

## **LMSC FOR VIRGINIA ANNUAL MEETING NOTES**

Sunday, November 4, 2018 at 3:00 pm

Home of Chris and Heather Stevenson, Richmond, VA

### **ROLL CALL**

Kirk Clear, Denise Letendre, Heather Stevenson, Alice Phillips, Chris Stevenson, Shirley Loftis-Charley, Becca Latimer, Patty Miller, Jim Miller  
On the phone – Kyle Ahlgren

### OFFICER REPORTS

**Chair** (Kirk) –report stored on the LMSC for Virginia webpage  
(<http://www.vaswim.org/lmsc-business/>)

Some discussion ensued throughout the meeting on the new business ideas contained in this report.

**Vice Chair** (Denise, also the Social Media Chair) – The Facebook page reach continues to grow. Denise has noticed more “likes” on the page and continues to promote a weekly boost. She sets the boost to people who “like” masters swimming as well as their friends. Denise would also like to reach out to workout groups in the LMSC and boost some of their events. Each post on the site reaches between 500-600 people. People see the posts, click the links and “like” them. Denise would like to get social media suggestions from anyone in the LMSC. People do occasionally reach out via Facebook to ask where they can swim.

The most comprehensive pool finder out there is apparently [www.swimmersguide.com](http://www.swimmersguide.com).

Kirk shared an idea that new members of the LMSC might have questions about how to find things on the webpage. We could provide a guide and also solicit feedback from them about the usefulness of the webpage.

**Secretary** (Alice)– no report

**Treasurer** (Becca) – Becca contacted the finance committee three weeks ago to get their feedback on the proposed budget. They had some ideas and we discuss them. Becca would like to get one or two more people on the committee (we lost one in the last six months, there are two now). We continue to have the volunteer checkbox on the annual registration page according to Shirley.

### COMMITTEE REPORTS

**Sanctions** – no report

**Long Distance** – Kate Stephenson sent a report that is posted on the webpage.

**Fitness** – VACANT (Brianna Lovell moved out of state.)

**Officials** – Charlie Cockrell sent a report posted on the webpage. Bob Rustin is willing to serve as Meet Referee at the 2020 Summer National Championship (LCM) at SwimRVA. Charlie and Kirk will coordinate with Adam Kennedy at SwimRVA as the meet continues to draw near.

The timing system statement was missing from Lexington 2018 meet. The meet director (Craig Charley) had trouble uploading to the sanctions page. Heather reports that it is easier for the Sanctions Chair to fix these. We have recently improved the meet checklist section of our LMSC website in an effort to make it easier for meet directors.

**Coaches** – Rich did not submit a report but Kirk talked to him at the VA Beach swim meet yesterday. Rich did some outreach to coaches this year and the LMSC paid for several people to attend the national coaches clinic last month. Rich has also contributed to the newsletter twice.

**Registrar** – Shirley posted a report to the webpage. The group discussed some of the changes we saw last year in our numbers.

**Review Chair** – there were no complaints or needs for review.

**Newsletter** – Heather reported that she plans to make a calendar for the year and get Board members to sign up for a month that they are willing to submit content for the newsletter. We need more fitness articles. She and Chris plan to put more of the administrative information in the newsletter for November (Shirley's report, the 2019 budget, report from convention, etc.).

**Website** – Chris posted a webmaster report on the webpage. Our webpage numbers have continued to trend down. Social media is a more popular way to get information for many members. USMS no longer supports LMSC websites. For our website hosting, we will be using the same organization, Network Solutions, that provides our domain name service.

**Records & Top Ten** – Chris also put a report on the webpage. We had four sanctioned and three recognized meets. Some results were un-submittable.

**Social Media** – (see Vice Chair report above and LMSC webpage report)

**Safety** – Jim does not have a report.

**USA Swimming Chairs/Reps** – USMS President Patty Miller was in attendance. She reported that this year there is an LMSC Leadership summit year (Arizona, early March). We have the opportunity to send two people. Patty complimented Kirk on his outreach reminder email, encouraging current members to renew and grab a friend. A college club representative was elected to the USMS Board of Directors – this affiliation is definitely benefitting USMS.

**LMSC Club Reps** – Kyle Ahlgren from Club Tribe reported that they would like to have their meet on March 23, 2019. They are thankful for the meet support last year.

#### UNFINISHED BUSINESS

**Revision of By-Laws** – Kirk and Heather have been working on it and sent out changes to the Board. We will continue working on this and hope to present it for a vote in January. Heather invited comments from any members of the board before the next meeting.

**Virginia Regional Team Proposal** – Denise sent a survey to all of the club reps and got five responses. Four teams were interested in the regional team proposal. Denise would like to form a committee to investigate and propose the change. There are some funding issues (e.g. who would pay for caps for Nationals). Patty and Alice are both willing to help on the committee. Heather said that she might try to score the David Gregg Meet in two ways, by workout group and club. This might give us some information to help us make a decision. Based on observations with other states and the personal experience in the room, several of our group feel that Zones presents a problem for the regional team proposal that needs to be addressed. Small local meets and Nationals do not pose the same issue.

**Revise Hosting an Event Section** – Chris, Kyle and Kate worked on this for the Virginia website. Changes are complete. Becca offered some additional suggestions for the fee structure editing.

#### ELECTIONS/VACANCIES

**Review Slate of Nomination** – Denise reports that all Officers agreed to return and no new nominations were received.

Official Executive Committee Slate:  
Kirk – Chair

Denise – Vice Chair  
Alice – Secretary  
Becca – Treasurer

This slate was officially nominated, seconded, and unanimously voted in.

As far as the other Board positions, Denise announced that Steve Hennessey, Sanctions Chair, asked to step down; the Fitness Chair position is currently vacant, and Jim Miller stated that he could step down as Safety Chair if another volunteer were interested.

Kyle Ahlgren volunteered to take on Sanctions duties for the LMSC, and Kirk officially named him as the new chair. Kirk will talk to and consider two people who are interested in the Fitness Chair position. Bud Swiger is possibly interested in Safety Chair and will talk to Jim Miller and Kirk to get the details. Kirk will make decisions on these other openings shortly.

#### NEW BUSINESS

##### **Proposed 2019 Budget – On webpage**

The Board had already voted to maintain the current fee structure for membership renewal.

The Board discussed the decrease in wage for the Registrar from \$2.50 to \$1.00 per member.

The Board discussed the costs and benefits of continuing to offer a paper newsletter to the 300 members who request it, or go to a strictly online versions, printing copies only for those without email addresses.

The Board had already voted to pay the \$100 USMS fee for pool and OW events.

The Board discussed the coaching/instruction line item for reimbursing trainings.

The Board discussed the addition of a line item for funding for Volunteer Recognition. This would largely be to get USMS swag to give volunteers and officials at USMS meets.

The Board discussed the addition of a line item for the LMSC to have a new logo, marketing materials, shirts, caps, etc. Patty questioned how it benefits our members to have a new logo for a group that is largely administrative. Kirk added that many other LMSCs have a logo, shirt, business cards, etc. People need to affiliate with a group, but we are not sure the LMSC is the right thing to affiliate with.

The Board also discussed amending the budget by adding \$500 to Convention and Travel because of the cost to fly to St. Louis.

Prior to a vote on the Budget, two items were pulled for discussion: Registrar's stipend and Newsletter printing.

A motion to approve the Budget, with the exception of the two pulled items; was proposed, seconded, and passed. Further discussion on the two pulled line items followed.

The reasoning for the proposal to reduce the Registrar stipend was a reduction in responsibilities now that membership registration is almost fully on-line and the registrar does not need to perform as many functions as in previous years when the process was much more manual. We dove deep into the duties and discovered that while some responsibilities have been automated, there was still quite a lot of support the registrar provided our membership. A new proposal was introduced to lower the stipend from \$2.50 to \$2.00 per member. The motion was seconded; one Board member opposed, but motion carried and the new structured was amended in the Budget.

The Board then opened discussion on whether to go strictly to an electronic version of the newsletter. When members register, they are offered an opportunity to receive the newsletter by paper or electronically. As a result, many select to receive paper. It is costly to print and then mail. Kirk proposed making a clean break and not offer an option—only provide in electronic form, with the caveat that we would still print and send hard copies to those 8 members who have no email address on file. Chris was concerned that it would be too dramatic a change to just stop; he suggested we phase out the paper copies over the next year, focusing on a thorough communication effort to let the membership know this will be changing to an electronic/online format. The Board voted to keep the budget the same for this line item for 2019, with the intention to phase it out by the end of the year. There will be multiple notices in the newsletter. Next year we will take the question off of the registration page. People will be able to respond if they want to continue getting it.

Potentially, we have new budget with \$6000 over income.

**Renaming the volunteer service award** – the Board agreed to change the name from the Virginia LMSC's "Stevenson Volunteer Service Award" to the "Virginia LMSC Volunteer Service Award." (This was done at Heather and Chris' request.) The Board also voted to reduce the annual number of recipients from two to one.

**2019 LCM Zone Championship** – SwimRVA has agreed to try and host this event as a preview for the 2020 USMS Summer Nationals in the same pool. The Board will work with Swim RVA to submit a bid to the Colonies Zone.

The meeting adjourned at 5:47 pm.