

# Potomac Valley LMSC, March 1, 2016 Teleconference

## Meeting Minutes

### **Attendees:**

Peter Lee, NCYM

Mark Walters, GERM

Brian Evans, RMST

Christina West, DCAC

Jeff Strahota, UMAC

John Carlson, RMST

Jeff Roddin, ANCM

Cheryl Wagner, UMAC

Mollie Grover, UMAC

Wyatt Bradbury, UMAC

Natalie Taylor, UMAC

Dave Robinson, GERM

Art Vera, NAMI

Stephanie Gauzens, ALEX

Frank Marcincowski, L4

### **Call to Order** 7:32 PM

### **Meeting Minute Approvals**

July (Dave, Wyatt) MSA

Oct (Wyatt, Natalie) MSA as amended

Mollie: Sanctions Section, I would like to word "Webpage" to be changed to "online entry landing page"  
(wyatt, mark w) MSA

In the editorial on bylaws, at the end, add adopted circa 1981. MSA

# Committee Reports

## Chair – Jeff Strahota

Thank you all for joining us in this experiment! Allow me to explain a bit of why we're doing this and how I envision it working. I wanted to try this teleconference format for several reasons. I got the idea from our previous Chair, John Carlson, who has been calling in from all kinds of exotic locations for many of our meetings over the last couple of years. Some of the feedback I've gotten about our meetings are that we take a long time, and that it's a real time-suck to attend a meeting at a meet (and I've heard this from folks coming up for just the meeting AND those swimming too).

My thinking was lets get committee reports ahead of time, everyone can read them prior to the meeting, and we can give each committee chair the floor for a minute (or two) to discuss the highlights of their report, refer to said reports if any "simple" questions arise, and spend our time diving into the most important topics.

Let's face it: many meetings we have run quite long (we were 2+ hours at the last two meetings), and we end up rushing through some portions of our agenda that deserve a little more attention. I hope this helps in that aspect. And as a side benefit, this creates a great minutes document that gives our Secretary a little less pressure during the meeting!

Lastly, a big thank you to Christina for making the NBC4 Expo happen after many years of us talking about doing it!

## Vice-Chair – John Carlson

John is living in WA, now working for a company based in Reston. Jen is registered with PNA. They hope to have a house by the summertime, so please come visit for nationals.

## Treasurer – Tim Timmons

Finances remain very stable and the best spreadsheet to look at are the numbers I sent to National last month. I've attached them to this email. I would recommend we NOT consider a raise in membership dues for 2017, but let it stay at the current level for another year. All of our treasurer's obligations to National and the IRS are complete for the 2015 tax year.

The only other item I would like the board to consider is the \$1000 charity donation we give to Reston each year for their open water swim. I've never been a fan of us funding charities to begin with and now that we're paying meet/swim registration fees for all meets, I don't think the \$1000 donation is equitable. I recommend we discontinue this practice. For example, for a pool meet, we now pay the club assistant fees (let's say \$500) plus the registration fee of \$50 for a total of \$550. For the Reston Open Water Swim we are paying the club assistant fees (\$500), the registration fee of \$1000 and a donation of \$1000, for a total of \$2500. That's quite a difference, and I don't think the extra \$1000 donation is fair to the other teams in the LMSC. I think it deserves discussion.

All the best for a successful meeting and Albatross! Tim

(see next page for financial statement)

# United States Masters Swimming

# POTOMAC VALLEY LMSC

STATEMENT OF REVENUES AND EXPENSES FOR THE YEAR ENDING 12/31/15		STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE AS OF 12/31/15	
<b>REVENUES</b>		<b>ASSETS</b>	
Individual and Club Registrations	\$ 27,191.00	Cash - Savings Account	\$ 43,123.99
Other	\$ 160.00	Cash - Checking Account	\$ 22,003.87
Interest	\$ 8.83	<b>TOTAL ASSETS</b>	<b>\$ 65,127.86</b>
<b>TOTAL REVENUE</b>	<b>\$ 27,359.83</b>		
<b>EXPENSES</b>		<b>LIABILITIES AND FUND BALANCE</b>	
Registrations to USMS (Ind. & Club)	\$ 2,065.00		
DC Health and Fitness Expo	\$ 1,500.00	Fund Balance at 12/31/14	\$ 61,274.63
Registrar	\$ 7,575.00	Net 2015 excess/(deficit)	\$ 3,853.23
National Convention	\$ 3,787.70	Fund Balance at 12/31/15	\$ 65,127.86
Refund of Team Registrations	\$ 900.00		
Awards and Picnic	\$ 1,665.06	<b>TOTAL LIABILITIES AND FUND BALANCE</b>	
Club Assistant Meet Support	\$ 2,143.20	<b>BALANCE</b>	<b>\$ 65,127.86</b>
Coaches' Clinics	\$ 577.50		
Miscellaneous	\$ 1,293.14		
Open Water Sanctions	\$ 2,000.00		
<b>TOTAL EXPENSES</b>	<b>\$ 23,506.60</b>		
<b>NET EXCESS/(DEFICIENCY) OR REVENUES OVER EXPENSES</b>	<b>\$ 3,853.23</b>		
		// SIGNED //	
		TIMOTHY T. TIMMONS	
		Treasurer, PVLMS	

## Secretary – Debbie Malafsky

Nothing to report -

Thank you to Cheryl Wagner for taking meeting minutes for this meeting while I am volunteering.

## Newsletter – Cheryl Wagner

April 15 is the newsletter deadline for the May issue. Also, send articles to Wyatt, who is looking for articles for USMS.

## Registrar – Jeff Roddin

Since our last board meeting we have one new club (Swimspire). Two clubs did not renew for 2016: Elite Rays Swim Club (3 members) and Nation's Capital Swimming (6 members). Please review your club listings on the PV website ([www.pvmasters.org/clubs.htm](http://www.pvmasters.org/clubs.htm)) and let me know if anything is out of date.

We finished 2015 with 2847 members (down from 2960 each of the past 2 years). The gender breakdown was 52% male and 48% female (same as 2014).

Potomac Valley swimmers donated \$3628 to the Swimming Saves Lives foundation and \$1364 to the International Swimming Hall of Fame in 2015 (\$4992 total donations vs \$4357 in 2014).

Geographical breakdown of our 2015 membership by state:

- Virginia: 53%
- Maryland: 26%
- District of Columbia: 15%
- Other: 6%

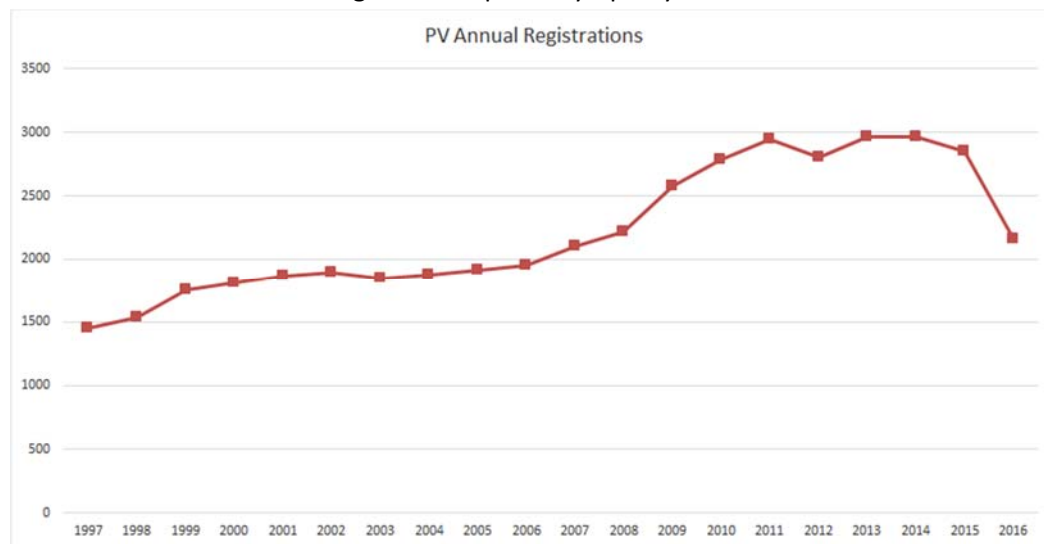
Membership totals for this time of year (as of March 1):

March 1, 2014 – 2270

March 1, 2015 – 2259

March 1, 2016 – 2159 (as announced on call)

Question about whether we get a "bump" in Olympics years?



## Top Ten – Mollie Grover

The following swims were submitted to USMS (and FINA) for Top Ten consideration in 2015:

- 924 individual swims
- 103 relays

There were 4 records last year (all set at the Albatross Open)

- 3 individual national records
- 1 relay national record

Also, am working on a “White Paper” which details what meet directors need to do after a meet when it comes to submitting results for Top Ten consideration. Question was asked whether those procedures are universal across LMSCs. Response: yes, there are specific file types and formats for uploading. Wyatt requested that the white paper be sent to him for publication.

## Sanctions – Peter Lee

### APPROVED REQUESTS

- Sanction #106-S001 01/31/16 Tropical Splash [submitted 10/12/15, approved 10/28/15]
- Sanction #106-S002 04/08-10/16 Colonies Zone SCY Championship [submitted 10/30/15, approved 11/09/15]
- Sanction #106-S003 07/08/16 UMAC Masters Terrapin Cup [submitted 10/26/15, approved 11/14/15]
- Sanction #106-W001 05/28/16 Jim McDonnell Lake Swims [submitted 11/15/15, approved 01/01/16]
- Sanction #106-S004 03/05/16 2016 Albatross Open [submitted 12/14/15, approved 01/03/16]
- Sanction #106-S005 04/23/16 UMAC Inter squad Meet [submitted 12/18/15, approved 01/20/16]
- Sanction #106-S006 02/27-28/16 UMAC Masters v. DCAC Masters Dual Meet [submitted 12/21/15, approved 01/20/16]

### DENIED REQUESTS

- Clinics not sanctioned 03/06/16 Colonies Zones Starts, Turns, and Springs Weekend [submitted 12/18/15, denied 01/21/16]
- 2 duplicate requests were denied

Other:

Clinics don't need to be sanctioned. Why? USMS treats clinics like practices: as long as they are all USMS members and coached by a USMS coach, it's a practice. USMS Sanction tool still includes CLINIC as a sanction option; Peter to inquire why that is there if we don't need to sanction clinics.

Event Evaluations: We are required to do them for open water events, but are not required to for pool meets. Most of the callers agreed that it is a best practice that evaluations be done (nice to get feedback) even though most of our meets are long-standing and well-run.

## **Officials – Eric Nordlund**

No report.

Jeff S. ordered mini rulebooks that he is giving out to officials at meets.

## **Awards – Position Open**

Position is still open and Jeff has a few interested parties. John mentioned that by this time, we usually have a location booked.

Two main objectives of this position:

1. Plan LMSC Summer Picnic
2. LMSC Awards (SCY, LCM, SCM, Long Distance Swimmers of the year, and nomination awards)

No plans yet for 2016 summer picnic

## **Fitness – Christina West**

### *Health & Fitness Expo*

For the first time ever, Potomac Valley Masters Swimming had a booth at the NBC4 Health & Fitness Expo which was held at the DC convention center Jan. 9-10, 2016. Thanks to a great committee (Jeff Strahota, Peter Lee, Wyatt Bradbury, Debbie Malafsky and Natalie Ferdinand), we had a lot of information and visuals at the booth. We obtained from the USMS office a thumb drive of videos which we played on a continuous loop on a computer screen as well as give-aways (stickers and black and white swim caps). We also had a few old copies of Swimmer magazine.

The main materials we had were half-page information sheets on 13 of our PV clubs (clubs were asked to submit their own information) as well as a sheet each listing all of the clubs and pools in DC, Virginia and Maryland. We also had general brochures on USMS provided by the USMS office, a listing of all PV Masters clubs and USMS registration forms. We had a large banner as well as smaller maps showing club/pool locations – one map each for DC, Montgomery County, PG County, and Arlington/Alexandria/ Fairfax County.

On the advice of the USMS office, rather than just giving the stickers and caps away, we created a game for people to win prizes. UMAC provided their spinning wheel which had labels of either 1, 2, 3, or 4 tosses. Players had that many tosses to throw an old pair of goggles into the cornhole. This was a huge hit with both kids and adults. Do to the limited number of caps, we tended to have the kids win a sticker and the adults win a cap. The black caps were far more popular than the white caps.

We also had generic t-shirts printed with the PV Masters logo on the front for all of the volunteers. Peter generously provided sandwiches and juice boxes each day for the volunteers; these were also appreciated.

We had approximately 18 volunteers over the course of the 2 days. Approximately 3 people did not show up for various reasons.

Volunteers were surveyed after the event for feedback. Complete results are below.

**Key takeaways and lessons learned:**

- The game was a huge hit. It is amazing what people will do for free things.
- We had way more copies of flyers and materials than we needed. We should cut back on the photocopies in the future. If we have half page materials printed, we should have the printer cut the paper. We probably didn't need the USMS registration forms.
- Black caps are more popular than white.
- We might want to rethink our booth location and opt for something closer to the main NBC4 booth in the center of the convention center. We were sort of on the edge on one side. We still got lots of foot traffic, but could have gotten more in a more central location.
- We ended up with plenty of volunteers – too many at times. However, I didn't want to say no to anyone and assumed there would be some no-shows. In cases where there were more than 3 volunteers at a time, someone was encouraged to go ahead and wander around the rest of the Expo.
- Sunday morning was much quieter than Saturday (church?) and the late afternoon Redskins playoff game meant things emptied out by 3:30 on Sunday.
- By far, the most common question was about adult learn-to-swim classes. In the future, we should have that sort of information available.
- There were a fair number of former swimmers who expressed interest in a Master's team.
- Having the materials organized geographically made it much easier to give to people (DC, VA, MD).
- A lot of people were from PG County. In the future, we might want to have more information on options in PG.
- We might want to consider partnering with USA Swimming in a future booth. There was also a lot of interest in kids teams. Many people assumed that's what our booth was about.
- Providing food for the volunteers was terrific. Might want to have bottled water in the future as well.

**Budget (\$3000)**

Item	Budget	Actual
Booth registration	1500	1500
Swag shipping fees	155	255
T-shirts	360	255
Electrical	200	127
WiFi	??	0
Balloons	100	0
Map of swimming locations	100	92.22
Food for volunteers	250	0
Photocopying	400	757.9
Photocopying		16.14
<b>Total</b>	<b>3065</b>	<b>3003.26</b>

## Survey Monkey Responses

7 responses. 17 volunteers received the survey

### **In your opinion, what went well with our booth at the expo? What should we definitely do next year?**

- Good amount of visitors, we had the right information for what we wanted to get out there, the goggle toss was a hit.
- Displays, games, volunteers were all positives. Next year, find another venue.
- Lots of people came on Saturday. Laura and Tom were outstanding, as was John. Lots of literature.
- The wheel
- It provided good information about USMS programs in the area.
- The game to win a swim cap drew lots of people to our booth
- Good PR for USMS. I also think it is a good way to potentially increase racial diversity on our teams.

### **In your opinion, what could be improved or done differently (or not at all) next year?**

- More mention of our website, maybe partner with PVS, maybe have someone who has taken adult learn to swim on hand. I think we could handle the flyers a little differently.
- Find another venue. Most of the attendees were not interested in swimming/did not have access to pools
- Keep the game. That drew people. WE NEED TO HAVE SPECIFIC INFO ON WHERE FOLKS CAN GET SWIM LESSONS, AND WHICH OUTFITS (YMCAs, COMMUNITY CENTERS) WOULD OFFER REDUCED PRICES FOR POORER LEARNERS. HALF THE PEOPLE WERE FROM PG COUNTY, AN "EXERCISE/POOL DESERT" AS DESCRIBED BY ONE LADY.
- Disseminate the information differently. Have a learn-to-swim section as well as a teams-to-join section. I would also choose a different location that is a bit more central.
- Visitors seemed to like goggle cornhole
- A little more information about adult learn to swim lessons available in the DC area
- Better info / referrals on adult learn to swim.

### **Was there anything missing from the booth? There were a lot of questions about kids swimming and adult learn to swim. Other than that, was there something we should have had that we overlooked?**

- We maybe could have looked into Southern Maryland teams from the Maryland LMSC.
- Static pics of swimmers PINNED to the curtains. Lots of them. Words on paper don't draw people but pictures of folks swimming, smiling, etc. do.
- I don't think so. Other than learn to swim, I think we covered what we needed to.
- Can't think of anything
- The sheets with Masters swim clubs listed in each state could have had a website or contact. Unfortunately we did not have enough clubs that furnished their schedules.
- Maybe some info on open water swimming opportunities (not for display, but an info sheet for serious swimmers in case there are any)

### **From a volunteer perspective, should we do anything differently in the future? Too many volunteers? Too few? Were the shifts an appropriate length of time?**

- There were more than enough volunteers during the time I was there.



- Frank (85) and I (73, use a cane) were exhausted by the Metro ride and long walk to the site. We brought our own chairs thank goodness, for the brief time we had to rest between waves of folks (which we enjoyed interacting with). WATER NOT JUICE PLEASE! Juice is just water and sugar (fructose). Not good!
- The shifts were fine for me. Some volunteers may like a cheat sheet at the table of the information we had and the games to be played.
- There were the right number of volunteers when I was there.
- I thought they were all appropriate
- 5 volunteers per shift was too many. 3 is ideal.

### Should Potomac Valley Masters Swimming have a booth at next year's Expo?

Answer Choices	Responses
Yes	<b>42.86% (3)</b>
No	<b>14.29% (1)</b>
Maybe	<b>42.86% (3)</b>
Total	7

- One thing to consider: I feel like a majority of the crowd that came by was interested in either learn to swim or lessons. If we can get some local learn-to-swim certified people at the expo to talk about the program and maybe book some pool time a few weeks after the expo, then i think we really make an impact. For the few folks that were beyond that skill level, i think they got the information they needed. Time will tell how effective we were with them.
- Christina did a fantastic job setting this up. I did not understand that we should submit a half page of info for our team (Reston Masters) but at least we had posters up to supplement the complete info sheet you prepared. You could download the first page of each team's website if they don't submit anything maybe. Thanks, Christina!
- I would be interested to see what the other volunteers say and if any clubs see a rise in interest or attendance before we commit to having a booth next year.
- I'd see if there is an uptick in inquiries or memberships to PVLMSC teams to see if the cost and volunteer commitment is worth it.

### Is there anything else you would like to share? Other ideas, suggestions, or feedback?

- Thank you to Christina for her leadership with this initiative!
- It would be good to have information about swimming programs for younger ages. a lot of parents with children stopped by the booth looking for information about programs for younger children and teens.
- Sharing the area with USA Swimming was a good idea
- Great job, Christina!

(conclusion of fitness report)

### Long Distance/Open Water – Charlie Tupitza

No report.

## Coaches – Frank Marcinkowski

1. (SAT) April 2 - PT clinic
2. Potomac Valley Swimfest (mega clinic) - Frank to put together a working proposal for the LMSC to provide input and drive future discussion.
3. New OW swim at Lake Arrowhead in Luray [non-USMS sanctioned] It is June 18, about three weeks after the Reston Lake Swim. <http://luraytriathlon.com/2016/02/press-release-new-raceswim-fest-at-luray/>

## Webmaster – Luke Shaheen

Luke has updated a few things.

We do have a new design but need to get it green-lighted. This would give specific people access to a specific area (for example, Cheryl has access to the “Newsletter” page), and with that access, many individuals would be able to update much of the website without having to run through Luke.

## Communications – Wyatt Bradbury

Still waiting in a job description from our esteemed Chairman.

I would like to find a way for teams to send flyers or promos to me for distribution to the Board and LMSC. If you have an article to be printed in USMS magazine, submit to Wyatt.

## Old Business

- PV Financial Aid - tabled until next meeting . Wyatt is getting data for this and would like to present some proposals with some data
- Meet Director Guide - Jeff started it in November, got sidetracked and will re-launch
  - Mark Walters found a meet directors guide on the web about 8 years ago
  - Could use Mollie’s Top Ten White Paper for this too
- Awards stuff: add old award business to On-Boarding for new Awards Chair
  - Natalie mentioned there are some national office-sponsored ideas for swag

## New Business

### JMLS (Submitted by Brian Evans)

*I would like to request PVLMSC consider donating \$1000 towards the 2016 JMLS Open Water Surcharge.*

Jeff R :

PV support started when they offered 1-event registrations for the lake swim (when USMS was \$28, OEVT \$20/ OEVT is now \$25). At the time, we offered to give \$1000 of that back to Reston as a showing of appreciation. When DCAC started an event, we gave them a \$1000 donation as well. A few years ago, PV agreed to pay the \$1000 sanction fee for new open water surcharges. Now, the event sanction

fee is \$1000, and we are paying that on their behalf (support approved last year); we are also supporting online registration use for \$500.

Brian Evans (RMST) chimed in, mentioned that their money has gone to funding charities. He said that his request was made before he understood that RMST was going to have their sanction fee covered. He is comfortable with the current amount of support provided by PV and is not requesting any additional funding.

### **Swimmer's Insurance Discussion (Submitted by Christina West)**

Currently, DCAC (and I suspect many other PVLMSC teams) allow swimmers to try out practices without having to sign up for either USMS or the team. DCAC has had a longstanding practice of allowing two free swims for people interested in trying out, and thereafter requiring people to join USMS. It is our understanding that this was due to insurance being required after two swims.

In fielding an inquiry from the Wetskins, I reviewed USMS insurance requirements. The "Guide to Operations" ([http://www.usms.org/gto/gto\\_insurance](http://www.usms.org/gto/gto_insurance)) (updated May 13, 2015) says that all participants at pool or open water workouts must be (1) USMS registered members; (2) guest members in their 30-day trial period; or (3) foreign guest members.

So, it looks like potential new swimmers can't try a practice out unless they are in the USMS trial period, which is once per lifetime and must be for 30 consecutive days. Am I missing something? Is this correct?

I think all of our teams are going to have a hard time recruiting new swimmers if we make them go through a bureaucratic temporary insurance process before they try out a swim practice or two.

(Answer: Yes, this is correct – the once-in-a-lifetime trial is now mentioned on the trial form, thanks to Stephanie Gauzens' request. This insurance is in play here, when there is an accident and a claim is made against USMS insurance. Ideally, a swimmer fills out the form before they get in the water for their first trial, but we recognize that in most cases, the swimmer either quits or registers before the trial form becomes an issue.)

### **Schedule Next Meeting**

Possible in-person meeting dates/locations:

- will put July meeting on calendar
- possible to have conference call
- could have it before or after these upcoming meets:
  - UMAC Masters/Colonies Zone LCM Championships, 8-10 July
  - DCRP LC Meet, Date TBD

Adjourn 9:30pm