

Potomac Valley LMSC, March Board Meeting Minutes March 7, 2017 Conference Call 7pm

Motions Passed:

- Motion was made to approve the October 2016 board minutes by Dave Robinson and seconded by Cheryl Wagner, which included Ray Novitske and Mollie Grover's changes. The motion passed unanimously.
- Motion was made by Wyatt Bradbury and seconded by Dave Robinson that PV LMSC support PV coaches by reimbursing them at the rate of 50% for the cost of "How to Conduct a Clinic". Motion passed unanimously.
- Wyatt Bradbury made a motion to end the meeting and Peter Lee seconded. The motion passed unanimously and the March 2017 PVLMSM meeting was adjourned at 9:03 pm.

Attendees:

- ALEX – Stephanie Gauzens, Ray Novitske
- ANCM – Jeff Roddin
- DCAC – Christina West
- GERM – David Robinson, Mark Walters
- L4S – Frank Marcinkowski, Debbie Malafsky
- MSSC – Robert Scheller
- NCYM – Peter Lee
- RMST – Brian Evans
- NAMI- Art Vera
- UMAC – Cheryl Wagner, Mollie Grover, Jeff Strahota, Wyatt Bradbury, Yvonne "Vonn" Taylor, Natalie Taylor
- Warrenton Masters Swim-Charlie Tupitza

Meeting Minute Approvals

The October 2016 Board Minutes were unanimously approved, which included Ray Novitske and Mollie Grover's changes.

Committee Reports

Chair – Jeff Strahota

Jeff called the meeting to order at 7:04pm. Thank you all for attending our spring conference call. I don't think we have a whole lot to discuss today, so we should have plenty of time for questions about new things!

Some of you may remember the infamous LMSC Development Surveys from a few years ago, where they ask us to self-evaluate how we adhere to the LMSC Standards (http://www.usms.org/admin/lmschb/gto_lmsc_standards.pdf). I recently participated in completing the latest version, and despite being familiar with the new format they introduced last year, there were a few that I think caught me a little off guard, in that we may not be compliant with a handful of things. Generally, nothing too crazy that affects our day-to-day or puts our meets in jeopardy. However, as LMSC Leadership, I would encourage everyone to visit that link above and familiarize yourself with these.

On a related note, to help with a few special projects (including a standards watchdog), I wanted to let you all know I have reached out to a few swimmers about a "Vice Chair – Rules/Governance" role I wanted to bring into the fold.

I've appointed Dave Robinson vice chair of Rules and Stephanie Gauzens vice chair of Governance. These two positions will allow our LMSC to continue to meet our obligations and keep us from being deficient according LMSC standards and best practices.

Treasurer – Tim Timmons

All of our obligations to USMS and the IRS have been completed

- We have filed our yearly tax form 990-N with the IRS
- We have provided our registrar with a 1099-MISC, with copies going to the IRS and to Maryland
- We have provided our annual financial statement to USMS

We presently have the following in our two accounts

- Checking = \$ 20849.26
- Savings = \$ 45060.54
- Total = \$ 65909.80
- Financially, we are in good shape

For 2017 we expect our expenses to significantly surpass income...this is by design

I recommend we increase membership fees for 2018 between \$5 and \$10 and make that determination at our summer meeting based on the following:

- USMS' future plans on how much money they will take from each registration
- USMS' future plans on their charge for each meet and each open water swim
- Our decisions on how we subsidize clinics and similar events
- Any other policy decisions we make that affect finances

I've included two additional documents:

- 2016 Financial Statement to USMS
- 2017 Budget

// SIGNED //

TIMOTHY T. TIMMONS

PVLMSC Treasurer

United States Masters Swimming

POTOMAC VALLEY LMSC

**STATEMENT OF
REVENUES AND EXPENSES
FOR THE YEAR ENDING 12/31/16**

REVENUES

| | |
|-----------------------------------|--------------|
| Individual and Club Registrations | \$ 23,463.00 |
| Other | \$ 602.50 |
| Interest | \$ 8.79 |

TOTAL REVENUE \$ 24,074.29

EXPENSES

| | |
|------------------------------------|-------------|
| Registrations to USMS (Ind & Club) | \$ 3,130.00 |
| DC Health and Fitness Expo | \$ 3,323.74 |
| Registrar | \$ 7,505.00 |
| National Convention | \$ 5,821.07 |
| Refund of Team Registrations | \$ 1,000.00 |
| Club Assistant Meet Support | \$ 3,204.75 |
| Coach Clinic Support | \$ 180.00 |
| Miscellaneous | \$ 2,306.50 |
| Sanctions | \$ 1,250.00 |

TOTAL EXPENSES \$ 27,721.06

TOTAL NET FOR 2016 \$ (3,646.77)

**STATEMENT OF
ASSETS, LIABILITIES AND
FUND BALANCE AS OF 12/31/16**

ASSETS

| | |
|-------------------------|---------------------|
| Cash - Savings Account | \$ 44,964.78 |
| Cash - Checking Account | \$ 16,516.31 |
| TOTAL ASSETS | \$ 61,481.09 |

LIABILITIES AND FUND BALANCE

| | |
|---------------------------|---------------|
| Liabilities | None |
| Fund balance on 12/31/15 | \$ 65,127.86 |
| Net 2016 excess/(deficit) | \$ (3,646.77) |
| Fund Balance on 12/31/16 | \$ 61,481.09 |

TOTAL LIABILITIES AND FUND BALANCE **\$ 61,481.09**

// SIGNED //
TIMOTHY T.
TIMMONS
Treasurer,
PVLMSC

United States Masters Swimming

POTOMAC VALLEY LMSC

2017 BUDGET

REVENUES

| | |
|-----------------------------------|--------------|
| Individual and Club Registrations | \$ 18,000.00 |
| Other | \$ 100.00 |
| Interest | \$ 10.00 |

TOTAL REVENUE **\$ 18,110.00**

EXPENSES

| | |
|------------------------------------|-------------|
| Registrations to USMS (Ind & Club) | \$ 3,000.00 |
| DC Health and Fitness Expo | \$ 3,000.00 |
| Registrar | \$ 7,500.00 |
| Convention/Leadership | \$ 6,000.00 |
| Refund of Team Registrations | \$ 1,000.00 |
| Club Assistant Meet Support | \$ 3,500.00 |
| Coach Clinic Support | \$ 250.00 |
| Miscellaneous | \$ 1,500.00 |
| Sanctions | \$ 1,350.00 |

TOTAL EXPENSES **\$ 27,100.00**

TOTAL NET FOR 2017 **\$ (8,990.00)**

- Each LMSC sets their own fees and the current range around the country is \$4-\$21
- The fee to register in PV has been \$45 since 2014. The current split is \$41 to USMS and \$4 to PV.
- PV and Southern have the lowest fees among all the LMSCs.
- USMS National has been increasing its fee \$2 each year for several years.

Secretary – Debbie Malafsky

Thanks for approving the October minutes.

Newsletter – Cheryl Wagner

Deadline to submit articles is April 15, 2017.

Would like the newsletter to have more visibility in the “monthly” email digest.

Registrar – Jeff Roddin

We now have 32 registered clubs vs 35 last year. The three that did not renew are CPMS, MAS and SWSP (SWSP switched to the MD LMSC). Please review your club listings on the PV website (www.pvmasters.org/clubs.htm) and let me know if anything is out of date.

We finished 2016 with 2830 members (down very slightly from 2847 in 2015). The gender breakdown was 51% male and 49% female. See graph below for long time historical registration trends.

Potomac Valley swimmers donated \$4235 to the Swimming Saves Lives foundation and \$944 to the International Swimming Hall of Fame in 2016 (\$5179 total donations vs \$4992 in 2015).

Geographical breakdown of our 2016 membership by state:

- Virginia: 51%
- Maryland: 28%
- District of Columbia: 16%
- Other: 5%

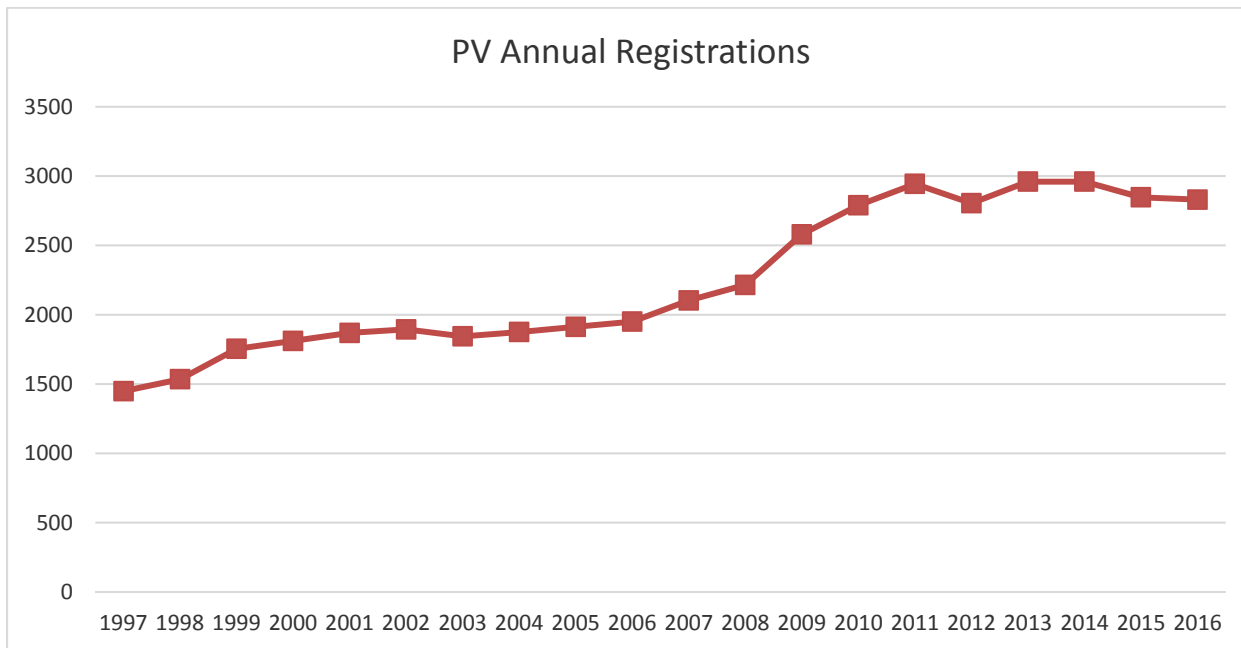
Membership totals for this time of year (as of March 1):

March 1, 2014 – 2270

March 1, 2015 - 2259

March 1, 2016 – 2155

March 1, 2017 – 2118



Wyatt asked if there were stats on age breakdown? Jeff R will get stats to Jeff S.

Top Ten – Mollie Grover

Tacoma Aquatic Center has been measured for SCY, as at least two USMS members participated in February's Black History Month meet. The 8-lane deep course (wall to bulkhead) and 6-lane mid-pool fixed-wall course (wall to wall) both now have initial measurements on file and any subsequent events held at Tacoma now only need pre- and post-session bulkhead confirmation measurements. If we use the middle course, that would not need to be measured.

SCM has been submitted to USMS for Top Ten consideration. We had two meets in this format (Albatross, Solstice).

There were several records from both meets. Statistics for your enjoyment:

- 955 Individual Swims
- 108 Relays
- 11 National (USMS) records

Sanctions – Peter Lee

Since the day of last meeting, we have had the following meets:

- GMUP Sprint Classic
- GERM Solstice
- ALEX Tropical Splash (e: Jeff Grover)
- UMAC Tri Meet UMAC vs ALEX vs UMAC (e: Stephanie Gauzens)
- WAVA Dreaming of Spring

We have the following meets scheduled for later this year:

- ANCM – Albatross Open (e: Peter Lee) March 27
- GMUP – Colonies Zone SCY Championships (e: Peter Lee) April 7-9
- UMAC Last Chance SCY Meet (e: Stephanie Gauzens) May 6

Per LMSC Standards, WE NEED TO BE SCHEDULING EVALUATORS FOR THESE MEETS!!!

Folks asked how the Tri meet went.

Officials – Eric Nordlund

We have had at least two swimmers become USMS-Certified officials by taking the Stroke & Turn and Starter certification offered online via this website: <http://www.usms.org/admin/lmschb/content/officialscert>

Every course needs at least 2 officials: Referee & Starter. Each may do double duty as S&T. (Rule 103.2.1) We recommend having at least 4 bodies on deck.

Please don't hesitate to reach out (PVOfficials@usms.org) if you need assistance finding officials for your event!

Awards – Angela Fu

No update for now – working with Jeff to transition this and schedule our picnic in the spring!

Natalie mentioned that DC does not permit alcohol, so that rules out all parks in DC.

Fitness – Christina West

NBC 4 Health & Fitness Expo Final Report

We participated again in the NBC 4 Health & Fitness Expo at the DC Convention Center Jan. 7-8, 2017. We largely followed last year's model for the booth with a few modifications. We reduced our paper by having one handout that listed all of the PV Clubs with contact information; we also had the generic USMS brochure to which we added information and the web link for USMS Adult Learn to Swim information. We again had a game to "win" a swim cap or sticker (although pretty much anyone who wanted a sticker got one) – spinning a wheel to determine how many tosses you got to throw goggles in a cornhole.

The second year was far easier than the first in many ways – largely because we knew what to expect and simply replicated what we did last year. This significantly reduced the amount of prep work and planning involved. However, there was not as robust a planning committee as last year so more of the planning work fell to the Fitness Chair. This included: securing the booth, selecting the booth location (next to the yoga class was a key location), getting electrical service at the booth, ordering more t-shirts (same design as last year), ordering additional swag (USMS caps), soliciting volunteers, and pulling the various pieces together. We discovered that USMS has moved their swag purchases to Swim Outlet – and the cost has tripled. Instead of paying \$5 for shipping for a package of 20 swim caps, the cost for 20 caps is now \$15. Fortunately, I was able to pressure the USMS office into honoring their prior price but this change will have to be factored into future budgets. We do have a fair amount of materials (caps, stickers, t-shirts) left over so purchases could be minimized in the future.

The final budget is below; we were able to significantly reduce our costs this year without sacrificing the information provided.

| Budget | | \$3,000 | |
|---------------------------|---------------|----------------|--|
| Item | Budget | Actual | |
| Booth registration | 1500 | 1500 | |
| Swag shipping fees | 150 | 100 | |
| T-shirts | 200 | 132 | |
| Electrical | 150 | 127 | |
| WiFi | 0 | 0 | |
| Balloons | 100 | 0 | |
| Map of swimming locations | 100 | 0 | |
| Food for volunteers | 100 | 50 | |
| Photocopying | 400 | 0 | |
| Total | 2700 | 1909 | |

Securing volunteers for this year proved significantly more challenging than last year – even with a smaller need for volunteers (based on feedback from last year when we had more people than needed). We only had one person staffing the booth Sunday morning until noon. However, those who were there were terrific at providing information and, in many cases, talking about their team. One volunteer reported that they had 2 new swimmers show up at their practice the Monday after the Expo. Out of the 12 volunteers throughout the weekend (some worked multiple shifts), DCAC provided 4. If we continue this in the future, I would recommend that every board member be expected to either volunteer at the booth or find someone on their team to volunteer.

Additional feedback from the volunteers is below. I think their comments are pretty much right on target.

I thought it went well. There was a fun activity with the goggle toss, and some good information available. Very low pressure, believe me. I visited a few other booths and some were manned by quite heavy-handed pressure salesman. My only suggestions would be to have web site addresses for the clubs listed -- instead of phone numbers -- on the handout. This would give the potential members a way to look into clubs informally instead of directly contacting the names on the handout. It would also expose potential members a lot more information about a club.

Based on my shift at the booth, I do wonder if it is worth attending. The majority of the people we spoke to were looking to get their kids in the pool, wanted to share they used to be swimmers, or were looking to better their stroke (so in this case I believe it is beneficial).

As you're familiar, DCAC attends 1-2 other events like this through the year and it is similar outcome. While we don't necessarily see huge success rates in our recruiting efforts at these events, we still believe having our name / existence "out there" is important.

It's not a huge commitment, so maybe we stick with it. That being said, I'm not sure that our target audience is attending the NBC Expo.

From the level of interest I received during my time at our booth, I believe that our participation is a great idea. The most frequently asked questions were about "learn to swim" lessons for adults. If that is a direction you want to go, I would suggest some signage changes. Things like "Sport for Life" or "For Beginners to Champions" - you get the idea. My observation was that it was all about the sign and the free stuff, of course. The game was a hit with the kids. so I would keep that.

I too had a good number of learn to swim inquiries. I think last year we were told that there were a lot of inquiries appropriate for age group swimming. I did not get any this year. Maybe the tides change from year to year to make it difficult to plan for?

Some of my observations:

* Saturday, we set up the cornhole thing kind of next to the booth, but Sunday, the cornhole was set up across the booth, as in you would toss the goggles long-wise parallel to the table. At first, I thought it would be annoying and then the first time we had someone chatting about swimming at the table and a kid walked away because the business was blocking the game, I was on board! I know it diminishes the fun a little, but did keep the focus on the swimming ;)

* Free Swag - I think without a doubt, people stop by our booth because they are guaranteed to walk away with something free. However, with the costs of caps 3x what they used to be (now \$15 for a pack of 20 - I just looked this up to be accurate, since I think I may have mentioned \$5/cap a few times), we certainly need to be careful about what we are budgeting for swag.

* Trade-Show Bang-for-Buck - I discussed this with someone at some point this weekend, but I think we may want to find other expo opportunities that give us a better target market. We chose this one because we knew of it, but I really don't think it is the RIGHT place for us, especially without ALTS fully set up (see below). I say this as someone who works in consumer segmentation, but then the follow up question is what are those other opportunities? We'd have to identify them as our next steps.

* Adult Learn To Swim - Definitely want to echo some of the talk about the more learn-to-swim questions. With the ALTS program, we have an avenue to help. However, we need some actual ALTS programs set up in the district proper. What I have seen so far is people getting ALTS certification and offering swim lessons as part of a business (which happens to be located way in the suburbs). I have a feeling we may need to have some sort of charitable organization (as in our LMSC runs something) or other route for getting ALTS programs off the ground in areas where they are most needed.

I agree that a different expo target might be more appropriate. I could see a triathlon expo being a big draw both for open water swims that USMS sponsors and for triathletes looking to improve their swimming.

As for the booth, the goggle toss and swim caps were a hit. At times (particularly when large families showed up to play), it distracted from talking to interested swimmers. Another section had a life-size swimmer's torso with the head cut out for photos. One idea would be to have one or two of these for photos instead of the game and the caps. Maybe caps could be reserved for interested swimmers, adults, or given out as raffle prizes. I don't know the costs on this.

In the three-hour shift, talking to the 6-12 interested swimmers was definitely the highlight. Well, that and people watching...

I had one suggestion for adult learn to swim information:

Rather than a link to the USMS site, I think it would be more helpful to have a listing of adult swim lesson programs available in the area with links and contact information. Most adult swimming lessons are offered through local government (county and city) facilities. Perhaps if we contact these facilities they could supply us with the necessary contact information.

If we cultivate a relationship with the facilities and instructors, they might encourage their more advanced swimmers to try out masters swimming as the next step.

Wyatt asked about the expo demographic – do we know where they are coming from? NO

Discussion followed about how to get college club swimmers to join USMS.

At our summer meeting we'll vote on whether to participate in the Expo again.

Long Distance/Open Water – Charlie Tupitza

I am currently engaged with the Fairfax County Park program regarding another lake to use for swims. They are reluctant but when I told them the Reston swim had been going on for a long time they changed their tune. I expect to be meeting with them in person next week about a lake that may work.

I have calls into the park system in Maryland but they have not returned my call. I have a meeting that way in two weeks and plan to stop in to see them in person.

Do we have access to the Reston Lake swim safety plan?

Butterfly is Not a Crime. Long distance postal swim is going to start up within the next two weeks.

The first year we ran this was very successful and had participants from all over the country.

Jeff S gave the group some background that he tasked Charlie to identify a body of water in Fairfax, MoCo and DC to see if we can't try to get some open water. Frank will link up with Charlie to ID some bodies of water.

Coaches – Frank Marcinkowski

There are a number of **upcoming training and certification opportunities** for coaches and swimmers:

USMS Coaches Certification:

- April 8 Falls Church VA - Levels 1 and 2
- October 21 Wash DC- Levels 3

How to Conduct a Clinic: - A new course by USMS that teaches coaches how to design and conduct a clinic for Masters Swimmers.

- April 8 Falls Church, VA
- April 9 AU in Washington DC - note the clinic is both days.

Stroke Development for Swimmers: - Another clinic by USMS consisting 90 minutes of freestyle stroke instruction and 45 minutes sessions on the other three strokes.

- April 9 at AU in Washington DC

Adult Learn to Swim Instructors Certification Course:

- February 25 - Baltimore, MD
- April 9 - Pittsburgh, PA
- October 7 - Charlotte, NC

Upcoming major competitions:

- April 7 - 9 Colonies Zone SCY Championships, George Mason
- April 27 - 30 Short Course Nationals, Riverside CA
- August 2 - 6 Long Course Nationals, Minneapolis MN
- August 7 - 20 FINA Masters Worlds, Budapest, Hungary <http://www.fina.org/content/17th-fina-world-masters-championships>
- 2018 - July 28 - August 3 Masters Pan American Games, Orlando FL
<http://www.usms.org/comp/event.php?MeetID=20180728pan18oL>

The USMS Coaches Committee has not posted any Committee meeting minutes prior to the 2016 USMS Convention. Of note from the 2016 Convention minutes, the Coaches Committee is planning on redesigning their USMS Level 4 Certification and making it a classroom training event, similar to Levels 1 - 4. They are also planning on identifying the requirements for USMS Certification Level 5 this year. Nothing has come out on this yet.

Webmaster – Ray Novitske

The web site redesign has begun. A new hosting account was set up with HostGator and the account was purchased for a one year period. The active web site hosting remains with the USMS server. Not updating the existing website (Jeff R is updating pages as needed). Current web site files have been copied to the new server. Archival files on the current USMS server are being examined by several users to determine if they are valuable or can be deleted. Once all files have been examined, the plan is to:

- activate the web site files on the new server and concurrently
- setup the existing email lists and email addresses
- install and setup Wordpress databases on the new server

- develop a new site while the current site is operational
- transfer to the new Wordpress site once designed and tested

Access information to the new hosting server has been shared with Jeff Roddin and Jeff Strahota who each have high level administrative rights.

Communications – Wyatt Bradbury

- Emails are sent regarding upcoming events currently on a monthly basis.
- Will bump the PV Newsletter link up to the top of emails

New Business

2017 Rule Changes (Robinson)

Every year is a rules year. Let's talk about submitting some rule changes to the USMS House of Delegates.

- Age calculation for relays – let's move forward with proposing language; Dave Robinson to lead
- Backstroke starts – can we start in the gutter like we used to? – TABLED
- Butterfly – flip turns permitted
- Breaststroke – flip turns permitted
- IM – back-to-breast – flip turns permitted

A taskforce was created to discuss this. Members are:

Dave Robinson-Chair

Committee Members: Jeff Strahota, Mollie Grover and Wyatt Bradbury

Review paying for local USMS workshops/classes (Strahota)

With several coaching classes, clinics and other USMS workshops being offered in the area, let's review what the PV LMSC will and won't subsidize.

- Wyatt - PV LMSC will support PV coaches by reimbursing them at the rate of 50% for the cost of the clinic "How to Conduct a Clinic". MSA (Wyatt, Dave Robinson)
 - cost is \$20 for PV
- Christina will chair the task force to review the screening process for paying 50% of the ALTS Certification (currently \$300, so \$150 to the LMSC).
 - Committee members – Dave R, Debbie, Frank, Peter

Other

- Individuals can be certified for stroke and turn and start officials by going to the USMS website watching the video and taking the test.
- Natalie – Colonies Zone chair will be up for renewal this fall – new baby is awesome
- Next meeting will be in the summer at Jeff & Mollie's house. Dates/time TBD
- The meeting was adjourned at 9:03pm