

New Jersey LMSC Annual Board Meeting Minutes

Time 10:30am Sunday, October 31, 2010

Raritan Bay Area YMCA

Perth Amboy, NJ

Attendees:

Board Members

Susan Kirk

Chris McGiffin

Ed Tsuzuki

Bill Reichle

Linda Brown-Kuhn

Tom Brunson

Jeff Jotz

Visiting Members

Lisa Baumann

Victoria Elbrecht

Paul Cheeks

Jennifer Bauman

Jens Volker

Luis Lara

Thaddeus Gamory

Chuck Warner

Gita Roy

Larry Salvador

Marie Vellucci

MOTIONS

1. **MSA to vote to accept the slate of uncontested candidates as presented in G.i.a)-g)**

ACTION ITEMS

1. **All board member reviews of the draft website facelift should be submitted to Ed by November 14th**
2. **Ed will compile board feedback about the website and submit to Jason for implementation**
3. **After the feedback has been received, the board will discuss the evolution of the website page and the Facebook and Twitter accounts—static vs. dynamic**
4. **Jeff will coordinate with Bridgette about contacting the NJ Devils box office about ticket cost and availability in early January**
5. **Susan will let Bridgette know about the idea of possibly looking into a Nets game as a future social event**
6. **Chris will send Linda some links to articles that he found on the internet about the history of New Jersey Masters Swimming**
7. **Chris will obtain price quotes for the customized windbreakers and distribute to the board for consideration**
8. **Board to review the draft of the NJ LMSC Sponsorship of Sanctioned Events policy and provide Chris with feedback through email**
9. **Ed will provide some documentation of some of the current website traffic stats for review by the board**
10. **Ed will reach out to the family that runs the Hanneford event to explore ways that the NJ LMSC may be able to become involved**
11. **Chris will summarize the Hanneford event opportunities from information that he receives from Coach Pete and Ed and will email the information to the board**
12. **Chris will follow up with Rutgers to determine the status of the availability of the (4) additional lanes and will let the board know by November 24th**
13. **Chris will send Thaddeus contact information for Nancy Steadman Martin so that they can communicate about future opportunities together for drowning prevention programs**

Action items bolded

Meeting was called to order at 10:38am

- I. Officer Reports
 - A. Newsletter (L. Brown-Kuhn)
 - i. Remaining issues for this year
 - a) November/December issue
 - Deadline for convention reports and any other submissions is November 15th
 - ii. 2011 issues
 - a) January/February, March, April, May/June, July/August, September, October, November/December
 - iii. Member contributions of photos and articles are welcome
 - iv. Number of hardcopies (Ed)
 - a) The 9 September and October Fastlane issues have been mailed
 - B. Treasurer (B. Reichle)
 - i. Budget plan and actuals update (see chart below)

NJLMSC Financial Statement

Beginning Cash Balance	1/1/2010	\$12,764.89
<u>INCOME</u>	<u>BUDGET</u>	<u>ACTUAL</u>
USMS Individual	\$1,000.00	\$552.00
USMS Foundation & Hall of Fame	\$100.00	\$12.00
LMSC Donations	\$550.00	\$367.50
Fast Lane Collections	\$100.00	\$88.00
LMSC Individual	\$8,000.00	\$6,572.00
Meet Sanction Fees	\$390.00	\$325.00
Interest Income	\$50.00	\$42.98
Club Collections	\$140.00	\$150.00
Annual Dinner Collections	\$700.00	\$915.00
Special Events	\$600.00	\$766.00
Merchandise Sales	\$125.00	\$80.00
TOTAL INCOME	\$11,755.00	\$9,870.48
<u>EXPENSES</u>		
USMS Individual	\$1,000.00	\$664.50
USMS Foundation & Hall of Fame	\$100.00	\$14.00
Reregistration Notices	\$50.00	
USMS Team Registration Fees	\$210.00	\$60.00
Registrar Expenses	\$400.00	\$259.60
Fast Lane Production Expenses	\$60.00	\$28.60
Rule Books	\$40.00	\$42.00
Convention Costs	\$4,000.00	\$4,019.67
Annual Dinner/Picnic	\$1,200.00	\$1,272.90
Tributes & Awards	\$750.00	
Special Events	\$800.00	\$1,428.00
Sponsorship Fee	\$250.00	\$250.00
Swim Fest Grant	\$800.00	\$800.00
Domain Fee	\$10.00	\$10.00
Promotional Expense	\$300.00	\$237.20
Miscellaneous Expense	\$100.00	\$33.73
TOTAL EXPENSES	\$10,070.00	\$9,120.20
Cash Balance	10/24/2010	\$13,515.17

C. Registrar (T. Brunson)

- i. 2010 Year End Member Registration Report
 - a) Total members by Club (see chart below)
 - b) Total new members by Club (see chart below)
 - c) Annual Renewal Rate (see chart below)
 - d) Lifetime Renewal Rate (see chart below)

YEAR	CLUB	#REG	#RE-REG	#NEW	%RET'N*	#CLUBS
2010	ALL	729	536	193	72.5	8
	BCYA	0	0	0	0.0	
	BERK	127	104	23	88.1	
	BRG	0	0	0	0.0	
	DESC	0	0	0	0.0	
	DRMS	52	35	17	10.9	
	GSM	325	281	44	87.8	
	JAM	39	35	4	70.0	
	STVN	59	22	37	27.5	
	UNAT	127	59	68	51.8	
2009	ALL	739	488	251	68.3	7
	BERK	118	95	23	77.2	
	DESC	11	2	9	-	
	DRMS	38	24	14	46.2	
	GSM	320	245	75	71.8	
	JAM	50	41	9	75.9	
	MOCY	8	7	1	50.0	
	STVN	80	24	56	51.1	
	UNAT	114	50	64	59.5	
					%RE-REG	
2008	ALL	715	501	214	70.1	6
	BERK	123	77	46	62.6	
	DESC	0	0	0	-	
	DRMS	52	38	14	73.1	
	GSM	341	283	58	83.0	
	JAM	54	44	10	81.5	
	MOCY	14	4	10	28.6	
	STVN	47	18	29	38.3	
	UNAT	84	37	47	44.0	
	2007	ALL	634	475	159	74.9
2006	ALL	600	454	146	75.7	5
2005	ALL	526	348	178	66.2	4
2004	ALL	527	342	185	64.9	3
2003	ALL	541				

* %RET'N = (CURRENT RE-REG/PREV YEAR TOTAL)*100

Annual Renewal Rate

	BERK 09	BERK 9&0	DESC 09	DESC 9&0	DRMS 09	DRMS 9&0	GSM 09	GSM 9&0	JAM 09	JAM 9&0	MOCY 09	MOCY 9&0	STVN 09	STVN 9&0	UNAT 09	UNAT 9&0	ALL 09	ALL 09&10
TOTALS	118	88	11	0	38	28	320	240	50	36	8	4	80	17	114	61	739	474
09 Rt'n %*		74.6		0.0		73.7		75.0		72.0		50.0		21.3		53.5		64.1

ii. Member Donation Report

5/8/2010

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	46	\$10	121.50
USMS	48	\$25	194.50
LMSC	62	\$100	455.50
TOTAL			771.50

10/25/2010*

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	48	\$10	136.50
USMS	50	\$25	219.50
LMSC	64	\$100	480.50
TOTAL			836.50

*Note: No donations June, July, August, September, October

iii. 2011 Club Registration Report

- a) BCYA, BERK, DRMS, GSM, and HOBO have registered for 2011
 - HOBO replaces STVN

iv. 2011 Individual Registration forms and website updates

- a) Currently being updated
- b) 2011 USMS registration opens on November 1, 2011
- c) USMS sponsors will provide online gift codes to any member that renews or joins between November 1 and December 31, 2010

D. Secretary (S. Kirk)

- i. Meeting minutes were taken at the January, March, June, August, and October 2010 board meetings
 - a) The January, March, and June 2010 meeting minutes have all been posted on the NJ LMSC website by the webmaster
 - b) The August 2010 meeting minutes are currently under review and when approved will be submitted to the webmaster for posting on the NJ LMSC website
 - c) The December 13, 2009 annual board meeting minutes were submitted to the National Office via email on March 10, 2010
- ii. 5 NJ LMSC emails have been composed and sent out to the NJ LMSC community since the last board meeting on August 29, 2010
 - a) Since the annual board meeting on December 13, 2009, 30 NJ LMSC emails have been composed and sent out to the NJ LMSC community
- iii. Registrant emails currently go out to 782 individuals
- iv. So far in 2010, 22 batches of updates for the email list have been completed
- v. The 2011 NJ LMSC Working Calendar has been prepared and submitted to the webmaster for posting on the NJ LMSC website
 - a) Updates for future 2011 events should be submitted directly to the webmaster for inclusion in the 2011 NJ LMSC Working Calendar

E. Sanctions & Safety (S. Kirk)

- i. Sanctioned and Recognized events recap for 2010
 - a) 4 Recognized Meets
 - Ocean County YMCA (February 14, 2010)
 - Sussex County YMCA (April 24, 2010)
 - New Jersey Senior Olympics (September 11-12, 2010)
 - Sussex County YMCA (October 9, 2010)

- b) 7 Sanctioned Events
 - Drew March Madness Meet (March 13, 2010)
 - Jersey Area Multisports April Antics Meet (April 10, 2010)
 - Open Water Swim Clinic at Lake Hopatcong (June 19, 2010)
 - Lavallette Mid-Summer Open Water 1 Mile Swim (August 7, 2010)
 - Jason Nessel Memorial Meet (August 8, 2010)
 - Stevens Masters August Swim Meet (August 15, 2010)
 - TWMS/Colonies Zone 1 Mile Open Water Championship (September 12, 2010)
 - ii. Upcoming Events
 - a) Ocean County YMCA Meet (February 13, 2011)
 - b) Drew March Madness Meet (March 19, 2011)
 - c) Sussex County YMCA Meet (April 9, 2011)
 - d) Preliminary discussions are currently underway about the potential for the Berkeley Aquatic Club to host a meet in early April—possibly April 2nd-- to get their feet wet for potentially submitting a 2011 SCM Zone Meet bid to be held at Rutgers
 - e) The NJ LMSC will need to begin planning for the 2011 NJ vs NY Duel in the Pool event which will be hosted in the NJ LMSC next year
- F. Top Ten and Records (E. Tsuzuki)
- i. Meet results from the September 11-12, 2010 Senior Olympics (SCY meet and the October 9, 2010 Sussex County "Just Do It" SCY mini-meet have been posted to the USMS results database
 - ii. All NJ LMSC records have been updated from the above mentioned meets, along with the August 21-22 Colonies Zone (LCM), the August 9-12 USMS Summer Nationals (LCM), and the May 15 through September 15 5K Postal National Championships
 - iii. GTD results as of October 8, 2010 have been tabulated and posted to the web
 - iv. All follow-up items from the August 29, 2010 meeting have been completed
- G. Webmaster (B. Hobart)
- i. Website format development update and feedback
 - a) Some review and comments have been received. Are there any more?
 - **All board member reviews of the draft website facelift should be submitted to Ed by November 14th**
 - b) Should webmaster proceed with comments or does the board want to review first and then give direction on what comments to focus on?
 - **Ed will compile board feedback about the website and submit to Jason for implementation**
 - **After the feedback has been received, the board will discuss the evolution of the website page and the Facebook and Twitter accounts—static vs. dynamic**
- H. Open Water (J. Jotz)
- i. 2010 Tom Wear Memorial Swim
 - a) 55 USMS finishers
 - b) Selected to be the 2012 USMS 2-mile OW National Championship—date?
 - ii. 2011 Open Water Clinic
 - a) Date TBA but probably June 11, 2011
 - b) Any suggestions for a pool-based OW clinic similar to the one at Lake Hopatcong
 - iii. Ray Licata Swim 2011 as a USMS sanctioned ocean swim
 - a) Discussion ongoing
 - iv. 2011 Lavallette Ocean swim
 - a) Any discussion/planning
 - v. 2011 Open Water calendar will be published in May 2011
- I. Events Coordinator (B. Hobart)
- i. NJ Devils mailing has been received. Is there interest again this year?
 - a) **Jeff will coordinate with Bridgette about contacting the NJ Devils box office about ticket cost and availability in early January**
 - ii. Any other events that Bridgette should be working on planning?
 - a) **Susan will let Bridgette know about the idea of possibly looking into a Nets game as a future social event**

- J. Coaches (B. Reichle/E. Tsuzuki)
 - i. NJ LMSC sponsored (free to NJ LMSC membership) workout/clinic program update
 - a) The first clinic/workout will be held Sunday, November 7 at Cranford Community Pool
 - Currently have 15 swimmers signed up and 10 coaches on deck
 - b) The second clinic/workout will be held in February 2011
 - c) The third clinic/workout will be held in April 2011

II. Old Business

- A. History of NJ Masters Swimming article update (Linda)
 - i. Work is continuing on this project with a target date to have it posted on the New Jersey Masters Swimming website by January 1, 2011
 - ii. Linda will be the point of contact for membership edits to the article
 - iii. **Chris will send Linda some links to articles that he found on the internet about the history of New Jersey Masters Swimming**
- B. Tom Wear Memorial One Mile Colonies Zone Open Water Championship event recap (Bridgette/Susan)
 - i. Planning for 2012 Open Water National Championship~~ 2 mile course
 - a) Bridgette intends to participate in a number of the 2011 USMS Open Water National Championships to see how other event directors are running their events
 - b) Susan will also be attending some of the 2011 USMS Open Water National Championships and can offer additional information and guidance to Bridgette
 - c) The date and venue may change slightly for 2012 to a 'beach front' venue just down the lake from its current location at the marina
- C. CMRPA (Chris/Susan)
 - i. Finalize plans for 25 year award
 - a) Windbreaker—Logo Sportswear #2 received the most votes
 - b) Chris will obtain price quotes for the customized windbreakers and distribute to the board for consideration**
- D. NJ LMSC t-shirt program update (Susan)
 - i. Marketing of the t-shirts continues
 - ii. A second batch of (50) t-shirts has been ordered
 - iii. T-shirts are sold at NJ LMSC events as well as through email orders

III. New Business

- A. NJ LMSC sponsorship of NJ LMSC sanctioned events discussion (Chris)
 - i. draft of a policy
 - a) The NJ LMSC wishes to promote the organization of sanctioned events for its members
 - b) In some cases, that promotion may equate to presenting the NJ LMSC logo on event information/entry forms, and/or t-shirts or other event merchandise
 - c) To qualify for consideration for a monetary sponsorship, the event must be
 - an officially Sanctioned event
 - an event open to all currently registered USMS swimmers
 - meet strict standards of safety, event operation, and event result reporting as specified by USMS Official Sanction guidelines (http://www.usms.org/admin/lmschb/gto_sanc_general.pdf) and applications (pool - http://www.usms.org/admin/lmschb/gto_sanc_pool_application.pdf and http://www.usms.org/admin/lmschb/gto_sanc_official_pool_sanction.pdf; open water - http://www.usms.org/admin/lmschb/gto_sanc_ow_application.pdf and http://www.usms.org/admin/lmschb/gto_sanc_official_ow_sanction.pdf)
 - d) The NJ LMSC can budget for the sponsorship of events that meet the criteria for consideration, but may only be able to award a pre-determined number of sponsorships per year as dictated by the budget
 - e) At a minimum, the NJ LMSC shall be offered the opportunity to include its logo on event forms, a t-shirt (if one is provided) or other merchandise (if provided) when such an arrangement is reached with event directors/hosts
 - f) A sponsorship agreement must be reached during the event sanction review and approval

- g) LMSC sponsorship must be approved by the majority of NJ LMSC Board members that respond during the voting timeframe
- h) Chris' thought at this time is that the NJ LMSC probably does not want to state a minimum or maximum sponsorship amount, since that will likely be constrained by the budget that is approved
- i) Board to review the draft of the NJ LMSC Sponsorship of Sanctioned Events policy and provide Chris with feedback through email**

B. Development of Social Media initiatives: Facebook, Twitter, YouTube videos

- i. NJ Masters Swimming Facebook page has been created
 - a) <http://www.facebook.com/pages/New-Jersey-Masters-Swimming/144219028957147?v=wall>
 - b) Susan, Chris and Ed will be the admins
 - c) Susan reports that in just a few days, the NJ Masters Swimming facebook page has already had 74 people who 'liked' the page, several comments have been made, and there has been traffic to the site
 - d) Facebook page 'Insights' are available for review by the Admins of the page which provide demographic stats as well as other page activity stats
- ii. NJ Masters Swimming Twitter page has been created
 - a) Follow....@NJMastersSwim
 - b) Susan will be the NJ LMSC tweeter
- iii. The NJ LMSC would like these sites to be more interactive with the membership than what a website can provide
- iv. Admins of the Facebook and Twitter pages will monitor the sites
- v. Ed suggested that we shift content that used to be posted under the 'What's New' section of the website to the Facebook page
- vi. Ed will provide some documentation of some of the current website traffic stats for review by the board**

C. Development of community service initiatives

- i. Hanneford Swimming Event—Basking Ridge
 - a) Ed will reach out to the family that runs the Hanneford event to explore ways that the NJ LMSC may be able to become involved**
 - b) Chris will summarize the Hanneford event opportunities from information that he receives from Coach Pete and Ed and will email the information to the board**

D. Metro LMSC Chair, Lisa Baumann, presentation of Metro events

- i. Discussion about Metro Sanctioned activities
 - a) Sanctioning activities indicates a level a quality control of the activities
- ii. Because of similar LMSC demographics, the Metro and NJ LMSCs will be working together to cross-publicize sanctioned activities

E. 100 x 100s planning~~ Sunday, February 6, 2011 8:00am – noon at Rutgers

- i. Due to the growth of the program, the NJ LMSC has inquired about renting (4) additional lanes this year for a total of (12) 25 yard lanes
- ii. Chris will follow up with Rutgers to determine the status of the availability of the (4) additional lanes and will let the board know by November 24th**

F. Banquet planning for 2011~~ high level discussion

- i. Date for meeting
 - a) Target early May
 - b) Discuss through email and set a date as soon as the NJ LMSC board can so that a 'Save the Date' announcement can be made to the membership
- ii. Include some recognition for NJ LMSC GTD stars?
 - a) To be discussed further through email and at the banquet planning meeting in January

G. Nominations for Board Volunteers:

- i. Nominations received as of October 28, 2010
 - a) Chair: Susan Kirk
 - b) Registrar: Co-registrars Tom Brunson and Chris McGiffin
 - c) Treasurer: Bill Reichle

- d) Top Ten/Records: Ed Tsuzuki
- e) Newsletter Editor: Linda Brown-Kuhn
- f) Secretary: Susan Kirk
- g) Sanctions and Safety: Jennifer Bauman
- ii. Nominations accepted from the floor during the meeting - 0
- iii. MSA to vote to accept the slate of uncontested candidates as presented in G.i.a)-g)**

H. Election results for Board Volunteers:

- i. Chair: Susan Kirk
- ii. Co-Registrars: Tom Brunson and Chris McGiffin
- iii. Treasurer: Bill Reichle
- iv. Top Ten/Records: Ed Tsuzuki
- v. Newsletter Editor: Linda Brown-Kuhn
- vi. Secretary: Susan Kirk
- vii. Sanctions & Safety Chair: Jennifer Bauman

I. Appointment of Ad-hoc positions: Webmaster, Open Water Chair, Events Coordinator, Coaches Chair

- i. Webmaster: Bridgette Hobart/Jason Pintinalli
- ii. Open Water Chair: Jeff Jotz
- iii. Events Coordinator: Bridgette Hobart
- iv. Coaches Chair: Bill Reichle
- v. Triathlete Liaison: Thaddeus Gamory

J. Other

- i. Drowning prevention discussion
 - a) Thaddeus reported that Laura Hamel at the NO is planning on doing an article about Raritan Bay YMCA Masters program and drowning prevention.
 - b) Chris will send Thaddeus contact information for Nancy Steadman Martin so that they can communicate about future opportunities together for drowning prevention programs**
 - c) Discussion about various programs available that teach basic water safety skills to those children that can not afford swimming lessons
- ii. NJ LMSC 80+ Club
 - a) Susan brought up the idea of exploring a membership program that offers a free USMS membership to the NJ LMSC members who are 80+
 - b) Criteria
 - Prior year membership is required
 - Plus the member also would have had to have been registered in the NJ LMSC in at least (2) other years within the past (5) registration years
 - c) As an example, using 2010 as a qualifying year, the NJ LMSC would have (15) eligible 80+ members using the above criteria
 - d) Consider awarding the free membership at the banquet
 - e) Program development to be discussed further at the next NJ LMSC board meeting or through email
- iii. Chris suggested to also explore a membership program that includes a reduced rate for the younger age group 18-24
 - a) Ed suggested possibly a student-membership rate
 - b) Jen suggested reaching out to college coaches and college clubs
 - c) Discuss further through email or at the next NJ LMSC board meeting

IV. Next LMSC Meeting

- A. Date-- January (mid) Abbreviated Annual banquet planning meeting 9th or 16th
- B. Time-- TBD
- C. Place-- TBD

V. Adjournment

- A. Meeting adjourned at 12:36pm