

# MINUTES

New England LMSC  
Annual Board Meeting  
June 1, 2013 – 2:00 p.m.

## 1. Roll Call

Rick Osterberg

Laszlo Eger, NEM Chair (which is an NE-LMSC Board position)

Guy Davis, Great Bay Representative

David Bright

Bill Ewan, Officials Chair

Christine

Ulla Hester, Charles River Swimming Club Representative

Allan Koppel

Doug Sayles, Registrar

Crystie McGrail

Jessica Stokes, Communications Chair

Bill Meier, Chairperson

Al Prescott, Treasurer

Taking note: Jessica Stokes

## 2. Adoption of Minutes – Bill Meier

- **Moved: Jessica; Seconded: Al; Approved – Minutes of 2012 Meeting (as posted on website) adopted by the members of NE-LMSC**

## 3. Adoption of Treasurers Report – Al Prescott

- Update on IRS: letter in 2012 re: not filing Form 190 → letter received earlier in 2013 confirming that amount owed has been corrected down to \$0
  - Allan: Inadvertantly issued new EIN
  - Al's response: we have sent
  - Allan: I am suggesting using a Taxpayer Advocate, which is available through the IRS
  - Al: Please email me the info
- NE-LMSC Budget vs. Actual, 2012 – handout from Al
  - Christine: What is HOF? (Al: New England Hall of Fame)

- Allan: Money for Rule Books for Officials? (AI: approved as a non-budget line item for 2013)
- NE-LMSC Budget vs. Actual, 2013
  - Ulla: will have \$790 income for one day memberships (AI: less amount due to USMS)
  - AI: Potential change to budget if we approve the proposed subsidy of open water sanctions
- Currently have \$38,200.58 (?). One year ago had ~\$30,000

#### 4. Reports, as necessary, from Officers and Committees

- Registrar's Report: Doug Sayles
  - 2013 NE-LMSC membership as of May 31, 2013 (handout)
    - Demographics: 47.5% women vs. 52.5% men
  - NE-LMSC Club Membership Registrations – Monthly Comparisons for 2011-2013 vs. 2012-2013 (handout)
    - Trends in chart form
    - Yearly comparison: Nov. 1 through today – basically down 2% from registration last year
    - Clubs that are asterisked are no longer in existence for USMS purposes
  - New England LMSC Member Registrations as of May 31, 2013 (handout)
    - Bar graph: Month by month compared by month over this year and last 3 years
    - 50 people fewer registered at this time this year than last year
  - If our goal is to grow membership, with World Championships in Montreal, would make sense to host a LCM championship as steppingstone meet
  - Katie McCann: assistant coach at Northeastern – no info online, but she has started a masters club there
  - Guy Davis: To drive USMS membership, really increase numbers when people register in order to participate in a particular event. I agree that 2014 is a tremendous opportunity! But it is an undertaking to get there – need to lodge that idea in people's head now to drum up interest – team dynamics, relay dynamics – might be good for NEM folks to recruit others in their age group – think we should think through how to do a couple of practical and powerful things to get people positioned so that we can have a large presence at Worlds – could be something we at the LMSC level could do to rev up registration and participation
    - Bill Meier: Website: tab or picture – make Worlds a premier point on website
    - Bill Ewan: Mini meets would benefit
    - Doug: two different issues (mini meets vs. promoting Worlds)
    - Cristie: we don't have a LCM championship meet
    - Ulla: I agree with Guy that having a LCM Champs next year would be great
    - Rick: Need to plan the championship meet before the entry deadline for Worlds

- Guy: It's up to the hosts to drive a quality meet. FINA is only interested in mass participation.
- Guy: Other potential attractions for Montreal (1) great to visit and (2) there is now a 3K open water race as part of the program
- Al: One of ways triathlon pulls people in is a 1 weekend intro training clinic – especially open water – if want to dovetail off of triathlon community, want to focus on open water training courses
- Bill M: Great idea as a way to promote Worlds, membership, long course participation
- Guy: Think about having a handout prepared with all info on World Champs and LCM Champs – give out at SCM and SCY meets
- Bill M: Bumper sticker “Goal: Montreal”
- Al: Swim caps; Rick: New England World Champs Team
- Bill M: With Swimming Saves Lives, can also promote heavily
- Rick: How can we dovetail with USMS promoting Montreal? Is USMS promoting?
- Laszlo: USMS has no stake in promoting Worlds. Will generate no revenue for USMS for people to travel to Canada
- Doug: I get about 200 inquiries each year
  - Registration Issues
    - Existing Club Assistant format prompts questions because the interface is not user-friendly
    - Through Harvard meet, will correct without requiring them to pay the additional \$6 for NEM registration fee
    - Unclear whether Wellesley Masters requires USMS insurance for all members
    - Rick: 99% of people outside this room don't know difference between NEM and NE-LMSC and don't care as long as they can swim on relays at the Harvard meet with their friends
    - Website will provide a lot more information to people – just went up – be able to point people to the website – encouraging chairs to put FAQs on the website
    - Good to make website the source of info
  - Where can I swim questions
    - Proposed: chart with name of workout group, primary contact, main location(s), link to website for that workout group
    - Try to get people to do a better job keeping Places to Swim updated
    - Crystie: Can't track workout groups on website
    - Jessica: What if we offer coaches the opportunity to contribute their information and we put what they voluntarily provide onto the website? Periodically (maybe 3 times per year), we can request updated info.

- Communications Chair: Jessica Stokes
  - Communications Chair: Jessica Stokes ([NewEnglandLMSC@gmail.com](mailto:NewEnglandLMSC@gmail.com), 617-794-3169)
  - Website, new and improved! <http://www.nelmsc.org>
    - Webmaster Crystie McGrail ([greatbaymastersswimteam@gmail.com](mailto:greatbaymastersswimteam@gmail.com))
    - Feel free to take a tour now on your portable web device! Make sure you visit when you get home. Notable features include: (i) News and Photos on homepage: If you want us to post a reminder about an event, let us know! (ii) Upcoming Events with links to event websites (iii) Contact info for all Board members (iv) Registration Info (v) Info for obtaining Open Water Event and Pool Event Sanctions
    - TeamUnify: services provided – for free to LMSC’s!
    - Photos on homepage: Please send *high resolution* photos of NE-LMSC members in action!
    - **Board members:** Starting now, the Board member in charge of a particular area will be responsible for sending content updates to Crystie or me to be posted to the site (e.g., Registrar is in charge of the content on the Registration tab)
  - Possible logo contest
    - Board approved of idea of logo contest
    - Later in meeting, Board approved budgeting of \$500 for logo contest (with the understanding that would not have to offer full \$500 as prize)
    - How prize money will be allocated not yet decided – possibilities include: free meet entries, Starbucks gift cards, cash, etc. – left to Communications Chair’s discretion
  - Upcoming Events
    - Thank you for your contributions!
    - Sample click through data reports provided to Board – Report 1: Summary of emails sent since November 2012
      - Reports generated using Constant Contact program that we pay for each month
      - Open rates range from 31.1% (in Nov. 2012, when registration for 2013 had started and many people updated email addresses, but both old and new addresses remained in our database) to 46.7% (in March 2013, just over 2 weeks prior to the Short Course Yards Championships)
    - Report 2: Click through information for May 1, 2013 email
      - 41.4% open rate, 25.9% click through rate
      - Click through data for each event ranged from 0.2% (USMS Places to Swim) to 11.4% (LANES Part of 5 Mini Meet)
- Officials Chair: Bill Ewan
  - Need to add line item for providing Rule Books to Officials as line item
  - Board agreed – to be voted upon with budget vote at end of meeting

## 5. Unfinished business

- None

## 6. New business:

### A. Should the LMSC provide rule books to all officials?

- Will be included as line item in budget for FY 2014

### B. Discuss a long-term open water sanctioning solution for 2014 and on.

- Bill M: Summary of USMS insurance changes pertaining to open water events. \$1800 per event. USMS agreed to pay \$800 of that amount. Question to NE-LMSC: Do we want to offset all or part of the remaining \$1000 in order to remain competitive?
- Proposal: LMSC would subsidize at prorated rate that mirrors that of USAT. Propose that this change be added to 2014 budget as one year transitional line item. Swims of under 100 people would be required to pay \$200 to NE-LMSC for sanction. Events having 100 swimmers or more will pay \$400 to NE-LMSC for sanction.
- Goals of proposal: (a) Promote open water swimming as a service to our members and as a growth area for masters swimming; (b) ease transition costs that are expected to be unusually high for this year, perhaps two years
- Proposal has been approved by vote of the Board; looking for ratification at Annual Meeting
- Ulla: Charles River Swim – can pay \$400 as nonprofit race director
- Need to get info to Race Directors ASAP
- Bill M: We have done trial budget for 15 events and propose budgeting \$12K
- Bill E: Underwrite 100%
- **Proposal re: subsidizing Open Water Sanctions unanimously ratified by members present at Annual Meeting**

### C. 2014 Long Course Meters Meet - Should we have it and if so, where? Subsidized?

- See Registration (above) and budget items (below)

### D. Should the LMSC fee (\$7.00) be changed? USMS fees are rising by \$2.00. Transfer fee (\$1.00)?

- **Motion to remove \$1 LMSC transfer fee moved by AL, seconded by Bill E., unanimously approved by the members of NE-LMSC present at the Annual Meeting**

### E. USMS Conference Delegate selection

- LMSC pays for Laszlo, even though he does not count toward our 6 slots
- Motion to delegate job to Bill M. to find out who wants to go
- Interested in going: Laszlo Eger, Doug Sayles, David Bright, Bill Meier, (Frank Wuest), (Jim Wetzel),
- Guy: Chair should propose slate; so moved, seconded, approved
- **AI: moves that Bill Meier propose a slate to the Board to be proposed to Board by end of June for approval**
- **Motion approved by NE-LMSC members present at Annual Meeting**

#### 7. Vote on nominations for the Chairman, Communications, Officials, Coaches Chairs

- **Coaches Chair: Need new person. Jacki Hirsty stepping down. Anne Uecker and another person have expressed interest. → Bill M. proposes that he send out an email and solicit applications for Coaches Chair. Proposal approved by members present at NE-LMSC Annual Meeting. Bill will send out email requesting applicant by end of June.**
- **Officials Chair: Nominated by Jessica; seconded by AI; unanimously approved by members present at NE-LMSC Annual Meeting**
- **Communications: Nominated by Bill M.; seconded by Bill E; unanimously approved by members present at NE-LMSC Annual Meeting**
- **Chair: Nominated by Jessica; seconded by AI; unanimously approved by members present at NE-LMSC Annual Meeting**
- Hall of Fame Chair: Position is empty – need clarification regarding what that person does (and what the HOF does) before Board is willing to entertain filling that empty Board seat

#### 8. Resolutions and Orders

\*Adopt 2013 budget after discussion of all related items

- **2014 budget approved in form discussed and tweaked by NE-LMSC members present at the Annual Meeting – AI to send final spreadsheet**
- Debate over how much money we are willing to spend to subsidize an LCM Champs next year
- Budget \$3000 line item as cap on subsidy available for LCM Champs next summer
- Right now, have \$38,000 cash and projected surplus for FY 2014 of \$2900. That assumes no open water
- **\$3000 LCM subsidy cap approved by NE-LMSC members present at Annual Meeting as additional line item in FY2014 budget**
- Swimming Saves Lives grant application – separate program item.
- **NE-LMSC fee for FY2014: Laszlo moves to keep fee at \$7 per person, Ulla seconds motion; unanimously approved by NE-LMSC members present at Annual Meeting**
- **Motion to approve FY2014 Budget in form discussed and tweaked by NE-LMSC members present at the Annual Meeting, seconded, approved unanimously. Will be published on website.**

9. Adjournment

- **Motion to adjourn made by Bill E., seconded by all, unanimously approved.**

630.00 from USMS (for ASCA certification classes?)