

**Potomac Valley LMSC Board Meeting**

**July 22, 2017, 3pm**

**Agenda**

Mollie and Jeff's House:  
11100 Schuykill Rd  
North Bethesda, MD 20852

**INTRODUCTIONS**

**COMMITTEE REPORTS:**

**Chair – Jeff Strahota**

**Treasurer's Report – Tim Timmons**

**Secretary – Debbie Malafsky**

**Registrar – Jeff Roddin**

**Top Ten – Mollie Grover**

**Rules – Dave Robinson**

**Sanctions – Peter Lee**

**Officials – Eric Nordlund**

**Governance – Stephanie Gauzens**

**Newsletter – Cheryl Wagner**

**Awards – Angela Fu**

**Fitness – Christina West**

**Long Distance/Open Water – Charlie Tupitza**

**Coaches – Frank Marcinkowski**

**Webmaster – Ray Novitske**

**Communications – Wyatt Bradbury**

## Potomac Valley LMSC Board Meeting

July 22, 2017, 3pm

### Minutes

*Jeff Strahota called the meeting to order at 3:26pm*

### Motions Passed:

- Jeff Roddin made a motion to approve the March minutes and Cheryl Wagner seconded it. The motion passed unanimously.
- Tim Timmons made a motion that we allocate up to \$1500 to fund up to 10 ALTS instructor scholarships (50% of the cost of the class) on a first-come-first-serve basis. Jeff Roddin seconded. Motion passed unanimously.
- Tim Timmons made a motion to raise dues \$5 to \$50. Jeff Roddin seconded. The board voted in favor of the motion 7-1.
- Jeff Roddin made a motion for PV to pay for the MM software support upgrade fee through 2018. Mollie Grover seconded it. The motion passed unanimously.
- Jeff Roddin made a motion to strike the requirement to have 4 members to form a club from our by-laws. Tim Timmons seconded. Motion passed unanimously.
- Jeff Roddin made a motion to increase from \$100 to \$500 the annual stipend the Top Ten Chair receives. Tim Timmons seconded and the motion passed unanimously.
- Jeff Roddin made a motion to donate \$1000 to DCAC for their OW swim. Tim Timmons seconded and the motion passed unanimously.
- Mollie Grover made a motion to adjourn the meeting and it was seconded by Stephanie Gauzens. The meeting was adjourned at 5:48pm.

### Attendees

**ALEX: Stephanie Gauzens**

**DCRP: Juliette-Marie deSousa**

**L4S: Debbie Malafsky & Frank Marcinkowski**

**ANCM: Jeff Roddin**

**GMUP: Tim Timmons**

**UMAC: Mollie Grover, Jeff Strahota and Cheryl Wagner**

**WAVA: Charlie Tupitza**

# COMMITTEE REPORTS:

## Chair – Jeff Strahota

Thanks for reading and for those attending our summer meeting, Mollie and I are pleased to welcome you all to our home!

This march, I attended the LMSC Leadership Summit. For those who have attended conventions the last several years, most of the content was not too unfamiliar, with discussions regarding strategic plan and marketing/branding. However, I did have a couple of takeaways I wanted to share with you.

### Know your members.

First, USMS as an organization is made up of 70% “fitness” swimmers. Almost 30% of the membership do an event. Nationally, nearly 25% of USMS members do a pool meet in an average year; 13-16% participate in an open water event; about 3% do one of the e-postal swims; and linking some of our data to USAT, 12% participate in triathlon. If you look at your own teams, I am sure you may see a breakdown close to this 30/70 percentage.

Second, beware of the silver tsunami. As an organization, we are getting older – volunteers and members. I did some analysis in our LMSC and in the **last 5 years**, we have shifted from 40-44 being the most-populated age group to 50-54 being the top. Not only this, but our next generation (25-39 year olds) have been dropping off steadily, and in some cases, to the tune of -50%!

So what does this all mean?

In talking about our demographics, every demographer will tell you this is a pretty dramatic shift to be seeing in such a short time, and something we need to be aware of. I don't know all of the factors behind these shifts, but I suspect several things like time, money, pool space being at the top of the list. But we need to capture and retain these members. And how do we do that?

Well, how well do you know your members? This comes back to my first point above. Not all 25 year olds want to bust out a college tech suit and bust out a 20-second 50 free. I would recommend that every team regularly (probably every 2-3 years at minimum) assess their membership. What are their needs? How are they being met and not being met? This way you know, can set expectations for your team and your swimmers.

### LMSC Standards are not “Gotchas”

[http://www.usms.org/admin/lmschb/gto\\_lmsc\\_standards.pdf](http://www.usms.org/admin/lmschb/gto_lmsc_standards.pdf)

The LMSC Standards are in a way part of USMS' branding efforts. The goal here is that no matter where you go swim, you can expect to receive a certain level of service as a USMS member. I don't think anyone wants to show up to practice and share lanes with 8-year-olds!

Still, I think it is still a little odd to hear about LMSC's getting “dinged” on the LMSC Standards, and there is still a bit of an inference of the committee enforcing these as being the USMS Police, and there is still some misconception about what they are.

The LMSC Standards are divided into Mandatory and Target standards. We are expected to be fully compliant with all Mandatory standards, and “strive to be compliant” with Target standards. To be clear, the Target standards are not optional standards. It is mandatory that we attempt to meet them asap if we are not already today – but these are less risky to USMS as a whole if we do not meet them.

To help us watch over these standards, I have created a Vice Chair of Governance position, filled by Miss Stephanie Gauzens of Alexandria Masters. She will be making sure that our bylaws, policies and practices match with the standards.

Similarly, I have also created a Vice Chair of Rules position, filled by Mr. David Robinson, to work on any new USMS rules we would like to submit for National approval.

## Treasurer – Tim Timmons

Overall, our finances are in very good shape, our current accounts show a total combined balance of \$65,365.77. For the period 1 Jul 16 to 30 Jun 17 we received \$17,211.00 from USMS for Individual and Club registrations minus the amounts we owe USMS for sanctioning meets. I'll explain how this works at the meeting. Coupled with the \$9 we earned from the bank for interest on our savings account, our total income for the 12-month period came to \$17,220.00.

Our expenditures for the same period came to \$21,296.62, which is broken out by category on the attached spreadsheet. That results in a net loss of \$4,076.62. While we expected a loss for this period, the loss was actually a little less than expected. In looking at the details, this year's Health and Fitness Expo cost less than the previous year's and our convention costs in 2016 were below our norm. I expect our spending to increase the second half of the year.

With that in mind and realizing that USMS will continue to take more of the registration fees each year in the short term, I believe it is time for an increase in our individual yearly registration fees, currently set at \$45. Right now, I'd recommend raising it to \$50/year, a \$5 raise. However, if we decide we want to take on new spending programs and/or we believe that USMS will continue to take additional monies each year into the long term, then we should consider a \$10 increase to \$55.

At this July's meeting, besides deciding on next year's registration fee, I believe we should review our present financial programs that support clubs hosting meets and individuals attending clinics. Personally, I believe these programs are all good, but it has been a few years since we reviewed all of them together.

// SIGNED //

TIMOTHY T. TIMMONS  
PVLMSC Treasurer

## Balance Sheet

### PVLMSC NET, 1 Jul 16 - 30 Jun 17

<b>Income</b>			
Ind & Club Registrations minus Sanctions			17211.00
Interest on Savings Account			9.00
	TOTAL		17220.00
<b>Expenditures</b>			
Club Assistant Rebate			2746.55
DC Health and Fitness Expo			1909.00
Registrar Pay			7505.00
Coach Clinic Support			650.00
Rebate of Team Registrations			1000.00
2016 Convention			3894.57
Payments to USMS for OEVT Reg			3130.00
Miscellaneous			461.50
	TOTAL		21296.62
	NET		-4076.62
<b>CURRENT ACCOUNT BALANCES</b>			
Checking		20262.26	
Savings		45103.51	
TOTAL		65365.77	

#### PVLMSC Support policies:

- Reimbursement for online entry fees for your event: Up to \$500 for standard meets and \$750 for zones or national meet;
- PV will front money for event hosts to rent facilities. If you make money, you can pay us back.
- We will make sure your event is solvent. If you lose money, we will reimburse you for the loss.
- We will buy the software and/or upgrade for the hosts through the end of 2017.
  - Meet Manager License Fee (\$2-300)
- Coaching Classes (50% of fee for USMS Coaching Certification Classes, levels 1-5)
  - As of this meeting, this now includes ALTS

Secretary – Debbie Malafsky

No report

## Registrar – Jeff Roddin

Since our last board meeting we have one new club: Mosby Woods Pool (MWRA, Fairfax, VA). Please continue to 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 needs updating.

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

July 1, 2014 – 2760

July 1, 2015 - 2653

July 1, 2016 – 2509

July 1, 2017 – 2441 (down 3% from last year, 12% from 2014)

We have 33 registered clubs (vs 35 last year). RMST had 144 OEVT members this year (vs 176 last year).

I maintain our Officer page on our website (<http://www.pvmasters.org/officers.htm>) and wonder if listing addresses for everybody is appropriate or not. This page stems from the old days of our LMSC Newsletter where we listed all of the officers and their contact info. But that publication was only put in the hands of registered members. Now anybody may view this information on our website. As a minimum I think we should list the Chair, Registrar and Treasurer but perhaps omit all others? Or list the address unless any specific officers(s) want it omitted? Moving forward, only the Chair, Registrar, Treasurer and Top Ten will be listed on the website. All others must OPT-IN

- Discussion about the number of members needed to form a club. In the 80s, a club needed 5 members to join. Then it became 4 and now there is no minimum to renew because a club can register online with no members and there's no way to enforce this.
- Jeff Roddin made a motion to strike the requirement to have 4 members to form a club from our by-laws. Tim Timmons seconded. Motion passed unanimously.

## Top Ten – Mollie Grover

- The 2017 SCY top ten report has been submitted. 2477 individual swims and 228 relays were submitted.
- PV had 6 individual national records and 5 relay records, which have all been submitted and accepted.
- Additionally, just a friendly reminder that there are minimum requirements for back up timing systems at meets, depending on the type of primary system. Since automatic timing is used for most of our PV meets, at least one button \*AND\* at least one stopwatch is required for every lane in every race. This protects the swimmer from swimming a race and not ending up with an official time.
- Also, there are minimum document retention requirements for all meet-related paperwork. By rule, meet directors must maintain all documentation for a minimum of 2 years past the conclusion of the meet. This includes timing system printouts, timer sheets, electronic meet files, and anything else used to compile results from the meet. This is very important to follow, as it is possible for me to find erroneous times when I do my final pre-submission check of results. This policy also helps protect swimmers.
- Please pass the second two points to anyone on your teams who is a meet director.

**Meet Directors – note that there is a new way to calculate official time with watches. Note the rulebook. 2018+ - Meters WR must be fully automatic timing as primary system only**

## Rules – Dave Robinson

No report

## Sanctions – Peter Lee

- Sanction applications since our last meeting:
  - DCRP 35<sup>th</sup> Annual Long Course Meet (received 5/11, approved 5/14)
    - Eval: Jeff – good to go
    - Juliette reports that the meet went much better this year than last year!!!
  - 2017 Maryland Senior Olympics Swim Meet (RECOGNITION) (received 7/11, approved 7/14)
- Announcements:
  - Suggested edits to PVLMSC meet evaluation form to be discussed in October
  - Best Practice: Jim McDonnell Lake Swim to be discussed in October
- Other
  - Check with sanctions committee after Labor Day re: Fall Ball evaluator and Sprint Classic Evaluator
  - Need to get a .doc copy of the bylaws from Peter
  - **PSA from Mollie**-Events need to be sanctioned based on where they are geographically located. Also echoing a meeting from before – need descriptive names!

## Officials – Ed Nordlund

No report

## Governance – Stephanie Gauzens

- Stephanie talked about edits to the bylaws based on LMSC Standards which included all of the job position descriptions that we need to identify according to section 3.1.2. (see below)
- We need to schedule meet evaluators for the DCAC Fall Ball on Oct 7 (Saturday) and the GMUP Sprint Classic meet on October 29 (Sunday).

**LMSC Standards:** Jeff tasked me with making sure we are following the LMSC Standards set forth by the USMS LMSC Development Committee. According to the standards:

**3.1.2** LMSC bylaws and /or policy shall describe the duties and responsibilities of:

- A. The chair
- B. The treasurer
- C. The secretary
- D. The registrar
- E. The position responsible for recording and reporting Top 10 times
- F. The position responsible for pool meet sanctions and recognitions
- G. The position responsible for long distance/open water event sanctions and recognitions
- H. The position responsible for reporting USMS and world records.

**LMSC Standards evaluation:**

Job positions missing descriptions (max 8) in bylaws/policy

**Recommended edits to section 1.3.1B of the bylaws:**

- (1) Registration Committee –
  - Current language: The Registration Committee shall process individual and club applications for membership in PVLMSC/USMS; keep accurate records of said individual and club registrations; and make such reports to the USMS Registration chair and/or Registrar as are required by USMS rules. The

registrar shall receive compensation (rate set by the PVLMSC Board) on a per swimmer basis upon conclusion of the registration year.

- Edits: change “Registration Committee” to “Registrar/Registration Committee”

(2) Sanctions Committee –

- Current language: The Sanctions Committee shall oversee the competitive swimming program to ensure the PVLMSC program offerings are consistent with USMS and PVLMSC objectives, rules, and policies; process applications for meet and event sanctions; process referee’s and financial reports from sanctions competitions and events; keep accurate records of said sanctions and reports; develop and schedule the meet program; promote competent officiating; make suggestion for projects and priorities to the Board of Directors; and develop long-range plans for the PVLMSC programs. It is the responsibility of the sanctions committee to set up the meet schedule so that PV meets do not conflict with each other.
- Edits:
  - i. change “process applications for meets and event sanctions” to “process applications for pool meets and long distance/open water event sanctions”
  - ii. change the singular “suggestion” to the plural “suggestions”

(3) Top Ten/Records Committee –

- Current language: The Top Ten/Records Committee may maintain PV masters swimming records; and review PVLMSC meet results and prepare lists of swimmers for National Top Ten consideration. PVLMSC shall compile local top ten lists for Short Course Yards, Short Course Meters, Long Course Meters and Long Distance for times achieved in PVLMSC sanctions meets and submit the lists to National Top Ten in accordance with USMS guidelines.
- Edits:
  - i. add “PVLMSC shall work with meet directors and local swimmers to ensure that USMS and World Record Application paperwork is properly filled out and submitted in a timely manner to the appropriate person.”
  - ii. add “will” after “records; and”
  - iii. insert an Oxford comma between “Long Course Meters” and “Long Distance”

(4) Publicity/Newsletter – no change

(5) Awards Committee – no change

(6) Officials Committee – no change

(7) ADD Long Distance/Open Water Committee: The Long Distance/Open Water Committee shall ensure that all sanctioned open water events operate under USMS and LMSC guidelines in a safe manner. The committee may also encourage the development of open water swims in the LMSC geographic area, work with local open water event hosts to promote USMS’ common event guidelines, work with event hosts to submit open water events to the USMS calendar, create or coordinate open water clinics, and encourage swimmers in the LMSC to participate in the various postal swims.

## Newsletter – Cheryl Wagner

September 1 newsletter – Aug 15 deadline

## Awards – Angela Fu

- Angela and Jeff are working on formulating a couple of plans for our summer picnic.
- Awards for 2015-16 will also be tabulated.
- Jeff Roddin suggested looking at Cabin John because they allow alcohol in certain pavilions and it's convenient for everyone in PV
- Suggested dates: September 10, October 1 or 8 depending upon availability; keep the Washington football team's schedule in mind.

## Fitness – Christina West

### Adult Learn-to-Swim Certification sponsorship

Per the March Board call, a small group convened in mid-April to discuss a possible scholarship process and application to support PVLMSC members participating in USMS Adult Learn to Swim certification courses. Prior to this call, I received feedback from the USMS office on how other LMSCs handle this. Several do offer to pay for some portion of the ALTS course and have some sort of application process. The group discussed at length the pros and cons of offering a scholarship, parameters of a possible scholarship, and drafted a scholarship application. Based on this discussion, I prepared a draft document which, after soliciting and incorporating comments from the small group, was circulated to the entire board on May 4. That proposal received feedback from one board member.

**Summary:** Because PVLMSC is committed to helping adults in our community learn how to swim and encouraging adults to join U.S. Masters Swimming, we propose that PV, subject to availability of funds, cover up to 50% of the registration course for a limited number of PVLMSC members. To be considered for a scholarship of up to 50% of the cost of the course, members would have to complete the attached application at least one month before the ALTS course. Applicants would be notified prior to the course if their application has been approved. The scholarship is provided as a reimbursement following the successful completion of the ALTS certification course. To receive the reimbursement, approved applicants must provide a copy of their certificate to the Potomac Valley Fitness Chair ([pvfitness@usms.org](mailto:pvfitness@usms.org)) within 30 days of completion. (See attached for our proposed scholarship application for board consideration and approval).

MSA (Timmons, Roddin) to support ALTS at 50% of cost of the class (as with other coaching support), budgeting up to 10 spots per year (\$1500), offered on a first-come-first served basis.

### NBC4 Health & Fitness Expo

The NBC 4 Health & Fitness Expo is scheduled for March 10-11, 2018 at the Washington Convention Center. Note that the date is pushed back approximately 2 months next year. This gives us a little more time to decide whether we want to participate again next year (a decision could be made at the October meeting). Based on the feedback from the volunteers this year and our March Board conversation, my recommendation would be that we pass on the 2018 Expo. It's very hard to determine what the return on our investment is in any sort of quantifiable way. Instead, I would recommend that we explore other opportunities to increase our visibility and our outreach.

Thank you very much to the people who volunteered. Discussion followed whether we should participate again, but the feeling was we could better spend our money elsewhere, so the Board agreed not to participate in 2018.

## Maryland Swim for Life

DCAC again hosted the Maryland Swim for Life on July 15. As of July 13, over 100 swimmers were registered to participate, raising over \$17,000 for the designated charitable organizations. This total is likely to continue to climb as donations continue up until (or even past) the event day. As in the past, DCAC is asking for a \$1,000 contribution from PVLMSC to help offset the insurance fee, which is passed on to us from Maryland LMSC (the event is held in the Chester River, part of their jurisdiction). DCAC paid the fee to Maryland LMSC earlier this spring when they submitted the request for the sanction. I would respectfully request that PVLMSC continue to support DCAC and Swim for Life with another \$1,000 contribution. The event raised \$28,000.

Jeff Roddin made a motion to donate \$1,000 to DCAC for their sanction fee and Tim Timmons seconded it. The motion passed unanimously.

## Long Distance/Open Water – Charlie Tupitza

Jeff Strahota asked me to look up a couple of bodies of water in the area and see if we can get swims (USMS-sanctioned or otherwise).

- I have met with and called people responsible at several potential open water locations. In Fairfax County I got very nervous as each mention there was no clean water in the county. I chose not to press the point as I did not want to create a potential problem for the Reston swim.
- The Maryland people did not want to accommodate us.
- The only card I didn't play is from tourism.
- I did not hear from board members who spoke up and mentioned a significant number of possibilities.
- I suggest this position support the Reston swim, which I did little of, especially since next year's swim is the national championship. I am writing to them for suggestions on how we could help.
- I would like suggestions from the board about what we can do to support long distance pool events.
- If we can find a pool available for long distance swims in July and August to host an hour swim in support of the national hour swim. This time at our pool is of light use. It must be other places.

The group agreed not to host a swim but rather to promote VA LMSC and MD LMSC USMS practices/races on our website. If we have little options for USMS events in our area, so that our members have this information.

How can we help Reston Masters with their 2 mile OW Championship in 2018? Reston, please reach out to the board and let us know what we can do.

Charlie will communicate with our teams that they can host the e-postal swims (as the event director) because it's mostly an online registration process and is a good moneymaker for the team.

Also, PVLMSC has the financial resources to fund pool space to support hosting a time for folks to complete the e-postals, but Charlie will look into whether the teams can host ad-hoc e-Postal times and if there is sufficient need, we can look at finding something for the LMSC.

## Coaches – Frank Marcinkowski

### USMS Coaching Level 1 - 3 Certifications

There are no remaining classes scheduled for anywhere in the mid-Atlantic this year.

### On-Deck Coaching for Long Course Nationals in Minneapolis 8/2 - 8/6

Coaches are still needed on all days except the first day. A special sign-up form is online on the USMS.org website.

## For Coaches - On the USMS.org Website:

### Coaches and Volunteers Module

Coaches Job Postings, both "Wanted" and "Seeking Positions" is listed

### Fitness and Training Module on USMS.org

Under the "Fitness Articles" module, a good collection of "USMS Swimming Articles and Videos, to include drills for all four strokes

### About Us Module

Under Publications, all of the back issues all the way up to the July issues of *Streamlines for Swimmers* and *Streamlines for Coaches* are available. Even the July issues are posted already.

## Upcoming Events of Interest to Coaches:

1. Summer 2017 Long Course Nationals - Minneapolis, MN Aug 2 - 6
2. FINA Worlds 2017 - Budapest August 14 - 20
3. High Performance Camp 2017 - Greensboro Aug 26-31 (entry deadline May 2017)
4. Spring 2018 Short Course Nationals - Indianapolis May 10-13
5. *The 2018 Summer Nationals have not been awarded in lieu of 2018 Pan American Masters Championship: 2018 UANA Pan American Masters Championship - Orlando, FL July 28-Aug 3*
6. High performance camp-there is almost always a last minute drop-out, so keep checking the website if you want to attend.

## Webmaster – Ray Novitske

- The web site will be turned over to Ray this weekend. All files from the old server will be updated and moved to the new server on the weekend, July 16. The new server should become live on Monday with reassignment of our domain name pointing to the new server.
- The website will have contact information for Chair, Registrar, Treasurer and Top Ten. Everyone else can "OPT IN". (See additional details in the Registrar's report.)
- L4 has too many workout times to list as well as numerous annual updates, so PVLMSC website will refer swimmers to the L4 website.

## Communications – Wyatt Bradbury

No report.

Wyatt is stepping down. Jeff S, Cheryl and Jeff R will work on this. Jeff R is still sending emails.

## Old/New Business

### PV Dues for 2018

- Tim Timmons made a motion to raise dues \$5 to \$50. Jeff Roddin seconded.
  - Increasing the dues allows PV to keep the bank account in the \$60-65,000 range, which will keep us solvent in the event of an emergency.
  - In fiscal year 2017-2018, USMS is taking \$2 additional dollars.
  - Currently we keep \$4/ per swimmer. The increase would mean for 2018, PV keeps \$7/swimmer.
  - The range across USMS is \$4-\$21. MDLMSC receives \$21 per swimmer while VA receives \$11.  
[http://www.USMS.org/reg/lmsc\\_fees.php](http://www.USMS.org/reg/lmsc_fees.php)
  - The motion carried 7-1 to increase dues.

### USMS Convention, September 13-17, 2017 Dallas, Texas

PV Delegates are:

- Jeff Strahota, Stephanie Gauzens, Charlie Tupitza, David Robinson, Peter Lee
- Ray Novitske, Jeff Roddin, Mollie Grover, and Natalie Taylor are delegates because of their positions with USMS

### Other

Frank reiterated that all board members are welcome to attend any L4 practice for free.

### Next Meeting

- October 29 after Sprint Classic (approx. 2-3pm start time).
- Tim to check with Cheryl Ward to have room available.

## Adjourn

*Mollie Grover made a motion to adjourn and it was seconded by Stephanie Gauzens.*

*The meeting was adjourned at 5:48.*