

Pacific Northwest Association of Masters Swimmers
Board Meeting
Timber Ridge at Talus, Issaquah
April 22, 2017 1-4 pm

Minutes

- A. Call to order:** President Sally Dillon called the meeting to order at 1:10 p.m. **Attendees:** Isaac Contreras, Steve Peterson, Bob DeWard, Kim Boggs, Sarah Welch, Linda Chapman, Arni Litt, Jim Davidson, Doug Jelen, Lisa Dahl, and Sherry Grindeland.
- By phone:** Kathy Casey and Lucianne Pugh.
- Introductions:** Board members introduced themselves, sharing their swimming history and current roles in the PNA.

B. Officer Reports

1. President's report from Sally Dillon

From the board packet: Congratulations to Blue Wave Aquatics for conducting an excellent PNA and NW Zone championship meet two weeks ago. PNA presented awards at the meet on Sunday: Zena Courtney received the Dawn Musselman Inspirational Swimmer Award and Wendy Neely, head coach of Blue Wave Aquatics, received the Coach of the Year Award. I have been in touch with Wendy and encouraged her to take advantage of PNA's offer to send her to a coaching clinic. She is looking at the Pacific Swim Coaches Clinic, which takes place in January.

I'm excited to take the helm of an organization I deeply care about. Communication is the key to accomplishing our goals. I do hope as we move forward with a "new" board, that you will all do your best to communicate between meetings with me and each other. I suggest that you put "PNA" in the subject line of your emails whenever possible, to alert us all when your message deals with PNA business.

Finally, I would like to receive written reports from officers, chairs, and coordinators at least 3 days before each meeting so I can compile and distribute them the next day. Discussion will take place as needed during the meeting, but the written reports should speed up the process and allow us more time to discuss other business and/or have shorter meetings.

Additional items at the meeting: Walt Reid has been nominated for IMSHOF Honor Contributor (International Masters Swimming Hall of Fame) Sarah Welch was nominated for the Ransom Arthur Award.

- a.** Board positions: Matt Edde resigned and Wendy Neely was appointed as Coaches' Chair. The new PSM Club Director will be Lisa Dahl. Jane Moore resigned as Bylaws Chair but, keeping it in the family, she will be replaced by Hugh Moore. Sarah Welch will replace Hugh in the Appointed Director Position. Other new appointments are: Kerry Ness as Awards Coordinator, Terri White – Officiating, Lucianne Pugh as Newsletter Editor, and Doug Jelen as Records/Top Ten Coordinator.

2. Approval of minutes from March 7, 2017: MSA.

3. Financial Report from Arni Litt

From the board packet: **Treasurer Q1 2017** The balance sheet for this quarter shows our assets and liabilities are just \$1,000 different from the previous year. This small difference is due to a matter of timing when funds come in or spent.

Total assets/liabilities are \$46,452. Net income for this quarter is \$9,423. Total income is \$1,266 less than the same time last year, but expenses are down by \$2,544 (club and swimmer support), again, just a matter of timing. Our registration fees are up by the amount of the senior discount that was eliminated. LMSC donations are down by 43% (\$526). The board expense of \$454.40 reflects the airfare for the Leadership Summit and has been moved to that subcategory. PNA paid the \$5/swimmer to the clubs for the first quarter (Nov-Mar), about 84% of the total payout. Swimmers unattached to a club (194=\$970) and the four clubs WCA, GHB, FAM, and TSC each with less than three swimmers were not paid and the money remains in the general funds.

All PNA checks are now only valid for 90 days from date of issue. After that all un-cashed checks will be reabsorbed into the general funds. Last year some of the club fees were not cashed, not even after reissuing them and sending them to a different people.

Additional items at the meeting: Jim Davidson asked for clarification on the budgeted item called "club support." Arni explained that is the \$5/swimmer fee that goes to each club. She does not issue checks to clubs with fewer than six members because they are not cashing the checks. Those clubs need to be contacted and have the process explained to them. A new 90-day check cashing policy has been instituted. Un-cashed check funds will go into the general fund that PSM uses as its operating budget. After September, the registration fee will be reduced so no money will go to the clubs.

Arni suggested considering a policy that would give the \$5/swimmer fee to clubs over a certain size. The club/team development folks could explain the situation to smaller teams. Also, noted: On the spread sheet with the board packet, the Leadership Summit expense was put on the wrong line.

Approval of Financial report: MSA.

- a. **Tax Reporting:** Arni explained that the tax return to the IRS is done on a postcard form and has been completed.
 - b. **Annual Bank Reconciliation:** Thanks to Sarah Welch for doing this in February.
4. **Membership Report:** Current membership is: 1,422 – 708 men and 714 women. Last year the total was 1,402 on 4/22. Nationally there has been an increase of 2%, attributed in part to incentives offered late last year. Nationally there are 53,844 members; 29,018 men and 24,866 women.

C. Chairs/Coordinator Reports

1. **Meets Report from Linda Chapman:** The PSM short course meters meet will be the weekend before Thanksgiving for the third consecutive year. It is the only weekend available, but it also conflicts with two other meets. Special meet fees require approval of the board. In year 1 (2015) there were 180 swimmers, and year 2 (2016) there were 148 swimmers.

Discussion: 2016 had decreased meet attendance across the board and no evidence of a rebound yet this year. The SCM meet lost \$4 per swimmer in 2016. The loss was expected but should be reflected in the budget. PSM asked for only half of what is allowed by PNA policies. To make \$6 per swimmer, the surcharge needs to be increased to \$55. (\$38 in 2016) Linda expressed concern that swimmers will balk at that large an increase. Feedback indicates that meet fees can be a barrier to participation. Linda asked the board what amount of support does PNA want to provide. Currently the meet is promoted via The WetSet and the PNA website and one email blast. T-shirts were a loss in 2015; in 2016, they were done off line. The Board consensus was to set the fees knowing PNA will need to support the meeting with \$1,000.

Further discussion: Arni suggested that if entry fees rose, swimmers should be reminded that funds for entries are available through the Wiggin Fund. Bob asked if we could split the fee for amount each day. Kathy asked if we have money to support this from previous nationals. Steve Peterson said we could earn more money with aggressive investing of PNA funds. Sarah Welch said meet attendance is a significant factor. Linda's stats show a decline, but if the meet drew 190-200 swimmers, there wouldn't be an issue. There was discussion about increasing marketing effort with coaches, team competition, and other ideas. A fixed cost is the \$6,000 fee for King County Aquatic Center and Lisa added that the KCAC fee is expected to rise. There is an additional charge to switch the pool from yards to meters. Jim asked if there are too many meets during the fall time frame. Bamfest is early October, Snohomish is late October, and both are yard meets. Linda added that PSM has been studying ways to attract more swimmers and make the meet more viable, including marketing it more to Canadian swimmers. There is no national short course meters meet. Support for this meet could be as much as \$2,500. PSM will continue to take just \$6/swimmer and has agreed not to hold all relay distances to cut down on expense of pool time. Jim suggested t-shirt sales be covered as revenue, because at \$40, a field of 140 swimmers would give the meet a \$1 a swimmer profit. **MSA to approve last year's meet fees for 2017 (\$38).**

- a. **Meet attendance report:** (from board packet)

PNA MEET ATTENDANCE BY MEET BY YEAR						
Meet	2012	2013	2014	2015	2016	2017
Anacortes/TAC	145	98	99	113	97	105
BAMFest/BAM	113	110	106	80	92	
Briggs Y/SSM	113	98	80	83	83	
Juanita /LWM	192	142	185	188	133	123
PNA Chmp/BWA	382	424	343	348	283	288
Sand Point CC/SP		113	94			
Pentathlon/ORCA			83	58		
SCM Zone	188					
SAM/SAM					97	
PSM SCM Zone				184	148	
PASC/SARC				91	68	71
Grand Totals	1133	985	990	1145	1001	587

Meet attendance in 2017 is about on par with 2016, no further drops but no significant increase. 2017 total attendance so far = 587, which compares to 581 for the same meets last year.

- 1. **Open Water report – Jim Davidson** - From the board packet: Swim Defiance, Whidbey Adventure Swim, and Fat Salmon events have been sanctioned.
- 2. **Newsletter:** no report

2. Old Business:

1. 2017 Board Meeting schedule: MSA to approve.

June meeting changed to 6:45 p.m. Tuesday, May 30, conference call

6:45 p.m. Tuesday, July 18, host Kim Boggs, Federal Way

6:45 p.m. Tuesday, Sept. 5, conference call

1-4 p.m. Saturday, Oct. 28, host Sally Dillon, Issaquah

December is still tentative, possibly a Sunday event instead of Tuesday, Dec. 5.

(Doug, Lisa, and Sarah left the meeting; Sarah joined by phone while traveling)

2. **New board member:** PNA Snapshot, a one page summary designed for new board members, was distributed. Please read, mull over, and send suggestions for changes to Sally.

3. Social Media update

a. **Survey results:** Linda reported that the online survey results confirmed what we thought we knew. She provided a detailed summary of the responses.

b. **Face book/Twitter/media plan** - From the board packet: Isaac provided the following update for the Social Media project:

- 1) Proposed development of a shared centralized repository of images and pictures to be used in our media (The WetSet, Facebook, and Twitter) so that it is not scattered and is easier to search and find for everyone who needs those files.
- 2) Created a Facebook account for SwimPNA: www.facebook.com/SwimPNA/. He will create the required images for the banner.
- 3) Has not been able to find the previous SwimPNA owner for Twitter, so will start using instead @PNWMastersSwimm.
- 4) Would like to have some updates done to both the signatures for the email blasts and the website, so that we include the social media accounts in both. This should help us get followers and ramp up on our user engagement.
- 5) Received feedback on the plan he submitted a month ago. No major comments were made, so he did not modify any plans in the document.
- 6) Will kick off the planned Twitter and Facebook campaigns right after the previous 5 points are agreed upon.

A shared repository of media including official images and logos is needed. Pictures, Isaac said, are more important than words. Isaac has created an account to hold pictures so all can share and that should be accessible to everyone. Use guidelines should be in PNA policies. Site has 5GB of free storage and other sites are also usable. Some money is available if needed. **MSA to create a shared media repository.**

Isaac said links to the website need to be updated (he will work with Steve on this) to get FB and Twitter icons into PNA blasts and media sites. Email blasts will be timed to go out on weekends and go through Stephanie. Sally will see if a second person can be authorized so that PNA has a back-up and the ability to communicate if Stephanie isn't available. USMS controls this but Arni does also have access.

Isaac will team up with Arni and Linda for Facebook and Twitter and will also coordinate with PSM. Access can be given to others who want to post things. At this time, PNA will not pay for special features on social media sites until PNA determines it's necessary to reach targeted audiences.

3. New business

1. **Convention delegates:** Sally reported that the committee discussing convention policies has had many email exchanges and has not reached an agreement. If necessary, the policy can be waived. Board members who expressed interest in being a delegate at the convention in September include Linda and Kim. Sally will send forms to other board members. Send applications to Sally.

2. **Policy Review:** Sally said that PNA is overdue for a periodic review of PNA policies. Jane Moore provided a "to-do list" that she developed over the last few years and it will be helpful. Board members volunteered to team up to review various sections of the policies as follows:

Convention: Sarah, Sally, Hugh

Finance: Arni

General: Sally

Information Technology: Isaac, Steve

Meets/Championship meets: Linda, Bob

Membership: Stephanie

Newsletter: Lucianne, Zena

Open Water: Jim

Records & Tabulation: Doug

Club and Team: Steve

Grievances & conflict of interest: Hugh.

3. **PNA Position/Description Review:** In some instances, the USMS descriptions of board positions do not match what is actually done in PNA. Sally will send each board member a Word version of that job description. She asked that each board member edit the description to better represent current responsibilities. Although PNA bylaws contain descriptions, some positions are not listed.
4. **LMSC Standards:** A “practice run” of the standards review yielded two deficiencies for PNA; one officer was not registered with USMS and specific board positions were not described in PNA policies or bylaws. Both have been resolved. Linda, who has been a key member of the LMSC Development Committee, said that she has enjoyed the feedback from people around the country.
5. **Board goals for the upcoming year:** **Linda** - increase meet attendance. Idea is to reward swimmers for bringing someone to a specific meet (who did not attend the year before). Both swimmers would receive a special cap. **Arni** - Motivate coaches to motivate swimmers to enter meets. **Jim** - Find another OW race to replace Aly Fell. Suggestion to reach out to Bellingham masters team. **Kim** - motivate more younger members to participate. **Bob** - increase meet attendance. **Isaac** - improve communication to 19-30 age groups. **Sherry** - get Pro Club to become a team again. **Sally** - Update policies and positions as discussed. Organize an “Annual Membership Meeting” in conjunction with PNA championships (drinks, dinner, meeting, awards, including recognition of Top 10, records, etc.). With Wendy’s help, get more teams/members involved in ALTS. PNA needs a new Historian. PNA needs to recover historical documents from Tom Foley’s family and retrace ~~our~~ board member history. Sherry volunteered to be the Historian. Improve the speaker phone by getting remote speakers or replacing the system. Find an Awards chair and develop awards for service to clubs and the LMSC. Bring a National Championship meet back to PNA.

Adjournment: MSA to adjourn at 4:17 p.m.

Minutes prepared by Sherry Grindeland, Secretary