster Real Estate; The Irish Plumber; Paisano's Pizza; The Cover Guy; Zip's Dry Cleaning
- Tidal Wave Club (\$100)
 - Sport Fair; Harmony Animal Hospital
- 50/50 Raffle – Gift Cards
 - Giant at Beacon Hill; Goldfish Swim School; Shadowland; Five Guys

Fundraisers

- Food Trucks
 - Kona Ice Truck
 - Captain Cookie & the Milk Man
 - Rita's Italian Ice
- Affiliate Programs/ Doggie Day
 - SwimOutlet.com – Virginia Hills receives percentage from each purchase made
 - Fourth Annual Doggie Day on the Saturday after Labor Day (September 11, 2021)

Total Sponsorship Funds raised via cash, gift card or In-kind donations: \$7,996.43

FACILITIES:

2021 saw the completion of several projects.

Guard Shack: Painting and improvements were made to the interior and will continue through the off season into next spring, thanks to the Hurton Family

Parking Lot: The parking lot received 5 needed patches and was then sealed and restriped.

Pool Cover: Two new custom pool covers were purchased to cover the main pool and the baby pool during the offseason.

Tree Removal: Fairfax County Parks/Dominion Power removed one tree that was in danger of falling on our electrical lines. A second tree fell in the back lawn area near the end of the season crushing our perimeter fence. This tree will be removed in November 2021.

Perimeter Fence: The section of the perimeter fence that was damaged by a fallen tree near the end of the summer will be replaced this offseason.

New Umbrellas: All new umbrellas (2 for lifeguard chairs and 10 for the deck) were purchased at the end of the season and will make their debut on Memorial Day 2022.

Snack Bar Refrigerator: One of our snack bar refrigerators died and was subsequently replaced.

Landscaping: Overgrown vines and poison ivy were removed from the fences and at the top of the stairs to the basketball court.

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

SNACK BAR

As the 2021 pool season comes to a close, we'd like to take the opportunity to thank the pool community, and especially all of the snack bar volunteers (especially our youngest staff!) who helped make this a successful summer. As new managers, it was a steep learning curve, but it was exciting to bring back an amenity that many members enjoy. We'd also like to take the opportunity to share an overview of operations this season and update the community on the expenses and sales for the summer. Our hope is that sharing this information will assist the Board and broader pool community in making decisions for the 2022 season and beyond.

In May, we responded to the Board's call for pool members to take on management of the snack bar. As the position sat vacant, we decided to take a "leap of faith" and got to work recruiting volunteers, coming up to speed on the ins and outs of food service, and cleaning up the snack bar after nearly two years of being closed. It was our goal to get the snack bar up and running by June 1, but we encountered several unexpected hurdles that delayed the opening date. Thankfully, we were able to open in early July and operate for the remainder of the pool season.

When we attended the pool clean up days in May, it became clear that the snack bar needed some extensive work before it would be ready for food service and that would need to be our first priority. Because the snack bar had been closed and unused since September 2019, there was rodent and insect activity that needed to be professionally addressed. Additionally, access points needed to be sealed to keep pests out. The pool Board helped us work with Service Pro to sanitize the facility and work with Raven Pest & Termite to treat and prevent future incidents. These necessary steps delayed the opening date for the snack bar by about a month. However, it made for a clean and safe environment for food storage and service. It remains to be seen if the cleaning service will need to be an annual expense or not. We would recommend continuing the contract with Raven Pest & Termite since they service the entire pool property and not just the snack bar.

The clean-up got us thinking about steps to ensure food safety, and our step toward opening had to do with understanding Fairfax County Health Department guidelines and how they pertain to VH Pool snack bar operations. According to the [Fairfax County Health Department](#) code, our snack bar is considered a "Permanent Food Establishment" and needs to be operated under the same regulations as any restaurant in Fairfax County. In order for us to be allowed to serve hot or cold food, we would need to apply for and be issued a restaurant permit. In order to be issued a restaurant permit, we would have to install industrial grade appliances, a 3-section dish washing station, and make structural modifications to address building codes related to food service. In addition, we would be required to have a certified Food Safety Manager on-site during all operating hours. Concluding that this wasn't financially or logistically feasible, we made the decision to sell prepackaged food and beverages (which do not need to be held at a specific temperature). This allowed us to operate in compliance

with health guidelines without making costly changes to the physical structure of the snack bar.

Once we had an opening date, we set to work recruiting and organizing volunteers to staff the snack bar. We decided to open during the pool's busiest times: Friday evening, Saturday afternoon, and Sunday afternoon. This allowed us to provide consistent snack bar hours that we could reasonably staff. There were approximately 15 families that expressed interest in volunteering. Most volunteers covered a shift or two, and 5 families (including our 2 families) covered all of the remaining shifts. We made it work and were able to staff the advertised hours, but without a solid volunteer force, even a limited schedule may not be feasible next summer. We heard feedback suggesting folks would like to visit the snack bar on afternoons and weekdays, but without more volunteers, it seems unlikely that we will be able to maintain the schedule we offered this summer, much less extend our hours.

Another big step toward opening involved setting up a system for managing cash flow. We made the decision to operate a "cashless" system to make accounting easy, efficient, and transparent and to eliminate a "cash box" or "cash bag" that would need to be dropped off and picked up between shifts. There was a brief adjustment period, but most members had positive comments about the digital process. Since the swim team is already affiliated with a Square account, we used that platform for the snack bar. It does come with some costs in the form of a card reader that is capable of accepting Apple/Google pay and the processing fees set by Square. The decision was made to continue the tradition of prepaid cards but updated to purchasing them through our Square portal. More information on Square's processing fees can be found [on their website](#). In order to entice people to get their prepaid cards during the snack bar's opening week, we ran a special promotion. That promotion took the Square fees and wrapped them into the purchase price with an added bonus. People were excited about the promotion and allowed us to kickstart the snack bar season.

If the snack bar continues to operate next year, it is our plan to continue the digital plan. We will move prepaid cards to digital "gift cards" that will allow families to track their purchases and their remaining balance. It will also help to ensure that inventory is properly tracked and that purchases are secure. Our hope is that we can acquire a dedicated device at some point that can be used as a snack bar "register". If any pool community members have a device that they would like to donate, please reach out to VHPsnackbar@gmail.com to discuss. Thank you for considering!

The good news is that, despite the challenges and delays we encountered preparing to open, the snack bar turned a profit! The numbers presented in the table below do not account for the cost of professional cleaning or repairs, nor the cost of the Raven contract. They do include the Square processing fees.

<i>Inventory Expenses</i>	\$735.72
<i>Administrative Expenses</i>	\$184.06
<i>Volunteer Cards/Passes</i>	\$237.50
Total Expenses	\$1,157.28
<i>Sales</i>	\$2,714.27
Net Profit	\$1,556.99

Neither of us anticipated the amount of work that went into getting the snack bar operational and keeping it running this season. It was truly a labor of love offered with the intent of bringing value to the pool community. We hope to open the snack bar again in the 2022 season, but we need a larger volunteer force to make that happen. We would also like to hear from members about their snack bar experiences this past season along with what they'd like to see in 2022.

TIDAL WAVE SWIM TEAM:

The Virginia Hills Tidal Wave returned to competition in 2021. Virginia Hills had to limit the team registrations slightly to not over-crowd the lanes but by adding an extra morning practice, the total registrations sat at 162. An abbreviated rookie program was added in late June and ran for four weeks.

The Tidal Wave had five A meets and a record of 4-1 and tied for 2nd place at the Divisional Relay Carnival. We scheduled five B meets as well, two ended up being intra-squad meets and three against Stratford, Dowden Terrace, and Hayfield.

The snack bar reopened in July – thanks to the hard work of Apryl Shue, Erin Jacobs, and other volunteers.

Looking forward to the summer of 2022. The schedule is mostly set as follows although I will not know our Division or the home meet schedule until early March.

Summer 2022 Season Schedule:

Time Trials – June 11
Dual Meet #1 – June 18
B Meet (TBD) – June 20
Dual Meet #2 – June 25
B Meet (TBD) – June 27
Dual Meet #3 – July 2
Morning Fun Meet (TBD) – July 4
Divisional Relay Carnival – July 6
Dual Meet #4 – July 9
B Meet (TBD) – July 11
All Star Relay Carnival @ Hamlet – July 13
Dual Meet #5 – July 16
B Meet (TBD) – July 18
Divisionals – July 23
Individual All Stars @ TBD – July 30

Please consider your volunteer roles for the 2022 now. Looking ahead I am concerned about a “brain drain” and would love to have some new volunteers overlap with our more experienced volunteers. Consider stepping up to be a referee, stroke & turn official, starter, or data coordinator.

Three cheers for Kristin Ellis! She is taking over as Team Treasurer from Brenda Dreesbach.