

OMS 2019 Annual Board Meeting Retreat

Committee Name:	Oregon Masters Swimming	Session #:	n/a
Committee Chair:	Tim Waud	Vice Chair:	Robbert Van Andel
Minutes recorded by:	Kristina Franklin	Date/time of meeting:	27 October 2019, 9:00 am PDT

Actions Items:

1. Robbert Van Andel will set up the Microsoft Teams site for the OMS board.
2. OMS Board members will populate the Microsoft Teams site with the documents related to their board positions, to assist with document retention and visibility.
3. Kermit Yensen will pull some numbers together and make recommendations for increased swimmer meet entrance fees for meets and local team reimbursements. He will have the recommendation ready for the next board meeting.
4. Kermit Yensen will work on some ideas to present to the board to decrease our expenses for the 2020 and 2021 budget cycles.
5. Jeanna Summers will act as a small-team-OMS-Liaison with the goal to reach out to coaches of small teams and find out how OMS can help them thrive.
6. Matt Miller and Tim Waud will reach out to their contacts to find Volunteer Coordinators for upcoming meets.
7. Sara Shepherd will send out a call for nominations for the annual OMS awards in the January AquaMaster, and will send out an email blast to the membership at the end of January.
8. Tim Waud, Jeanna Summers, and Colette Crabbe are going to form a subcommittee to look into how OMS can better serve fitness swimmers.
9. OMS board members will send Matt a note to update their information in the OMS Board sections of the OMS website.
10. OMS board members will look over the Bylaws and Policies section of the OMS website and will send a note to Matt Miller if they see anything that needs updated.

Motions Passed:

1. OMS to adopt the team collaboration tool of Microsoft Teams (the free version). Motion made by Susie Young, seconded by Sandi Rousseau.

Number of board members present: 17	Absent: 5	Number of guests present: 0
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Board members present (list all, including chair and vice chair):

Tim Waud (Chair)
Robbert Van Andel (Vice-Chair, Sanctions)
Kristina Franklin (Secretary)
Kermit Yensen (Treasurer)
Alice Zabudsky (AquaMaster Editor)
Bob Bruce (Long Distance)
Christina Fox (Membership)
Colette Crabbe (Fitness)
Ginger Pierson (Payments Administrator)
Jacki Allender (Officials)
Jeanna Summers (Souvenirs)
MJ Caswell (Top Ten)
Nancy Vincent (OREG Club Rep)
Sandi Rousseau (USMS Rep)
Sara Shepherd (Awards, Coaches co-chair)
Steve Darnell (Records)
Susie Young (Registrar)

Committee Members Absent:

Barry Fasbender (USMS Rep)
Gary Whitman (Data Manager)
Joy Ward (Safety)
Marlys Cappaert (Program Development)
Matt Miller (Webmaster, Coaches co-chair)

Minutes

The meeting was called to order at 9:13 AM.

1. Intro to event and sign in information (Tim)
2. Succession planning (Tim): We need to think about mentoring for future leaders, and for the “just in case”.
3. Document Retention (Robbert)
 - a. Slack, Google Drive, Microsoft Teams are all options for us. Robbert recommends the Microsoft Teams approach.
 - b. Pluses for Microsoft Teams- chat function, the organization owns the documents rather than a person, you can use a stripped-down version of word and excel, and you can start a “chat” tagged to a specific document. Minuses- to use the email function is \$12.50/month per user
 - c. Pluses to Google Suite- free for a nonprofit organization, there’s already a lot of familiarity with it, can create a form for online voting tracking. Minuses- no chat function
 - d. Susie makes a motion to adopt the team collaboration tool of Microsoft Teams (the free version). Seconded by Sandi. Motion approved unanimously.
 - e. Robbert will set up the Microsoft Team site for us.
4. NW Zone SCM Champs November 2020 (Robbert)
 - a. There needs to be a long-distance event for the meet. After discussion, the 800 meter is recommended because it is a one-day meet.
5. Upcoming competitions (Robbert)
 - a. Robbert has sent emails to Chehalem and Canby regarding hosting meets for this swim season, but there hasn’t been any response. Our next meet is sadly going to be in March.
 - b. There are a number of pools that would be great for meets, but there is no or very little Masters swimming presence. Chehalem, McMinnville, Lincoln City, Newport are examples. It may be that we will need to come in and run meets rather than asking the local teams to host and run the meets.
 - c. Kermit suggests that we have a board member who is responsible for maintaining relationships and perhaps hosting meets. This person could also work on the negotiations directly with the pool, rather than use the team as the middle-man. That way we can guarantee a profit for the team if we are involved in the rental fee.
 - d. There are two issues for encouraging pools to host meets: how much we make, and how much the pool makes on the meet. Pool rental fees are continuing to increase, while our entry fees have not changed in a long time.
6. OMS Meet Bid Packet/Entry Fees Increase (Robbert)
 - a. Robbert suggests we increase our entry fees, and also make the meets more lucrative for the local teams. If we plan our meets longer in advance (6 months to 1 year), then we can also give swimmers plenty of time to plan and prepare for the meets. Also, we can change our bid packets to guarantee that OMS will pay the pool rental and that the local team will make a certain amount, and remove the per swimmer reimbursement. Some pools are over-charging pool rental fees to try to fill budget holes, so we may need

to put a maximum pool rental fee that we will agree to reimburse. Last year we lost approximately \$8 per swimmer if you average out all of the meets.

- b. Kermit is going to pull some numbers and make a recommendation based on the discussions. He will have the recommendation ready for the next board meeting.

7. Marketing Volunteer (Tim)

- a. We don't have a liaison with Oregon Swimming. We also don't know why teams are dissolving. We need someone to reach out to pool athletic directors to talk about what Masters swimming can bring to them. Tim, Christina, Sara, and Susie are willing to work on this as a subcommittee.
- b. Also, a team liaison would be helpful, who can reach out to team coaches to find out what is and isn't working, why they are disbanding perhaps, and how OMS can help them thrive. Jeanna is willing to be a liaison to small teams. Susie also suggests a coaching mentor program.

8. Meet Entry donation for Swimming Saves Lives- Sandi would like an add-on for OMS rather than SSL. There is general agreement for this idea.

9. NW Zone LCM Championship Mt Hood August 2020- a meet packet for this event has been sent to Dennis. We're looking at early to mid-August.

10. OMS Association Championship- where should we hold the event this year? Perhaps McMinnville, Chehalem, MAC Club, Hood River.

11. Volunteer Coordinator (Tim)

- a. Someone to set up the Signup Genius, gathering help from other teams who are participating in the meets (such as all of our significant others), help ease the pain of hosting a meet.
- b. Matt and Tim have the contacts and can get a start on this.

12. Secretary (Kristina)

- a. Please introduce yourself when making motions or seconds in our conference calls. Also, if there is a typed-up report that is available before the meeting, it is helpful for the secretary to have this ahead of time to type up a summary for the meeting notes.

13. 50-year OMS celebration (Ginger)

- a. The 50-year celebration is coming up in a few years (need to determine the exact date). For the 30th year celebration there was a picnic and fun games.

14. Dual-sanctioned meets and MAAPP (Jeanna)

- a. Are we able to have high-school aged timers at OMS meets? After some discussion about the rules for USA swimming and the history of MAAPP, it seems that this would not be a problem for teenage timers at OMS meets.

15. Treasurer (Kermit)

- a. 2019 Budget as of the end of September our assets are \$38,020. Projection for the end of 2019 show a small amount of projected income, which means we will have a significantly smaller amount coming in for the year than we did last year. We spent less on many of the budget items for 2019, but we spent significantly more for meets. For the end of 2019 we are projected to spend \$9500 more than we have taken in. We were projected to be at a \$7000 loss, so this is a problem. If T-Hills had been a normal meet fee, we would have been OK, but we lost \$6800 just for the T-Hills meet. We also had an unexpected expense of the backstroke start wedges.
- b. For the 2020 Budget- a negative \$6560 is projected for next year putting in similar numbers as for 2019. This is in line with what we have done for the last several years.
- c. It's crucial to look ahead to 2021, when the USMS unified fee will be implemented. Putting in our current numbers, this would work into a proposed negative \$13,000 for the year. This is not sustainable. By the end of 2024, we will end the year in the hole. This is assuming an 80/20 split and 1200 swimmers.

- d. Kermit presents some ideas for 2020 and 2021 to help mitigate the deficits. We can start to make changes now-
 - i. Start to charge more for meets, perhaps \$40 in 2020, 5% more in 2021.
 - ii. Instead of \$6 for the Oregon Club per swimmer, perhaps \$5 for 2020, and \$4 for 2021. There are ways that the Oregon Club can reduce expenses. For example, swimmers who go to Nationals can contribute \$5 for t-shirts
 - iii. Hit all of the line-items with reductions. We can reduce expenses by significantly reducing awards (perhaps find a sponsor to donate backpacks), remove coaches training, etc. We should leave money in marketing and program development.

If we do all of these things, it pushes out our cushion longer. Kermit will pencil out some ideas and present back to us.

- e. OMS Fees/OREG Club (Steve)- Steve presents five options for the fee structure for 2020. Steve moves that we approve Option C. Susie seconds. This removes the discounts for older and younger swimmers, and \$5.00 for Oregon Club. Motion approved unanimously.

16. Long Distance/Open Water (Bob)

- a. Review of 2019 Oregon OW Series- it was a good year
- b. Preview of 2020 Oregon OW Schedule. Differences between 2019 and 2020: bringing the dogs back to the cable swim, may not bid for the dual-sanction event due to officials concerns, who's running Cascade Lakes?, possible date changes for Eel Lake and Lake Juniper. Consistent numbers for OW events are proof that planning events long ahead of time reaps benefits.
- c. Update Chip Timing System (report from Matt via email)
 - i. Water interferes with the reading of the chips, so the current system is limited to out of water finishes more than 5 feet from water's edge. The system we have is for running.
 - ii. Atlas RFID Store has been contacted for input/suggestions on how to upgrade the system to work better for finishes right at the water's edge and in-water finishes (i.e. Foster Lake Cable Swims touch board).
 - iii. A ground mat could alleviate or solve the missed read problem at water's edge for out of water finishes, such as <https://www.atlasrfidstore.com/times-7-rfid-race-timing-antenna-system-fcc-etsi/>
 - iv. The COMA board will sponsor ½ the cost for the solution. Perhaps we can also charge a rental fee for the equipment.
- d. Postal swims-
 - i. The e-postal championship schedule is the same this year.
 - ii. Promotion of One Hour ePostal Swim January 1-February 28, 2021. Bob will be the event director. We will be taking care of the errors that will come in with the entries. We also need to design and plan the souvenirs, and distribute the awards (stuff envelopes and ship). Awards will need to be shipped out around mid-April. Goal is to have the data work completed beginning April. How do we get enrollment to increase?
- e. Amazon Pool Rental for 5/10K (Matt via email)
 - i. OMS received a refund via Matt for the Amazon Pool rental for the 5K/10K ePostals in 2019 due to the fact they closed the pool the day of our rental and we weren't notified. We were rescheduled for free and the event was a success.
 - ii. Matt is able to hold on to the refund and use that money to cover the cost next year assuming the rate is the same (it has been the same each year since we started renting it).
- f. Juniper swim- the pool rental is doubling. Also, new policies for the pool- no deck changing, and no animals with the exception of service animals that are trained to do a specific task. These are pool policies, and will need to be communicated to swimmers.

17. Backstroke wedges (Bob)

- a. The rules are such that one toe from each foot must be on the touch pads for the start to count. It is going to require time between heats for swimmers to be able to adjust the wedges for their individual needs. We are going to need to suggest to people at the meet that they practice at least 5-6 starts before they try to race off one. We can email instructions to meet participants. We can also laminate the instructions so that the timers have the information for swimmers. It would be good to have a rolling case to store the wedges all together along with the clips. It is important not to lose the clips.

18. Officials (Jacki)

- a. Training and Certification- USMS has implemented a policy where all officials need to be certified. All they need to do is watch some online videos and take a test, but it does not require on-deck training time. Jacki has created a PowerPoint that she would like to use in conjunction with on-deck training. And how many sessions does it take before an official-in-training is ready?

19. Registration (Susie)- Refer to Susie's email report.

20. Vice Chair (Robbert)

21. Coaches (Matt via e-mail)

- a. Sara is stepping down as co-chair. We are looking for a replacement
- b. Recognition for Allen Larson, who served as head coach for Summer Nationals in Mission Viejo where Oregon won the regional team category.
- c. On-Deck Coaches at OMS meets
- d. OMS Swim Clinics for 2020- Location suggestions? Type of clinic suggestions? What and where might the OMS membership be interested in attending?
- e. Upcoming USMS Education Schedule
- f. October 10, 2020 Clinic for Coaches/Stroke Clinic

22. Awards (Sara)

- a. OMS Awards Summary- It would be good to send out a call for nominations in the January AquaMaster, and send out an email blast the end of January. There were 20 nominations last year as compared to eight the year before. Sara was under \$ on the budget for awards. We could possibly use sponsors to donate awards to reduce the cost even more.

23. Fitness (Colette)

- a. 80% of the membership is a fitness swimmer. It looks like most of our budget is to support the other 20% for meets. Clinics would benefit the fitness swimmer, too. Tim, Jeanna, and Colette are going to form a subcommittee to look into this.

24. AquaMaster Newsletter (Alice)

- a. The cost of sending the one requested printed subscription for the year is \$21.09. According to MailChimp, not quite 1/2 of the members who receive the AquaMaster via email open the email. Average is 37%. Because a lot of times emails can get buried, a lot of people may not even see their email announcing the AquaMaster.
- b. Matt worked on creating an online "flippable" PDF version of the AquaMaster. There is a site where this can be done for free, an example can be found at:
<https://www.flipsnack.com/oregonmastersswimming/november-december-2019-oregon-masters-swimming-aqua-master.html>
The board liked the look of the PDF and would like to see us use this format moving forward.
- c. Posting the AquaMaster on Facebook may give us more traffic. Who is a good person to post the AquaMaster and other content on Facebook?

25. Souvenirs (Jeanna)

- a. Online Store at SwimOutlet- the online store was easy to set up, eases the burden for the souvenir chair, is much simpler, costs less (in fact OMS would earn money from the sales), and we do not have any up-front costs. Once we get it set up, we can promote the site on Facebook, in the AquaMaster, at meets, etc.
- b. Inventory we have on-hand right now- we can use the inventory we have now as swag for clinics, etc.

26. Webmaster (Matt, via email)

- a. Swimoregon.org Website:
 - i. OMS records and top 12 files have been updated after the 2019 5K/10K. OMS top 12 lists are updated programmatically by pulling data from the USMS website.
 - ii. The Oregon Open Water Season and 2020 event schedule is already posted.
 - iii. The OMS Award Recipients list is up to date through the 2019 Annual meeting.
 - iv. Pages on the website that need review:
 - Information on Workout Groups (such as location, workout times, coaches etc.) for use on the OMS website and in other communications needs to be verified against USMS website and/or needs to be collected in late October.
 - OMS Board Members section needs review and updating after some turnover. Please send Matt a note with any needed changes.
 - Bylaws & Policies needs review and possible updating. Please send Matt a note with any needed changes.
 - OMS Board Meeting Minutes are up to date through July 2019.
- b. Social Media- OMS Facebook Page is somewhat infrequently updated with images and stories. Matt would like to share swimmer photos and stories that relate to OMS events as he sees them posted.
- c. Matt has been paying \$2.95 per month out of pocket for the email aliases through aplus.net (i.e. president@swimoregon.org redirects to timpwaud@gmail.com). Kermit can check when Matt was last reimbursed. Perhaps we can just have a check sent out at the beginning of each calendar year for \$35.40?
- d. Matt has been paying \$10 per year out of pocket for our omsboard@gaggle.email address. Perhaps a check could be sent for \$10 at the start of each calendar year? Or it could be combined with the \$35.40 to be \$45.40 to cover all OMS website expenses for the year?

27. Records (Stephen)

- a. Spread the word if someone swims in a meet outside the state to let Steve know. Robbert asked if we can pull information from the records database. This is not simple.

28. USMS Liaison (Sandi)

- a. Planned giving/Estate Gifting/Donor Cultivation- Sandi suggests that our attorney consultant can provide wording that we can post on the website with information for members to consider planned giving to OMS. The board is in favor of this approach.
- b. Adult Learn to Swim program. Grants Pass and Columbia Gorge Masters were awarded ALS grants for 2020.

29. OREG Report (Nancy)

- a. Refer to Nancy's email for data and the numbers breakdown.
- b. With expenses for registering with USMS and postal relays remaining this year, we expect to carry forward \$1500 to next year.
- c. We expect to send at least one coach to 2020 Spring Nationals in San Antonio and possibly no coach to Summer Nationals in Richmond, VA. Fewer swimmers will likely participate in Nationals in 2020, but travel expenses will be higher.

30. Adjourn

Tasks for the Upcoming Year

1. Refer to Action Items list, above.

The meeting was adjourned at 4:10 PM.
