

# Virginia LMSC Annual Meeting

Oct 26, 2014

*Present:* Patty Miller (chair), Susan Bricken, Craig Charley, Charlie Cockrell, Ginger Cyganiewicz, Betsy Durrant, Laura Heyer, Dave Holland, Denise Letendre, Shirley Loftus-Charley, Jim Miller, Val Pate, Jay Peluso, Heather Stevenson, Chris Stevenson, Charlie Tupitza,

## **Actions**

All motions listed were passed unanimously by the board.

- MSA minutes from last year's meeting were accepted.
- MSA to create two task forces: Events TF and Membership TF.
- MSA proposed budget for 2015 was adopted.
- MSA to change from an opt-out to an opt-in model for the printed newsletter.
- MSA officer reports were accepted.
- MSA to allow four VCU coaches to receive scholarships to attend the USMS coaching certification.
- New board members were elected by acclamation: Dave Holland as chair, Denise Letendre as vice chair, Charlie Cockrell as Treasurer, Alice Phillips as Secretary.

## **LMSC Officers' Reports**

Patty thanks those who submitted written reports—Charlie C, Heather, Chris, Shirley—since it is good to have these archived for future use. The reports have been posted online.

## **Chair's Report (Patty Miller)**

- Would like the board to focus on growing the membership in the future
- Patty would also like to get “new blood” with volunteers and to give them meaningful work. During registration several people indicate a willingness but we haven't followed up.
- March Leadership summit will be an opportunity for the LMSC chair to network with other chairs and national board members.
- P2P meetings for LMSC chairs, hope future VA chairs take the opportunity.

- Charlie concerned about decrease in meet revenue. Patty concerned about lack of opportunity for competition. But she appreciates the opportunity for the Zone meet (Dec 12-14) hosted by Ginger.

### **Vice Chair Report (Charlie Tupitza)**

- Excited about candidate slate
- Excited about the zone smackdown, a nice opportunity.
- Thinks we need more meets
- Would like the LMSC to have a coach's certification clinic again

### **Treasurer Report (Charlie Cockrell)**

- Charlie sent out the written report and proposed budget, which had been posted online prior to the meeting for review. He reported some highlights:
  - Biggest income membership dues, constrains what we can do, has been holding steady.
  - Oct/Nov/Dec big months for income, had to do some estimations for EOY projections.
  - Dec fees really go into next year's budget because that's when we get the money from USMS.
  - We are close to our 2014 budget, a little under.
  - We usually anticipate some membership growth but we've leveled out, something to look at.
  - Report includes one-event registration, a significant revenue source. Loss of Jack King as a sanctioned event cost us \$500 in one-event registrations compared to last year.
  - Revenue from club fees holding steady.
  - Compared to dues in other LMSC, comparable LMSCs have membership fees consistent with ours, Charlie feels that we're at the right level.
  - For the proposed budget, Charlie assumed that we would keep membership fees the same.
  - Newsletter expense went up a little compared to last year; another big expense is convention and travel.
  - We haven't consistently budgeted for coach development, marketing, outreach. We might want to do that now.
  - We should run a little bit of a surplus this year, same as last year which basically caused the surplus because we don't budget for it.
  - For next year we have budgeted for a slight deficit, hopefully we can make it up with marketing to increase growth, Charlie is not worried about the amount of the deficit.

- Events are not as profitable as they used to be, maybe due to host expenses. Charlie suggests considering the elimination of sanction fee for meets/races, we can also eliminate the 20% profit fee. This might incentivize the running of meets. We need to also think about training new meet directors, succession planning.
- Patty called for discussion of the proposed budget.
  - There was some discussion about meet profits (or lack thereof)
  - Patty thought that maybe we should have a task force to study meet/race sanction fees plus (in general) how to encourage event hosting.
  - Newsletter budget discussion about opt-out vs opt-in
  - **MSA: the LMSC board approved the budget**
  - Charlie C moves to have a task force to look at events to encourage more hosting and participation. Concerned about the fact that meet attendance has been holding steady. task force needs to investigate. One goal: increased participation, offer more incentives, re-structure meets. Dave asked for clarification: task force for events and for membership growth? Charlie replied “events” but if we like it we can have another for growth. Chris suggested having event directors on the task force. Jim suggested having someone on both task forces. Patty asked for volunteers; Susan volunteered for either one. Denise volunteered for membership TF; Charlie C volunteered for both task forces; Ginger, Chris and Craig volunteered for events TF.  
Friendly amendment to create two TFs, one for events other for membership growth.  
**MSA: creation of two tasks forces, one for Events and one for Membership.**

## Other Officer Reports

- **Registrar Report** (Shirley Loftus-Charley): written report available online.
  - One more member on Friday (since the written report was submitted), overall there were six fewer members than last year. Numbers don't include PV swimmers that were accidentally credited to VA. Since 2007 we've grown from 874 to 1148 members in 2014 but we didn't increase last year, and the year before was only a small increase.
  - There were 33 registered clubs. Written report tracks number of clubs each year since 2007 (except no data for 2010). We've increased from 16 to 33 clubs in that time frame.
  - About 96% of our members are registering online. 394 registration cards were sent out. Nine members indicated a willingness to volunteer.
  - 52% of our members opted out of receiving a printed newsletter during registration. This is a lower opt-out rate than the previous year and may be due to confusing wording in the new registration system.

- **Long Distance** (Dave Holland)

VMST took a loss in both CGL and Moomaw. VMST paid the \$1000 insurance surcharge in full for both cases. Increased entry fee by \$2 for each event. Could consider increasing the entry fee more. CGL had the same number of participants as the previous year, Moomaw participation increased.

- **Newsletter Editor** (Betsy Durrant)

- Nothing special to report, newsletter was mailed out each month. Betsy gets some articles and photos from others. Enjoys doing it, but she willing to give it up if someone else wants the job.
- The Board considered the question of having an opt-in instead of an opt-out. Would be a way to phase to a paperless newsletter.
- **MSA: change to an opt-in (as opposed to opt-out) of the printed newsletter.**

- **Officials Report** (Charlie Cockrell)

Not much to report. He has helped new meet referees understand differences between USMS rules compared to USA-S.

- **Top 10 Report** (Chris Stevenson)

Top 10 reports were submitted on time, people continued to set LMSC Records and achieve TT times. Offered thanks to meet directors for providing the opportunities to compete.

- **Review Chair** (Heather Stevenson): no grievances were filed this year.

- **Safety chair** (Jim Miller): fairly quiet year. New OW regulations in 2013 caused consternation, but there were no new OW race directors so they were okay. If we add new events then that will be a challenge.

- **Sanctions chair** (Heather Stevenson): submitted a written report.

- Next year will try to bring in late-year meets in next year's report.
- Hargrove meet changed dates.
- Late submissions of sanction requests can cause problems especially if a lot of revisions are needed.
- Longer liability release form causes problem with the newsletter. Heather notes that you can have participants sign it at the meet so it doesn't need to be in the newsletter.
- Patty is concerned about recognized meets; this could be something for the Events Task Force to consider.

- **Webmaster** (Chris Stevenson): submitted written report, there were no questions about the report.

**MSA to accept all officer reports.**

## **New Business**

- The Executive Committee of the board passed a resolution during the year for scholarships for USMS coaching certification: 50% scholarship, 8 of them, no more than 2 per club. After certification, four of VCU's coaches went to the clinic in Northern Virginia, and then they asked the LMSC for scholarships for the coaches. Patty asked to waive the 2-per-club limit for VCU.
- **Motion to allow VCU to get four scholarships.**  
Charlie C wants to spread the wealth, keep the limit of two-per-club but he is okay for this instance. Chris suggested have wording to apply for an exception. Charlie T says we should sponsor one from our LMSC. **Motion was approved.** Charlie C says to tell the VCU representatives to contact him to receive the scholarship money.
- Betsy asked whether someone can apply now for a clinic already attended. Answer: yes if they meet the criteria. Charlie C: we have in the past approved money also for ASCA clinics and other development opportunities. Board doesn't have a problem with it if for her clinic cost, not travel.

## **Election of Officers**

- Two year terms for the four elected positions Patty asked for nominations from floor. None were given.
- Nominees presented: Dave Holland for chair, Denise Letendre for vice chair, Charlie Cockrell for Treasurer, Alice Phillips for Secretary.
- Motion to elect the candidates (individually) to the officer positions by acclamation: Chair approved, Vice chair approved, Secretary approved, Treasurer approved. Officers terms start at the end of the meeting.

Patty thanked all attendees, especially to new people on the call. Nice to have new volunteers. Meeting adjourned.