

Oregon Masters Swimming Board of Directors Retreat Meeting

October 15, 2011

Next BOD meeting is scheduled for Wednesday, November 9, 2011 at 7 PM

Attendees: Jeanne Teisher, Mark Braun, Bob Bruce, Steve Darnell, Christina Fox, Ginger Pierson, Joy Ward, Susie Young, Charlie Helm, MJ Caswell, and Sandi Rousseau.

Call to Order: The meeting was called to order at 8:15 AM by Jeanne Teisher, Chair.

Minutes: *MSA the minutes of August 17, 2011 Board meeting.*

Vice Chair Report:

- **Approval of Upcoming Meets:** *MSA the following additions to the OMS meet schedule: March 10, 2012 – Tualatin Hills Pentathlon, May 12, 2012 – COMA LCM Pentathlon Meet, and October 14, 2012 – Tualatin Hills SCM Meet.*
- **Association Champs in Hood River:** *MSA Association Champs to be hosted by Columbia Gorge Masters in Hood River on April 13-15, 2012. MSA OMS contributing \$500 toward pool rental fees. MS to host this meet in SCM rather than SCY. There was concern regarding the longer timeline of the meet with 7 lanes SCM vs. 8 lanes SCY. Vote was 4 in favor and 5 opposed, so motion defeated. Therefore, this meet will be in SCY. Concern was also brought up by Sandi that there are currently not enough officials within Hood River to run a meet of this length (3 days). Officials will need to be recruited from other towns, and it is requested that all board members be thinking of officials in their area who might be willing to help.*
- *MSA full reimbursement of \$2,508 for the Gil Young meet.*

Treasurer's Report:

- **Current Treasury:** There is approximately \$17,074 in the checking account and \$34,334 in a CD. YTD net income is \$1750.30 with a projected net loss of \$2280 by year end.
- **Club Fees:** It is proposed that OMS give a net total of \$500 to each of the three clubs, i.e. OREG, SWMS, and DUCKS, to assist with initially setting up each club's accounts. *MSA to provide each club with a start up amount of \$500.* Note that any fees that have already been paid by OMS for the clubs shall be deducted from the \$500.
- **2012 Budget:** Preliminary changes were discussed but in view of other topics that might be discussed that would require budgeting, it was *MSA to table the budget approval.*

Registration Report:

- **Club Fees for 2012:** Each club has discussed what they anticipate they will need to cover club activities, e.g. relay fees, coach at nationals, etc. and have asked for \$5 per swimmer from the amount collected with the OMS/USMS registration. This was acceptable to all. There was discussion about 'Unattached' swimmer fees and where the \$5 part of the fee would go. It was decided that the unattached swimmer fee would be \$5 less since no club fee would be collected.

Actions Required:

- Susie to create an updated paper entry form for 2012 to be used in the Aquamaster and on the web. She will prepare an e-mail blast to all swimmers with information about the advantages of signing up for a club initially and explain that if one changes from Unattached to a club mid-year, a \$5 club fee plus the USMS transfer fee of \$1.50 will be assessed.
 - Christina to send out team registration updates for 2012 to get this information updated prior to the start of 2012 registration on November 1, 2011.
 - Dennis will be asked to send out the information that Susie writes up to coaches to have them encourage swimmers to sign up for a club.
- **LMSC Fee for 2012:** The various options compiled by Steve were discussed. When OMS raised fees last year, the membership was told we would not raise fees for 2012 even though the USMS fee per swimmer is increasing

by \$2. However, it is apparent now that if we do not increase the yearly registration fee for the 18-24 and 75+ age groups that we will not be collecting enough to cover the USMS and Club fees. *MSA to charge \$45 for ages 25-74 and \$36 for ages 18-24 and 75+ for the yearly registration fee.* (USMS will receive \$31, the LMSC \$9, and Clubs \$5 per swimmer from the \$45 fees, and the LMSC will not receive any fee from the 18-24 and 75+ year olds.)

- End of Year Registration Fee: *MSA for end of year registration fee (effective September 1-December 31, 2012) to be \$37.* (USMS to receive \$26, LMSC \$6, and Club \$5 per swimmer)
- One Event Registration Fee: *MSA for one event registration fee to be \$18.* (USMS to receive \$12 and LMSC \$6 per swimmer).
- Transfer Fee: *MSA for transfer fee to be \$6.50.* (USMS to receive \$1.50 and LMSC \$5 per swimmer)
- Club Registration for 2012: Since registration for the LMSC's three clubs is due soon and the clubs are new in their formation and getting checking accounts opened, it was *MSA for the LMSC to register all three clubs at \$30 per club and deduct this amount from the \$500 to be provided to them from the LMSC treasury.*
- Meet Entry Deadlines: Wes and Gary have discussed this topic and meet deadlines will now be changed to 10 days prior to the meet for online entries and receipt of postal entries.

Marketing OMS: There was discussion about how to improve our marketing of OMS to increase the LMSC's revenue, so that we will not continue to run a deficit budget. There is a limit as to how low we will want our cash assets to be before we mandate a balanced budget. There are no hosting of nationals or other big income events in the foreseeable future. A need for improved marketing materials, e.g. OMS brochure, and utilization of free USMS marketing materials needs to be done. Suggestions included:

- Jackie to finalize the OMS brochure ...perhaps with assistance from Bonnie Edwards and get these distributed to teams and coaches for posting at aquatic facilities.
- Team representatives and coaches contacted and encouraged to post Masters swimming information with local contact information.
- Some areas have held classes called Masters Swimming 101 to familiarize adults with an introduction to Masters swimming with the hope that some will join.
- An idea that has been done by OMS in the past was to make a special welcome to first time meet participants with a goody bag to welcome them to competition.

Coaches Report: It is now apparent that ASCA membership costing \$70 is also required for coaches attending the USMS clinic being offered in PNA October 21-22, 2011. It was stated that many teams pay for their coaches' ASCA membership plus coaches receive other benefits from that membership. *MSA that up to \$120 be available for Masters coaches, assistant Masters coaches, and newly formed Masters team coaches to pay for the clinic registration costs for up to ten coaches.* At the current time, six have applied for reimbursement.

Website: MJ's complete detailed report is in the retreat reports, but no web designer has been found yet. Mark Braun may have a contact that would do it for the budgeted \$500. Club Assistant will not work for us due to our complexity. We do now have additional space on the usms.org site so that all old Aquamasters can be posted. MJ will be updating the posting of the 2012 meet schedule, minutes, committee reports, and meeting schedule. MJ is also keeping succession planning in mind to make our website easier for anyone to assume responsibility in the future.

Open Water: Bob reviewed the proposed schedule for 2012 with 10 open water events including a new venture with a 1200 meter swim in the Bend pool and an additional Willamette River long down river swim near the end of August. *MSA the proposed open water race schedule.* The 2012 schedule includes:

May 12-13	Basic open water clinic and pool open water event - Bend
June 2-3	Hagg Lake (tentative)
June 17	Devils Lake (tentative)
June 30	Foster Lake Cable Swims
July 14-15	Applegate Lake
July 22	Willamette River – Bridges Swim

July 27-29	Cascade Lakes Swim Series and Festival at Elk Lake
August 12	Cottage Grove Lake
August 18	Eel Lake
August 25	Willamette River - Long downriver swim (tentative)

The annual meeting with open water meet directors was cancelled due to an illness of the hosting director, but this will be re-scheduled in the near future. There are a variety of changes to open water event hosting that need to be covered including the sanction process, more flexible safety plans, sanctioning of USA-S open water events in conjunction with our USMS events, and results reporting through the national database.

COMA Events: Bob provided an overview of planned COMA events for 2011-2012 including pool meet hosting, open water clinic and open water swim in a pool, a distance training camp in May 2012, the Foster Lake cable swims, and Elk Lake open water swims. They also plan to bid for Association champs in April 2013.

Awards: Ginger reported that she has almost all awards for 2012, but was looking for new ideas for 2013 and beyond. Various ideas were presented with more leaning towards usable items like swim backpacks, gear bags, and other water equipment. Ginger will look into these ideas.

Team Spirit Award: Ginger has not been pleased with how this award recipient is determined at Association champs. Other options for decision making were discussed with the consensus being that Ginger form a small committee at the meet to determine the winner rather than team voting.

USMS Awards: Prior submissions for this have been made by individuals within the LMSC. In the future we will put this on the agenda for about two months prior to nominations being due, so that the board can discuss nominations.

Ransom Arthur Award: Ginger proposed that the LMSC nominate Mike Heather from SPMA for this award. Because so few within the LMSC Board know Mike, it was decided to not support this.

Volunteer Recognition: Sandi presented a USMS overview of an LMSC survey about recognition awards. OMS does well in this department but there was discussion as to whether we might want to recognize membership status such as 10, 20, 30, etc. year continuous membership and long time service. Sandi will look into whether the national office has the prior years' membership information readily available to the LMSCs.

LMSC Minimum Standards: Sandi reviewed the LMSC Minimum Standards discussion that took place at convention. Overall, OMS is doing well and is meeting all of the required standards plus a vast majority of the suggested standards. It was suggested that goal setting and succession planning might be given more emphasis within OMS.

Convention Reports: All of these were submitted in the pre-retreat reports. Sandi expanded on the Omaha nationals and the unique opportunity this provides for our swimmers. Chapters (currently local teams) was not approved as the new designation nor were fees established for such, and mandatory offering of one event registration did not pass.

Swimming Saves Lives Foundation: Sandi, Mark, and Bob discussed the presentations at convention regarding this foundation. Ideas as to how we might implement some of the learning to swim offerings were discussed. It was decided to continue discussions relating to this as there is interest in actually moving toward providing this type of contribution to our communities.

Cross Channel Swim: Sandi reviewed what OMS had offered to the Hood River Chamber of Commerce several years ago to provide liability insurance for the swim via our one event registration option. OMS was looking at it as a marketing opportunity to the 450 swimmers, out of the 500 who do the swim, who are not familiar with Masters swimming. Sandi may have the opportunity to offer an option again, so it was decided that we would offer one event registration at our usual fee of \$18 (\$12 to USMS and \$6 to the LMSC) with the option to lower the price but no lower than \$12 which would be a break even for OMS.

Meet Entry Fees: There was discussion about increasing meet entry fees to decrease our projected deficit. It was noted that meets are not a break even venture now and it was felt that we should strive to make it break even. Also noted was that OMS meet fees are currently one of the lowest within USMS, so an increase is reasonable. *MSA to increase meet entry fees as follows: One day meet at \$20, two day meet at \$22, three day meet at \$28, and two day Zone meets at \$24. This is to start January 1, 2012.*

2012 Budget: It was MSA the proposed budget for 2012 with the discussed changes of using the amounts approved earlier in the meeting for registration fees (\$45 for ages 25-74 and \$36 for 18-24 and 75+), decreasing postage expenses, increasing Aquamaster printing/mailling expenses, and increasing meet entry fees as approved. This revised budget will

result in a deficit of approximately \$2800.

2012 Board Meeting Dates: It was decided to meet on the second Wednesday of each month except for the annual meeting at Association champs, meeting at the Gil Young meet, and the retreat. Therefore, the following are meeting dates: Wed, Nov 9th; Wed, Jan 11th; Wed, Feb 8th; Wed, Mar 14th; Sat, April 14th (annual meeting); Wed, May 9th; Wed, Jun 13th; Wed Jul 11th; Sat, Aug 25th (Gil Young meet); Sat, Oct 13th (retreat).

Adjournment: It was *MSA to adjourn the meeting at 3:00 PM.*

Respectfully submitted,

Sandi Rousseau