

**Pacific Northwest Association of Masters Swimmers
Conference Call
Monday, September 10, 2018 6:45 pm**

Minutes

The meeting was called to order by President Sally Dillon at 6:52 p.m.

Attendees: Sally Dillon, Jay Pearson, Walt Reid, Doug Jelen, Arni Litt, Steve Peterson, Kim Boggs, Shannon, Sarah Welch, Isaac Contreras, Lucianne Pugh, Zena Courtney, Jim Davidson

A. Officer Reports

1. Call to order

The meeting was called to order by President Sally Dillon at 6:52 p.m.

2. President's report

Regarding PNA's bid to host the Spring Nationals in 2020, Sally followed up with Championship Chair Jeff Roddin and USMS CEO Dawson Hughes. As mentioned at the last meeting, San Antonio was selected to host the meet. A contract had not been signed as of August 20, but it appears that one will be (or has by now). Dawson said that he wanted to "avoid a mass communication that could be shared to larger audiences, thereby pre-emptively notifying our entire membership of the decision." Sally had hoped to make the announcement in the September issue of *The WetSet*. Dawson asked that Sally wait until the next issue, which she agreed to do. A "big" announcement of the 2020 event is expected to take place at convention.

Regarding concerns Sally expressed that the USMS registration fee for a workout group is too high, she contacted Dawson to get a list of the benefits that come with WOG registration. When meeting with Dawson in June, a reduced fee had been discussed. Dawson and Sally exchanged several emails, which are contained in the board meeting packet. Sally is interested in hearing comments from other board members about her email exchange.

3. Approval of minutes

July 24, 2018 minutes were approved. **MSA**

4. Financial report

Total 2018 income to August 31 is \$23,152.42, of which \$1,367.50 is from donations and \$1,867.25 is from swim meets. However, the meet income from Fat Salmon is not included, but the billing from USMS for this meet has been paid.

The net income to August 31 is \$12,638.72. PNA has no outstanding bills or collectables as of August 31.

Checking account balance as of 8.31.18:	\$9,955.98
Savings account balance as of 8.31.18:	\$49,281.45
Other Assets (Postage):	<u>\$14.76</u>
Total Assets:.....	<u>\$59,252.19</u>

Since we now have our own credit card, all Convention expenses should be charged to the card when possible. A reminder to delegates: save all receipts for reimbursable and cc charges.

Approved **MSA**

5. Membership report

1696 total members (850 men and 846 women). This is 44 members fewer than last year.

B. Coordinator/Committee Reports

1. Meets/Clinics: The following meet and clinic dates have been requested (January-June 2019):

- Bellevue Club - BC Mile SCM Sunday, Jan 13
- Stanwood – Camano Swim Clinic Sunday, Jan 27
- Thunderbird (Anacortes) SCM Saturday, Feb 2
- PASC (Port Angeles) SCY Sunday, March 10
- BWAQ – PNA Champs SCY Sat-Sun, Apr 6-7

Meet schedule approved **MSA**

2. Open Water

The wind was so strong at Swim Defiance that several swimmers had to be pulled at the two-hour mark. The Aly Fell meet was reported as very well run by Bellingham.

There was discussion about the time limit rule for 5K swimmers (2.5K in 50 minutes). Jim will check to find out why there is a time limit for 5K swimmers when they will finish before 10K swimmers.

3. Newsletter

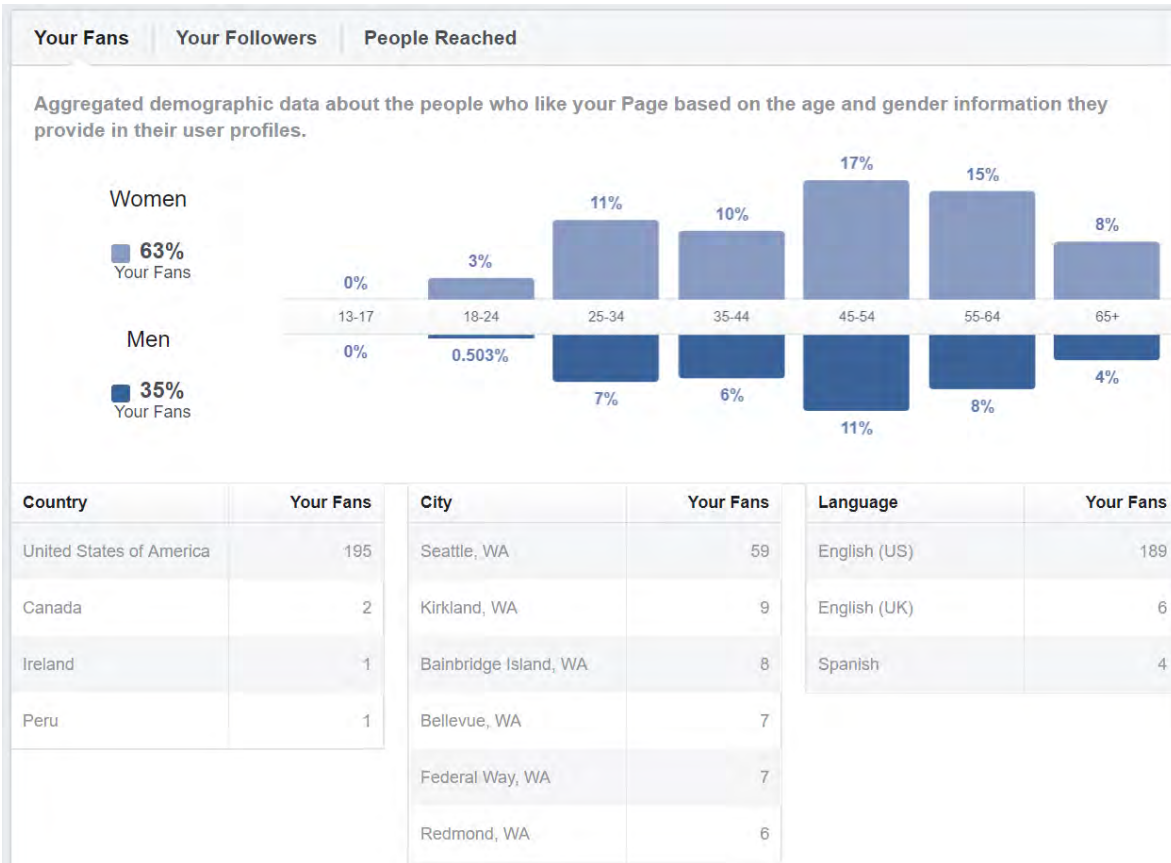
Latest issue of *The WetSet* was the largest yet. Lucianne gave a shout out to Steve Peterson for his extra help.

4. Social Media

After a couple of months without it, we recovered the Insights tab in Facebook after pinging their help staff. There was a small increase in our Facebook follower base from 211 followers on July 26 to 214 on September 9. Likes went up from 196 to 199. Twitter increased followers from 68 to 70 (not too significant).

Facebook Insights – Data from July 26 to September 9

- **Likes/Followers/Reach**: Slowdown but steady period. Three new likes and three new followers
- **Events**: The 5th *Aly Fell Memorial Open Water Swim* and the *Last Gasp of Summer* were the events that hit the most views (at 216 and 391, respectively)
- **Posts**: We're seeing increased engagement on all the posts overall (increased number of reactions, likes and comments)
- **Demographics**: No major changes in our user base



Twitter Insights – Data from August 12 to September 9

- **Followers:** Two new followers, totaling 70
- **Tweets:** Reach of each tweet is around 100 people per tweet

Sep 2018 • 9 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 41 impressions
Great article on Dan Kirkland's great swims at Pan Am's!
Congratulations to all our swimmers!
usms.org/fitness-and-tr...

👤 1 🍏 2

[View Tweet activity](#)

[View all Tweet activity](#)

No new followers in September

Grow your audience and deliver your content to more people on Twitter.

[Learn more about increasing your followers](#)

Aug 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 89 impressions
Want to improve your Breaststroke? See the tips from U.S. Masters Swimming certified Level 3 Masters coach Terry Heggy!
usms.org/fitness-and-tr...

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

SEP 2018 SUMMARY

Tweets	1	Tweet impressions	293
Profile visits	27	New followers	0

AUG 2018 SUMMARY

Tweets	8	Tweet impressions	801
Profile visits	15	New followers	2

C. Old Business

1. Coach of the Year nomination form

The form was revised by Sally after comments received at the July meeting and presented for discussion.

2. Policy and process for financial assistance

At the last meeting, it was discussed that we need a policy outlining the process for obtaining financial assistance and revising the application process so it is more inclusive. We need a subcommittee to develop this.

After discussion, no subcommittee was developed.

D. New Business

1. Communication with USMS CEO Dawson Hughes

Sally discussed several items about Club Finder with Dawson and shared her emails with him in the past month with the board. The primary issue raised was the insurance issue about who is covered.

2. Convention topics

a. Rule Proposals

- Primary changes include changing relay age groups to match FINA (long course) rules, allow two-watch tertiary backup for USMS records, delete article 104 (national championship meet rules), require marks on the deck at the 15-meter marks in addition to markers on lane lines

b. Legislation proposals

- The primary legislative proposal regards registration by college club swimmers and competing at meets
- There was considerable discussion about wording changes on multiple proposals

c. Long Distance proposals

- Most changes are housekeeping and minor word changes
- The primary changes have to do with escort craft and wearing of a personal buoy

E. Next Meeting

October 27 – need to determine the time (before or after lunch?)

Tabled items that need to be addressed:

- PNA website revision
- PNA logo ideas
- Goody bags for open water swimmers
- Uncompleted policy revisions (IT, OW, R&T, Club & Team Services) and position (VP, Top Ten Recorder, Open Water, and Club & Team Development)

Meeting adjourned at 8:55 pm