

**Pacific Northwest Association of Masters Swimmers
Sally Dillon's residence, Issaquah, WA
December 2, 2017 1 pm**

Minutes

The meeting was called to order by President Sally Dillon at 1:13 PM.

Attendees: Sally Dillon, Kim Boggs, Zena Courtney, Jay Pearson, Arni Litt, Kathy Casey, Linda Chapman, Stephanie Hiebert, Bob DeWard, Steve Peterson, Walt Reid, Jim Davidson
Phone: Lucianne Pugh

A. Officer Reports

1. President

Sally reported clubs are not registering with the LMSC or, when they are registering, workout groups are not providing contact information (club reps, coaches, swim locations).

Appointed directors for 2018 (Sarah Welch and Bob DeWard) **MSA**

Appointed David Baer to Officials Coordinator position **MSA**

The NW Zone has a conference call on December 10 at 6 pm PST. Voting for 2018 zone championships will be done at this time.

The PSM SCM meet at KCAC was highly successful with 197 entries, including 104 PSM members, 21 from other PNA clubs or unattached, 36 from Oregon, and 35 from other LMSCs and states. Records were set at the LMSC, Zone, National, and World levels. It was nice to see a good turnout from Oregon, especially since they hosted the NW Zone SCM championship meet the previous weekend.

Kim, Zena, and Sally have met via phone conference and in person at KCAC to develop plans for an Annual Membership meeting and social. They propose an event to take place on the Saturday of Champs in April in the KCAC banquet facility. They are recommending a budget item to cover the cost of the facility rental and to slightly subsidize the costs for providing a meal.

Sally has received encouragement from a member of the USMS Championship committee to submit a bid for the 2020 SCY nationals. If we're not awarded the championship for 2020, it's possible we would get 2021 during the same bidding process. The subcommittee will get to work preparing a bid for submission in 2018.

Nomination information for the Dawn Musselman and Coach of the Year awards needs to be included in the January issue of *The WetSet*. Preliminary information about the annual membership meeting/social should be included as well.

2. Minutes

Approval of October 28, 2017 minutes with minor corrections **MSA**

3. Financial

Arni reported that registration income for 2017 is at 100% of budget. Total registration income was \$21,671 and we budgeted \$21,658. Yay us! LMSC donations are \$100 over budget at \$2,611. There may be a bit more in December. Total assets are \$45,411.

Meet income is less than budget by about \$370. This is good since it includes the loss from the 2016 SCM meet.

The net income is higher than budgeted due to lower expenses from the convention and lower-than-expected team and coach development. Our Coach of the Year has stated she (April) would like to use

her stipend at the beginning of 2018, so we have reserved the remaining \$600. We need to clarify how much we want to put in reserve. We had \$750 in the budget, but spent \$110 on the trophy. Should the trophy be budgeted separately?

New Goodie Bag shirts have been purchased. We are over budget by only \$0.54. We have been promised medal income of approximately \$502.

LMSC donations for November are \$720. These go into the 2017 accounting; registration income does not. Registration income received in Nov–Dec 2017 are journaled into 2018 and so are not included in this summary.

So far in 2018, 393 PNA swimmers have donated more than \$1,300 to Swimming Saves Lives and \$150 to Swimming Hall of Fame.

Arni reported we have about \$34,000 but has not found a CD or Money Market fund to deposit it in. Bank of America's interest rate is too low to tie up (0.6%). We might investigate other savings opportunities such as BECU.

Approval of Financial report **MSA**

4. Membership

We have 1,738 total members registered, including 848 men and 890 women for 2017. We already have 204 women and 196 men registered for 2018.

B. Coordinator/Committee Reports

1. Meets

PNA MEET ATTENDANCE BY YEAR

| Meet | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------|-------------|-------------|--------------|-------------|-------------|--------------|--------------|--------------|
| Anacortes/TAC | 139 | 132 | 145 | 98 | 99 | 113 | 97 | 105 |
| BAMFest/BAM | 157 | 144 | 113 | 110 | 106 | 80 | 92 | 137 |
| Briggs Y/SSM | 105 | 91 | 113 | 98 | 80 | 83 | 83 | |
| Juanita /LWM | 130 | 171 | 192 | 142 | 185 | 188 | 133 | 123 |
| PNA Champ/BWA | 294 | 353 | 382 | 424 | 343 | 348 | 283 | 288 |
| Sand Point CC/SP | | | | 113 | 94 | | | |
| Pentathlon/ORCA | | | | | 83 | 58 | | |
| SCM Zone | | | 188 | | | | | |
| SAM/SAM | | | | | | | 97 | 115 |
| PSM SCM Zone | | | | | | 184 | 148 | 197 |
| PASC/SARC | | | | | | 91 | 68 | 71 |
| Grand Total | 825 | 891 | 1,133 | 985 | 990 | 1,145 | 1,001 | 1,036 |
| # of meets | | | 6 | 6 | 7 | 8 | 8 | 7 |

Linda reported about 50% of the entries for the PSM SCM meet entered in the last two days.

2. Open Water

Whidbey Island Adventure Swim has started sanctioning process for their June 9, 2018 meet. Swim Defiance has not yet started process for their August 5, 2018 meet. Last Gasp of Summer is September 15, 2018. Fat Salmon may be moved due to timing company conflict.

3. Newsletter

No report. Lucianne has not started the next issue yet.

4. Social Media

See attachment ~~in the board packet~~. Major updates:

- We increased our follower base by 62% in the last quarter. Saw a big bump after sending invites to friends to like the SwimPNA page
- We had incoming visitors from orcaswimteam.org and from Outlook.live.com. Perhaps we can talk to other clubs so they put our Facebook page on their website too?
- Our demographics have changed. Now the majority of our followers are women 45-64 years old. We need to address the new target audience with relevant content.

C. New Business

1. 2018 Meeting Schedule

Meeting schedule approved with minor time changes to January and December meetings. Added 2019 dues discussion to the June 2018 meeting. **MSA**

2. Annual Membership Meeting and Social; financial and award

Discussion of the plan to increase attendance at the annual membership meeting by connecting it to PNA champs weekend. Attendees will register when they register for the meet, although some day-of tickets will be available. Non-meet registrants who are PNA members can also register to attend. Meeting will include a buffet for attendees. Menu is not yet firm. Considering Olive Garden and local pizza. A social hour will be included with beer and wine cash bar. The room will likely open while the 1000 Free is being swum. Appetizers may be available at this time as well as a cash bar. Liquor license is \$60 and will be added into cost of alcohol. Meal will not be served until after the 1000 Free is complete. Meal will be partially subsidized by PNA at \$5 per person. Zena will provide PowerPoint presentation recognizing accomplishments of PNA swimmers. Awards will be presented during evening. Board members present will be introduced. Only two or three topics of interest to the membership will be presented at brief board meeting. These topics will be open to general membership discussion. Information will be included in PNA and Meet registration. A drawing may be held. Motion was to approve the plan to have the Annual Membership Social and Meeting in this format. **MSA**

3. Funding for ALTS Scholarship

Looked over Blue Wave and YMCA applications to SSL. Jim moved we approve \$2,000 donation to Blue Wave. Following discussion, Kathy moved to amend amount to \$1,500. After further discussion, Jim withdrew his motion and Kathy withdrew her amendment. Sally will send letter to the two applicants requesting further detail. No motion was passed.

4. 2018 Budget - see attachment

Arni presented the proposed 2018 budget. Total registration is \$22,639 and includes Fat Salmon entries. Awards adjusted from \$0 to \$500. Website budget doubled to \$400. Administrative Supplies adjusted to \$0. President's discretionary fund of \$150 was added. Awards Expense adjusted to \$2,350. Adjusted Convention Expense to \$10,000. Officials Expense adjusted \$1,280. Club Support adjusted to \$6,700. Rule Books adjusted to \$200. New expense added to Coach & Swimmer Training for grants of \$3,000 while Postal Pool Rental was moved to Coach & Swimming Training expense; new total is \$5,950. Budget is now a deficit at (\$3,836). **MSA**

5. Club Assistant Issues

Club Assistant failed to collect late fee for Last Gasp of Summer, which was \$560 total. Club Assistant failed to address issue promptly, and eventually agreed to pay half of the lost fees. BAM and Bellevue Club have both experienced severe issues since then. These issues appear to have existed for some time.

D. Old Business

1. Business was deferred to the next meeting.

E. Next Meetings

1. Tuesday, January 23, 2018, 6:45 pm. Conference Call

Meeting adjourned at 4:41 pm.

Attachment: Social Media Coordination Update (Isaac Contreras)

Attachment: 2018 Budget

PNA – Social Media Coordination Update

November 27th, 2017

1. Saw an increase in our growth rate, going from 109 followers on September 3rd to 177 followers on November 27th. Big spikes due to PNA members inviting over their friends to like the PNA page.
2. Got our @SwimPNA Twitter account back! Started tweeting from the PSM SCM meet. Few likes and retweets overall.

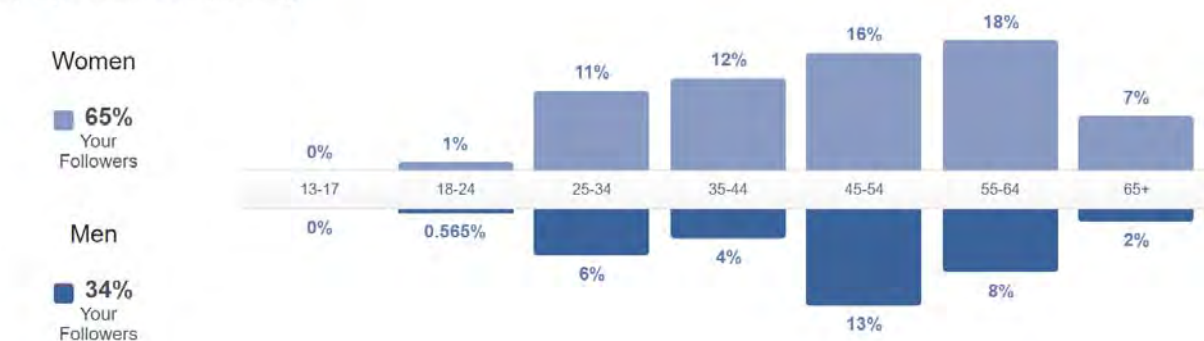
Facebook Insights – Data from September 1st to November 27th

- **Likes/Followers/Reach:** grew from 104 likes to 165 likes. Grew from 109 followers to 177 followers. Big spikes after sending invites to like the PNA page.
- **Traffic:** we've continued to have daily incoming visitors that found the Facebook page via clubassistant.com. Let's keep advertising our Facebook page from our Events website. Also, we got visitors from orcaswimteam.org and from outlook.live.com.

This is good news. Do we know who put our address in the Orca Swim Team website? Should we try to contact other teams so they put us on their website too?

- **Events:** no upcoming events are listed in the Facebook page. I'll publish them by December 1st.
- **Posts:** great reach on pictures and PSM SCM results. Videos slowed down. It might be a good idea to record relays or another event from meets.
- **Demographics:** major changes in our user base. Now it is women 45-64 years old. It used to be Women at 35-44. This change came along with our like/followers boost. We need to address the new target audience with relevant content.

The people who follow your Page



- **Post engagement:** we should keep sharing photos and videos as much as we can. They have more success rate on reach and engagement with our Facebook followers.

| Type | Average Reach | Average Engagement |
|--------------|---------------|--------------------|
| Shared Video | 238 | 14 3 |
| Photo | 207 | 22 7 |
| Link | 151 | 6 2 |
| Status | 74 | 11 6 |

Northwest Association of Masters Sw

| | 2016 Proposed budget | 2016 Actual | 2017 budget | 2017 Actual | 2018 budget |
|--------------------------------|----------------------------|----------------|----------------|----------------|----------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| Registration Fees | | | | | |
| Online | 19,341 | 19,995 | 21,658 | 21,702 | 21,530 |
| Paper | 658 | 8 | | 10 | 10 |
| Less USMS Portion of paper | (546) | 0 | | (41) | (41) |
| Total Registration Fees | 19,453 | 20,003 | 21,658 | 21,671 | 21,499 |
| Registration - One Event | | | | | |
| One Event | 3,300 | 3,080 | 3,080 | 3,300 | 3,300 |
| Less USMS Part-One Event | (2,475) | (1,635) | (1,635) | (2,160) | (2,160) |
| Total Registration - One Event | 825 | 1,445 | 1,445 | 1,140 | 1,140 |
| Team Registration | 0 | 0 | 0 | | |
| Less USMS | 0 | 0 | 0 | | |
| Sub Total Registration | 20,278 | 21,448 | 23,103 | 22,811 | 22,639 |
| Meets income & Expense, local | 2,655 | (909) | 1,228 | 519 | 2,770 |
| Awards | 400 | 160 | 160 | 0 | 500 |
| Interest, general | 30 | 10 | 10 | 7.11 | 6 |
| Interest, Wiggin Fund | 6 | 1 | 1 | 0.50 | 1 |
| Other-Clinic | 800 | 0 | 800 | | |
| Misc-LMSC Donations | 2,000 | 2,511 | 2,511 | 3,181 | 1,650 |
| Total Income | 26,169 | 23,221 | 27,813 | 26,519 | 27,566 |
| Expense | | | | | |
| Administrative | | | | | |
| Bank service charges | 0 | (0) | 0 | 0 | 0 |
| Licenses & taxes | 250 | 122 | 122 | 75 | 75 |
| Postage | 50 | 480 | 369 | 415 | 450 |
| Printing & copies | 45 | 0 | 0 | 88 | 150 |
| LMSC Registration stmts | 15 | 0 | 0 | 0 | 0 |
| Registration - LMSC | 0 | 0 | 0 | 0 | 0 |
| Software and Website | 418 | 210 | 200 | 168 | 400 |
| Software Development | | | 0 | 0 | 0 |
| Supplies | 150 | 110 | 160 | 132 | 0 |
| Survey Monkey | 204 | 204 | 210 | 252 | 400 |
| Swimmer surcharge - Zone | 750 | 710 | 821 | 718 | 750 |
| Annual Membership meeting | | | | | 900 |
| Total Administrative | 1,882 | 1,836 | 1,882 | 1,848 | 3,125 |
| Board Expense | | | | | |
| Retreat/president expense | 150 | 0 | 0 | 93 | 0 |
| President's discretionary fund | | | | | 150 |
| LMSC Leader Summit | 0 | 0 | 500 | 454 | 0 |
| Donation Wiggin Fund | | | 0 | 0 | 0 |
| Telephone | 350 | 395 | 395 | 476 | 400 |
| Total Board Expense | 500 | 395 | 895 | 1,023 | 550 |
| Various | | | | | |
| Charitable Contributions | 1,750 | 0 | 0 | 0 | 0 |
| Awards expense | 560 | 1,361 | 1,175 | 672 | 2,350 |
| Clinic | 800 | 0 | 800 | 0 | 0 |
| Convention | 7,910 | 8,752 | 0 | 5,654 | 10,000 |
| Meet and OW Event Promotion | 0 | 500 | 500 | 500 | 0 |
| Meets expense, local | 716 | 0 | 0 | 0 | 0 |
| Officials | 312 | 1,408 | 2,120 | 56 | 1,280 |
| totals various | 13,923 | 12,020 | 4,595 | 6,882 | 13,630 |
| Club Support | | | | | |
| Per Swimmer paid to clubs | 8,250 | 6,770 | 7,000 | 6,625 | 6,500 |
| Per swimmer for UC36 | | | | | |
| Total Club Support | 8,250 | 6,770 | 7,000 | 6,625 | 6,500 |
| Safety | | | | | |
| Rule books | 100 | 112 | 140 | 160 | 200 |
| Equipment - Vests, cones | 100 | 0 | 0 | 0 | 0 |
| Total Safety | (2,600) | 112 | 140 | 160 | 200 |
| Swimmer & Coach Support | | | | | |
| New Swmr Goodie Bags | 5,000 | 3,461 | 1,200 | 1,201 | 1,200 |
| Coach & swimmer Training | 0 | 1,825 | 1,875 | 421 | 5,950 |
| Total Swimmer Support | 5,000 | 5,286 | 3,075 | 1,622 | 7,150 |
| WetSet | | | | | |
| Printing | 45 | 0 | 72 | 0 | 0 |
| Preparation | 0 | 0 | 120 | 0 | 0 |
| Postage | 10 | 0 | 240 | 0 | 0 |
| Total WetSet | 55 | 0 | 432 | 0 | 0 |
| Total Expense | 27,010 | 26,419 | 18,019 | 18,160 | 31,155 |
| Net Ordinary Income | (841) | (3,198) | 9,794 | 8,359 | (3,589) |

P&L difference

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