

PVLMSC Meeting Minutes
Kennedy/Shriver Aquatic Center, North Bethesda, MD
March 21, 2015, 12:30pm

I. Introductions were made.

II. MSA (Roddin, Grover) to approve October 2014 meeting minutes (Annual Meeting) as final.

III. Officer Reports:

A. Chair (John Carlson)

- Bylaw update (initiated as a result of 2014 Convention, and mentioned in October meeting) has begun and is in progress. More in New Business.
- We have a new fitness chair, Christina West.
- We have a need for a new Open Water chair.

B. Vice Chair (Jeff Strahota)

- Jeff talked about LMSC Development Committee updates and that the Peer-to-Peer (P2P) Teleconference Calls are starting again. These are a great way for LMSC officers in the same position around the country to discuss relevant topics and the different ways LMSCs are addressing these topics.

C. Treasurer (Tim Timmons)

- We are doing well with \$75k in the bank. This is always our high point of the year, since the bulk of USMS registration money was deposited in the last two months.
- Sitting \$4k higher than this time last year.
- All national office reports (taxes, etc.) have been submitted.
- Need Alexandria Masters' online entry fee in order to write them a check to support the online entry fee reimbursement initiative.

D. Secretary (Cheryl Wagner)

- No report
- Talked about proper process to handle Cheryl's retirement & changeover to Debbie Malafsky.

E. Registrar (Jeff Roddin)

- Two clubs did not renew in 2015 (DCLV, FEXY).
- There are four new clubs: Potomac Marlins (Cub Run in Chantilly) - new since 2011, Elite Rays Swim Club (Providence Rec Center & PG Comm College), Warrenton Masters (moved from VA LMSC to PV LMSC), and Maryland Suburban Swim Club (Fairland Aquatic Center) which is new since 2009.
- Historical counts of Potomac Valley registered members (as of March 1):
2216 (2013), 2255 (2014), 2261 (2015)

F. Top Ten (Mollie Grover)

- Results have been submitted to USMS for consideration.
- Top Ten times for 2014 are out; Fina rankings also published this week.
- Final Top Ten Rankings are posted online.

G. Sanctions (Peter Lee) – report submitted via email

- There is updated language for the liability release for entries. Event Directors need to make sure they are using this language in their sanction (both paper and online).
- A paper form is required for National Events
- Need a sanction number before event entries go live. This led to a greater discussion about making changes to the online entry form, specifically how to properly get updates/changes approved after a sanction has been granted. Currently, an event director should submit any updates/changes to Sanctions to be sure this does not impact the event sanction.
- If you are posting a paper entry it has to have full liability language.
- Club Assistant automatically generates a liability form

H. Officials (Eric Nordlund)

- No report

I. Newsletter (Cheryl Wagner)

- No report

J. Awards (Jennifer Carlson)

- 2015 Spring LMSC Picnic – Saturday May 30 2015, Buck Pavilion at Seneca Creek State Park. There will be lawn games this year. Jeff S. will be cooking again. Strahotas and Carlsons will be procuring food.
- 2015 Awards will be presented at the picnic (Pool, based on top ten; Long Distance; Go the Distance; Postals; 3 Nomination awards: inspiration, mentor, volunteer)
- Help is needed with set up.

K. Fitness (Christina West)

- Christina introduced herself. She's been a member of District of Columbia Aquatic Club (DCAC) for 15+ years, including a few years as vice president and other team roles. She mentioned that DCAC is hosting a meet at Wilson Pool on Oct 11, and Swim for Life on July 11.
- Jeff Roddin suggested an idea for the Fitness Chair – procuring a booth at the Washington Fitness Expo

L. Coaches (Frank Marcinkowski)

- No report

M. Webmaster (Luke Shaheen)

- No report
- Jeff Roddin reported that Luke is working on a few things.
- Cheryl made a suggestion to hire a professional web designer to create a design that someone else (Luke) can update periodically. Dave Harmon indicated he could help out with the RFP for requirements.

IV./ V. Old/New Business

A. Bylaw Update

- John Carlson and Peter Lee leading this effort.
- April is a target for a first draft.
- Updates will be opened up to the LMSC for commentary and suggestions, and we will vote on those in July.

B. Open Water Surcharge

- MSA (Roddin/Grover) to provide \$1000 to Reston Masters Swim Team to use toward the Jim McDonnell Lake Swim.
- MSA (Roddin/Strahota) to provide \$1000 to DCAC for use toward the 2015 Swim for Life.

C. Cheryl's experience at the LMSC Leadership Conference

- Cheryl presented possible action items for our LMSC.
- See Cheryl's notes for full listing.

D. Upcoming meet discussions:

- Mark Walters talked about the Germantown Solstice meet. Attendance fell to 140 this year. If attendance is 120 or less, they cannot host the meet. There was a conflict with Zones and a MD LMSC meet that weekend. They are investigating a potential move to November subject to facility availability.
- Jeff Strahota mentioned that there was only one bid for the Colonies Zone LCM Championships, at UMD on July 10-12. Will offer a full range of events. Final determination forthcoming.

VI. Next Meeting – Sat 25 July at the Strahota residence.

Meeting adjourned at 1:42pm.

MEETING AGENDA:

I - Introductions

II - Officer Reports

- . Chair - John Carlson
- . Vice Chair - Jeff Strahota
- . Treasurer - Tim Timmons
- . Secretary - Cheryl Wagner
- . Registrar - Jeff Roddin
- . Top Ten - Mollie Grover
- . Sanctions - Peter Lee
- . Officials - Eric Nordlund
- . Newsletter - Cheryl Wagner
- . Awards - Jennifer Carlson
- . Fitness - Christina West
- . Long Distance/Open Water -
- . Coaches - Frank Marcinkowski
- . Webmaster - Luke Shaheen

III - Old Business

- . By-laws Workshop

IV - New Business:

- . Open Water insurance surcharge reimbursement (Jim McDonnell Swim)
- . Summary of LMSC Leadership Summit

V - Schedule next Meeting/Adjourn.

Cash Flow Report
3/19/14 Through 3/18/15

Category Description	3/19/14- 3/18/15
INFLOWS	
Ind & Club Reg	30,134.00
Interest Inc	8.83
TOTAL INFLOWS	30,142.83
OUTFLOWS	
2014 Picnic Expenses	1,317.95
2014 Team Fee Rebate	750.00
Charity	1,000.00
Club Assistant Meet Support	4,197.95
Coaches Clinic Scholarship	350.00
Convention Expenses, 2014	6,191.29
Ind & Clubs	2,252.00
Misc	1,250.00
Postage	642.25
Postage for Newsletters	220.00
Registrar Pay	8,000.00
Uncategorized Outflows	0.00
TOTAL OUTFLOWS	26,171.44
OVERALL TOTAL	3,971.39

PVLMSC

Checking — 30,116.47
 Savings — 45,318.62

 TOTAL \$ 75,435.09

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APPENDIX

2015 LMSC Leadership Summit Notes

Submitted by Cheryl Wagner

Cheryl's Recommendations for PV Action Items:

Treasury/Money

- Use money in treasury to grow/serve membership. (They recommend having 2 years' reserve.)
- Consider hiring: website redesign, registrar assistance, legal assistance for by-laws.
- Consider paying mileage to remote club reps and buying food to encourage attending LMSC meetings.

Recruiting Volunteers

- Recruit Millennial volunteer who will do Social Media.
- Set expectations for your board members and make sure they don't fall off track.
- Recognize what they need:
 - Define duties, responsibilities & time required so volunteers know what to expect.
 - Give them feedback/recognition that fits their personality and style (affiliative, achievement, etc.)
- Establish a PV LMSC webpage that lists award (Top Ten, mentor, etc.) winners.

Ways to get swimmers to join USMS:

- Sponsor special events like renting pools for open workouts and postal events.
- Cultivate relationships with your local news outlets.
- Stay in touch via email with previous members. (67% is average retention rate in USMS.)
- Crisis in college swim programs - advocate for university programs (future Masters' swimmers).
- Reach out to USA Swimming -- cross-educate parents.
- What makes a successful swim program?
 - positive attitude towards swimmers, cost, scheduling, consistency
 - coaching
 - supportive volunteers
 - financially stable
 - understanding who customers are and their motivation (fitness? meets? social?)
- Escorts for anyone unable to make it to practice
- Approach aerobics classes and people swimming at local pools

Supporting coaches & instructors:

- Pay for them to get ASCA.
- Pay for them to go to nationals.
- Get them CPR & First Aid certification.
- Coach appreciation week/Coaches' awards
- Provide ways for coaches to find out what workouts/times are already happening in their area.

Bylaws:

- LMSCs should have something in by-laws that indemnifies board members in case of law suit.

Learn to Swim Initiative:

- See the potential of every swim facility.
- 37% of people in US can't swim. 300,000 pools in US.
- Program developer seminar - available from USMS

References:

http://www.usms.org/admin/lmschb/2015lmscls_agenda.pdf Agenda

http://www.usms.org/admin/lmschb/2015lmscls01_welcome.pdf Welcome and Objectives

http://www.usms.org/admin/lmschb/2015lmscls02_governance.pdf LMSC Governance - Platform for Leadership

http://www.usms.org/admin/lmschb/2015lmscls03_vision.pdf Making the USMS Vision Happen

http://www.usms.org/admin/lmschb/2015lmscls04_mylane.pdf Come Play in My Lane

http://www.usms.org/admin/lmschb/2015lmscls05_commtoolkit.pdf Communications Toolkit

http://www.usms.org/admin/lmschb/2015lmscls06_treasure.pdf USMS Website Treasure Hunt

http://www.usms.org/admin/lmschb/2015lmscls07_motivation.pdf Volunteer Motivation Through Inspired Leadership

http://www.usms.org/admin/lmschb/2015lmscls08_volunteerpool.pdf Growing the Volunteer Pool

http://www.usms.org/admin/lmschb/2015lmscls09_recognition.pdf Expanding our Culture of Recognition

http://www.usms.org/admin/lmschb/2015lmscls10_why.pdf Start With Why

http://www.usms.org/admin/lmschb/2015lmscls_evaluation.pdf Post-Summit Evaluation Report

Potomac Valley LMSC Board Meeting Sign-in Sheet

Date: 3/21/2015

Location: KSAC (North Bethesda, MD)

Club	Attendee(s)
Alexandria Masters Swimming (ALEX)	
Anthony Bowen YMCA Masters (ABSC)	
Arlington Masters (ARMS)	Ellen Hulbert
DC Dept Of Rec & Parks (DCRP)	
DC Masters(DCM)	
DC Triathlon Club (DCTC)	
District Of Columbia Aquatics Club (DCAC)	Christina West
DMV Leviathan (DCLV)	
Elite Rays Swim Club (ERSC)	
Fort Belvoir Masters (FBST)	
Germantown Maryland Masters (GERM)	Mark Walters
Herndon Aquatic Club (HAC)	
Lane 4 Swimming (L4S)	
Life Time Mid-Atlantic Swim Club (LMAC)	
Machine Aquatics (MACH)	
Masters Aquatics at Spring Hill (MASH)	
Montgomery Ancient Mariners (ANCM)	Jeff Rubin David Hamner
National Capital YMCA (NCYM)	
Nation's Capital Swimming (NCAP)	
North. VA Jewish Community Cen (JCCN)	
Patriot Masters Swim Team (GMUP)	Tim Timmons
Potomac Marlin Masters (PMM)	
Reston Masters Swim Team (RMST)	Jennifer Carlson (John Carlson) Brian Evans
Riptide Masters (RIPM)	
Sea Devil Swimming Masters (SDS)	
Sport & Health Tsunami Masters (NAMI)	
SportFit Lab (TRI3)	
Team America Commandos (TA)	
Team Swim Spray (SPRY)	
Terrapin Masters (TERR)	WATT BRADSVY Melie Grever Cheryl Wagner Jeff Steinha
Tollefson Swimming (TOLL)	
Warrenton Masters Swim Team (WAVA)	
Wave One Swimming (WAV1)	
Other	