

**Pacific Northwest Association of Masters Swimmers
Conference Call
Saturday, April 21, 2018 10:00 am**

Minutes

The meeting was called to order by President Sally Dillon at 10:10.

Attendees: Sally Dillon, Jay Pearson, Isaac Contreras, Hugh Moore, Linda Chapman, Steve Peterson, Bob DeWard, Jim Davidson, Kim Boggs, Zena Courtney, Arni Litt. Doug Jelen and Stephanie Hiebert joined by phone.

A. Officer Reports

1. President

The LMSC Standards Survey results were distributed a few weeks ago and PNA was deemed compliant with all 27 of the mandatory standards and all 25 of the target standards. Sally's very happy with PNA's 100% score. The results are included in the meeting packet.

The Annual Meeting/Social/Awards Presentation held on April 14 went very well. 62 tickets were sold, and we had a nice mix of swimmers, coaches, parents and children! Lisa Dahl (Puget Sound Masters) received the Dawn Musselman Inspirational Swimmer Award and Pete Colella (North End Otters) received the Coach of the Year Award. Friends and teammates were there for all nominees. A 1-page summary of the event is included in the meeting packet. Sally expressed thanks to Kim Boggs and Zena Courtney for working with her to organize the event and thanks as well to the board members who were present and pitched in before and/or after the event with set-up and clean-up. She really appreciated having such a supportive group of people to work with!

Not including the facility rental, which PNA funded, the totals were: expenses - \$948.39, income - \$1,120.60.

Sally encouraged more board members to submit a written report that can be distributed in advance of the meeting. Her goal is to shorten the time spent with officer and coordinator reports and to allow more time for old/new business items; we may even shorten our meetings. As a thank-you for a cooperative and productive first year of her term as president, Sally gave everyone USMS "Volunteer" tumblers.

2. Minutes

March 6, 2018 minutes approved without comment **MSA**

3. Financial

Total 2018 income to March 31 is \$17,377 of which \$960 is from donations and \$553 is from swim meets. The net income is \$11,304.

The Annual Membership Meeting is underbudget as the data will show up in the next profit and loss statement. The dinner cost was covered by the participants, leaving \$172 to help defray the rental costs.

- There were 75 new swimmers during March, but no club payments will be made until the end of May
- Total Assets are \$56,743
- Checking account balance as of 3/31/2018 = \$17,450. Savings account balance = \$39,277
- Arni is waiting for the CD rates to increase a bit more before moving some of these funds to a CD
- Awards income is from 2017; Arni will adjust budgets so the income is properly reflected in the 2017 budget

Financial budget approved without comment **MSA**

Arni asked for questions on balance sheet and expenditures. We are within budget on everything. Sally forgot to distribute the financials in the board packet and sent them electronically during this report. Arni noted that the budget column is annual budget, not the first three months. Arni will move the award income into 2017. Kerry Ness has been slow in sending her the money. An accounting form needs to accompany the money for documentation. Arni noted that USMS is now offering electronic funds transfer of registration monies. Arni no longer has to pick up a check to deposit.

4. Membership

U.S. Masters Swimming has changed the way membership numbers are generated, which is causing problems with tracking actual number of members. USMS is working on correcting. PNA's current numbers are 736 female and 730 male, or 1,466 total.

U.S. Masters Swimming website changed on April 4, 2018.

B. Coordinator/Committee Reports

1. Meets

The following three meets were submitted for approval:

1. BAMFest (Bainbridge) Oct 13, 2018
2. Snohomish Nov 4, 2018
3. PSM SCM Nov 17-18, 2018 (will be Zone meet)

Meets were approved without comment **MSA**

Linda commented that PNA Champs went well, complimenting Blue Wave for a well-run, well-attended meet. Isaac asked for photos – Jay suggested asking clubs. Sally will forward pics from the social.

Mel Smith has submitted paperwork for the Senior Games in Olympia on July 22. This is a recognized meet, not a sanctioned meet. Jim Davidson will be referee and Steve Peterson will be the observer to assure USMS rules are followed.

Linda noted that there were some issues with the results from the Lake Stevens meet, which have been resolved.

Sally asked Hugh to prepare a policy discussion regarding PSM swimmers unattached to a WG scoring at champs.

2. Open Water

Fat Salmon and Whidbey Adventure swims are now sanctioned.

3. Newsletter

Lucianne asked that we submit reports to her by Monday, April 23. Steve sent a request to Eric Peterson to provide a write up about the Lake Stevens meet.

4. Social Media

Isaac reported he saw a small increase in our Facebook follower base from 189 followers on March 5 to 197 on April 21. While this is not many new members, the engagement of those sticking around has increased. Likes went up from 176 to 184. Twitter increased followers from 66 to 68. Not too significant.

The following are Facebook Insights data from March 5 to April 21:

- **Likes/Followers/Reach:** Steady period with eight new likes and eight new followers
- **Traffic:** Started to see traffic incoming from web search engines (Google and Bing) and from Twitter, especially from Splash Forward
- **Events:** The 5th Aly Fell Memorial Open Water Swim continues to pile up on reach and responses. 2018 Whidbey Adventure Swim & Blue Wave Aquatics Free Swim Lessons also had some reach (~200 views)
- **Posts:** We're seeing increased engagement on all the posts overall

• **Demographics:** No major changes in our user base



Twitter Insights data from March 5 to April 21

- **Followers:** Just two new followers since March 5. Total of 68 followers now
- **Tweets:** Reach of each tweet is around 60 people per tweet

Top Tweet earned 73 Impressions

George Coronos clocked 56.12 seconds at an official event in Queensland - a new benchmark for the 100-104 age...
<fb.me/981ffxli>

♥ 1

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 4 engagements

SplashForward
@SplashFwd · Mar 7


We think Rick is a model for aging swimmers & our local Masters Swimmers! Here's to the 3F's that keep him going...Fun, Friendship and Fitness!
[@SwimPNA](#) [@PNSwimming](#)
twitter.com/SwimPNA/status...

👍 3 ♥ 3

[View Tweet](#)

Tweets	10	Tweet Impressions	779
Profile visits	70	Mentions	3
New followers	2		

Top Follower followed by 1,799 people



mbswimchick
[@mbswimchick](#) FOLLOWS YOU

Ocean swimmer & Swim Coach. I work with Triathletes, Masters Swim Team, & Youth Swim Teams. My hair is usually wet. [#TheResistance](#) [#Green](#) [#TomEGirl](#) [#BeachLife](#)

[View profile](#) [View followers dashboard](#)

Jim asked if we are seeing increased meet participation due to social media. Linda said meet attendance is up about 10%. Isaac said there are ways to see how someone gets to the websites and the committee can do this offline.

C. Old Business

1. Logo design (Bob, Jay)

The board is in favor of continuing the orca logo per a straw vote taken by Sally. Discussion of commissioning a professional to design new logo so that we don't interfere with copyrights. Some licensing is free to use, commercial or not. Isaac can help with this information. Will get costs for graphic artist to do the final version. Vote before next meeting. Bob will send out multiple logos to the board. The board is responsible to review before the May meeting and vote for their three favorite designs. Board members (voting and non-voting) need to submit their votes to Bob prior to the meeting.

2. Website review

Steve said he has not found time to work with the committee. He is comfortable with the Club Assistant website. If we want to use a new website, it might be good to get someone else to be in charge of the website. Isaac shared a website he put together on Wix. It does not require coding. He will include a menu bar with drop-down menu. The committee needs to determine cost, storage needed (we are storing lots of data), and layout/sections. Hugh said USMS is offering free hosting, but he doesn't know the cost. Arni said we pay \$14/month with Club Assistant. Wix is \$14/month for 10 gigs of storage. Steve does not know how many gigs we have. WordPress is \$8 for 13 gigs. Arni said we budgeted \$400 annually. Jim said if we go to a photo-based system, we need to be updating photos. Isaac does not think photos need to be switched frequently. Arni noted the webmaster was not intended to update for everyone; more of us should be doing this. Hugh said we want something that is easy to collaborate and asked what kind of backup is there if a mistake is made.

3. Fred Wiggin

Determine selection committee. Kathy and Sally suggested that a sentence be added to policy G-1 as follows: G.1.f – The decision to grant the funds shall be made by PNA's Treasurer, Registrar, and President. They have the option to ask other board members for assistance with a decision, if necessary. Re-letter remaining item. **MSA** to approve as written.

4. Policy Review

Newsletter policies revisions were submitted by editor Lucianne Pugh. Stephanie suggested we drop the new member information. Hugh said it is "welcoming" for new swimmers and most others agreed it should remain. Arni said we should go back to listing newbies by workout group as this leads people to report errors. There were some additions to Lucianne's suggestions. Hugh asked whether we should carry forward dates on the footer and it was agreed that we only needed to indicate the date the policies became "current". **MSA** to approve the Newsletter Policies as amended.

Sally handed out a project update to assess the progress for revising policies and position descriptions. She noted there is a fair amount still needing to be prepared. She has been working with Bob on a position description for his position and suggested all six directors work together to develop descriptions (At Large Directors, Club Directors, and Appointed Directors).

5. Review of Annual Meeting

A report was provided by Sally in meeting packet. Bob said we need to be more lenient about letting people in at the door. One of the nominees arrived without tickets and was not allowed admittance. Sally lamented that no one (including the person) mentioned he was a nominee; she definitely would have made an exception and allowed him (and his friends) to attend. The meal was planned with an expected number of attendees and she was concerned whether there would be enough food. Steve suggested we needed more advertising about the event, including an ad in *The WetSet*. Sally noted it was prominently mentioned in the meeting information and in every email blast that was sent out, but she has talked with Angie Turley (BWAQ) and they will work together to better publicize it next year. A boxed ad in the newsletter is a good idea. Steve also suggested we survey people and ask what they want to eat; someone declined because they don't like pizza. Linda suggested we hire a food truck. Some have electronic devices to notify people and they can park outside. Sally noted it was pouring rain the entire afternoon/evening and it would have been unpleasant waiting around in line at the truck. Kim reported that a local high school has culinary arts program and their supervisor said they can plan, cook, and serve the meal at a very reasonable cost. Sally noted that she, Kim, and Zena organized the

event and she hopes that more board members will participate in the planning next year. It was suggested we show the award winners on screen at the pool on Sunday. While a band would be fun, Steve agreed people would prefer to visit.

6. Bid for SCY Nationals

Sally reported that Steve Freeborn has agreed to be Meet Director and he will meet with Mike Dunwiddie to pin down costs and other details. Hugh provided Sally with the 2007 National meet information that has been helpful, but updates are needed for new equipment at KCAC; Steve Freeborn is assisting with that. More info is needed before the June 1 deadline. Sally handed out a list of information that is still needed for the nationals bid. The committee is Kim, Kathy, Linda, Isaac, Jim, and Hugh. She would appreciate help with the items on the list and would welcome others to the committee. If we receive the bid for 2020 (or 2021), an organizing committee will be formed with Steve involved and representatives from clubs/teams within the LMSC serving on the committee.

D. New Business

1. Convention delegates

The USMS convention is in Jacksonville, FL on September 26-30. The convention policies and application were distributed with the board packet. A list of PNA members who sit on various USMS committees was distributed. We have six automatic delegates and there are four PNA delegate positions we are entitled to.

Linda announced that she is considering running for the NW Zone At Large board position. She is concerned that she may have to drop off the LMSC Development Committee. Hugh noted that there are two in-person meetings per year and the directors serve on sub-committees and/or task forces. Sally offered to reach out to the USMS President to determine if Linda would be required to leave the LMSC DC.

2. Ideas for proposed Rule/Legislation/Long Distance Changes

There were no suggested proposals.

3. Credit card for PNA

While handling expenses for the Annual Meeting/Social event, it occurred to the organizing committee that it would be helpful to have the use of a PNA credit card. Arni rejected the idea of having a debit card due to lack of insurance. A couple people could have a card; control is an issue. Arni will provide a list of advantages, disadvantages, and procedures for the next meeting.

4. Meet Box and Safety Coordinator

In years past, the Safety Coordinator assured that the meet box arrived at every meet fully stocked and ready to go. The responsibility has fallen into the hands of the Meets Chair and Sally suggested we need someone other than Linda coordinating meet box delivery. Ideally, a coordinator would work with meet directors to make sure the box would get from one meet to the next. Do we find someone who goes to all the meets? Is the meet box needed by all meets? Hugh suggested we provide all hosts with their own collection of "no-diving" cards and Marshal shirts they can retain from year to year.

Additionally, it would be helpful to have more people trained as the go-to person for tech help for clubs hosting those pool meets. Linda suggested we could have a meet committee and divide up the duties to assure we have a technical liaison for each meet.

5. Goals for Coming Year

Sally handed out the goals that people voiced during the April 2017 board meeting and asked that everyone review them, so we can discuss and target specific goals for the coming year at the June meeting. The goals are included below:

1. **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.
2. **Arni:** Motivate coaches to motivate swimmers to enter meets.

3. **Jim:** Find another open water race to replace Aly Fell. Suggestion to reach out to Bellingham Masters team.
4. **Kim:** Motivate more younger members to participate.
5. **Bob:** Increase meet attendance.
6. **Isaac:** Improve communication to 19-30 age groups.
7. **Sherry:** Get Pro Club to become a team again.
8. **Sally**
 - a. Update policies and positions as discussed.
 - b. Organize an "Annual Membership Meeting" in conjunction with PNA championships (drinks, dinner, meeting, awards, including recognition of Top 10, records, etc.).
 - c. With Wendy's help, get more teams/members involved in ALTS.
 - d. PNA needs a new Historian. PNA needs to recover historical documents from Tom Foley's family and retrace our board member history.
 - e. Improve the speaker phone buy getting remote speakers or replacing the system.
 - f. Find an Awards chair and develop awards for service to clubs and the LMSC.
 - g. Bring a National Championship meet back to PNA.

E. Next Meetings

- Tuesday, June 5 conference call – 6:45 pm
- Tuesday, July 24 at – Steve Peterson volunteered his home in Poulsbo

It was MSA to adjourn at 1:15