

United States Masters Swimming Planning Committee
September 24, 1993

The meeting was called to order by the chair, Hugh Moore at 10:40 AM. Jane Moore served as recorder.

George Cunningham reported for the subcommittee to investigate establishment of a foundation. It is possible for a 501(c)3 organization to establish a foundation. This could serve to provide funds to help achieve current goals f and g regarding stimulation of research. USMS might provide \$0.05 per member to the fund as is currently given to the International Swimming Hall of Fame. A separate Foundation Committee and chair would be established. There should be some form of recognition program for donors. The committee agreed to pursue the project. MSC (unanimously) to recommend to the Executive Committee that an ad hoc committee be established to work on development of a Foundation.

A report on a survey of local workout groups was given by George Cunningham. Reports were received from 42% of the LMSCs. There is a wide diversity of arrangements. Pacific LMSC has 92 registered clubs while South Dakota has 2. There are many local workout organizations that are not nationally registered clubs. These organizations may not require all members to be registered with USMS. MSC to analyze this data further, as well as obtain data from remaining LMSCs, and present the results to Marketing, Coaches, Insurance, and Fitness Committees.

Education of USMS members and teams regarding insurance coverage was discussed. Informational packets could be mailed to individuals or to teams. Articles could be published in the USMS portion of SWIM magazine. It could be sent out by local registrars with registration cards. MSC to recommend that Insurance Committee develop a handout to be distributed with 1994 registration cards regarding details of and requirements for accident insurance coverage and that a summary should be published in SWIM magazine and sent to each team representative.

The matter of assigning substitutes for committee members unable to attend convention was discussed. This year the process seems to be working well. Committee chairs were asked to survey committee members prior to convention. Substitute members were then assigned by the President for those members unable to attend. MSC to recommend that this process be continued.

Two ongoing projects from last year are use of additional funds as they accumulate and future needs of the National Office. A list of proposed uses of funds was reviewed:

~~Hire a professional manager/overseer to objectively/subjectively look at our overall program to find the soft spots.~~

~~Masters coaches training camps.~~

~~Masters officials training camps.~~

~~More help in advertising techniques with the media.~~

~~Try to get a Masters member on the President's Fitness Council.~~

~~Purchase national TV time to get public attention to the program-- list contacts' phone numbers and names.~~

~~Pay airfare/meals for convention attendees (voting).~~

~~Build pools that would be open and heated/cooled all year and have a Masters coach available for workouts at each pool.~~

~~Distribute swim suits to each member upon payment of dues (no exchanges). Print good USMS logo on each suit.~~

New ideas were added:

- Swim clinics.
- Marketing to include other aquatic participants.
- Once a year fitness testing for each swimmer.
- Ongoing sports medicine research projects.

Meeting Recessed for lunch at 12:00 PM.

Meeting resumed at 1:30 PM.

Further ideas for use of funds:

- ICAR Masters projects.
- promote pool availability.
- expanded National office.

After further discussion, those items which are stricken through were dropped from consideration. MSC to charge the Planning Committee to focus on obtaining funding for expanding the National Office and for marketing USMS via prioritized advertising efforts.

Next discussion concerned possible expansion of the National Office. Potential duties of the National Office:

~~Maintain all accounting records, write all checks, and distribute after necessary approvals.~~

Coordinate all committee activity, act as a central location for information storage, assist committee chairs with correspondence.

~~Expand efforts to market USMS.~~

Work closely with other aquatics organizations to promote USMS (e.g. USS, USD, USSS, USWP, USAS, MSI, FINA, YMCA, Senior Olympics, ISHOF).

Handle information requests, phone calls.

Work closely with Officers, Board, Committee Chairs to maintain consistent administration of organization.

Maintain permanent files in a central location.

Maintain and coordinate National Calendar of Events, Places to Swim, etc.

~~Setup a National Executive Secretary to visit the LMSCs (nationwide) to help them better reach the goals of Masters Swimming.~~

Take more responsibility for directing LMSCs to a more uniform method of operation.

~~Develop a computer program for all clubs and LMSCs.~~

~~Provide training programs for LMSC chairman, registrars, top ten, sanctions, newsletter.~~

~~Publish our own USMS newsletter.~~

~~Do our own marketing - swim gear, of all sorts, make and descriptions. Assistants; field director.~~

Oversee content of official publications.

After discussion, those items stricken out were eliminated from the list of potential additional duties of the National Office. Those underlined are already being done by the National Office. MSC to charge the Planning Committee to continue to examine the expansion of duties of the National Office based on the above list.

Dan Gruender requested that the committee consider a long term relationship with SWIM magazine. MSC to recommend that the House of Delegates authorize the Executive Committee to negotiate a three year agreement with SWIM magazine on similar terms to those currently in effect.

times proposal was discussed. The original intent of goal times was provide non-elite swimmers with motivational goals. Three levels of times were developed based on the Top Ten times plus a percentage for each level. More than 80% of all Masters swimmers would be expected to be able to make these goal times. A spot check of meet results was used to analyze these times and showed that 80% of competitors did make the times. The committee agreed that this is a worthwhile project to pursue.

Distribution of goal times was next discussed. Three options are including in the rule book, publishing in SWIM magazine, or including in the LMSC handbook. It could also be included in the Planner if that is done again. The committee felt that it should be published in SWIM Magazine, the LMSC handbook, and the Planner.

It was felt that this project should now be further developed and implemented. MSC that the President assign an ad hoc committee to develop and implement the goal times project with a further recommendation that at least one member of the ad hoc committee be from the Fitness Committee.

MSC that Planning Committee also focus during the next two years on establishing fitness testing for Masters Swimmers.

Meeting adjourned at 3:00 PM.

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ACTION ITEMS

1. MSC (unanimously) to recommend to the Executive Committee that an ad hoc committee be established to work on development of a Foundation.
2. Committee chairs were asked to survey committee members prior to convention. Substitute members were then assigned by the President for those members unable to attend. MSC to recommend that this process be continued.
3. MSC to recommend that the House of Delegates authorize the Executive Committee to negotiate a three year agreement with SWIM magazine on similar terms to those currently in effect.
4. MSC to recommend that the President assign an ad hoc committee to develop and implement the goal times project with a further recommendation that at least one member of the ad hoc committee be from the Fitness Committee.