

**Pacific Northwest Association of Masters Swimmers  
Quarterly Meeting  
Saturday, October 27, 2018 10:30 am**

**Minutes**

Attendees: Sally Dillon, Zena Courtney, Linda Chapman, Arni Litt, Jim Davidson, Bob DeWard, Sarah Welch, Stephanie Hiebert, Kim Boggs, Jay Pearson, Lucianne Pugh (by phone)

**A. Officer Reports**

1. Call to order

The meeting was called to order by President Sally Dillon at 10:36

2. President's report

It was officially announced at the USMS Convention that the 2020 Spring Nationals would be held in San Antonio. 2020 marks 50 years of Masters Swimming and the national meet returns to the state where it all began (the first Masters National Championship was held in Amarillo, TX). PNA was the other bidder for the event and was encouraged to bid again.

The National Convention was a whirlwind of committee meetings, workshops, and House of Delegate meetings. It was particularly enjoyable getting to meet with other leaders in the NW Zone. One of the most memorable events in the HOD was when the proposals for Rules, Long Distance, and Legislation passed with very little debate. This was due to the vetting by those committees before and during meetings, instead of on the floor of the house. The budget approval went smoothly for the same reasons!

It is important to recognize Walt Reid and April Cheadle. Walt gave a wonderful speech at the IMSHOF induction event on the Friday during convention; photos will be in the newsletter. April was recognized as the Speedo USMS Coach of the Year. She received the award and spoke before an audience of more than 1,000 convention delegates. April also received her Level 4 Coaching Certification – the first for our state. An article will appear in the newsletter, written by Ken Bennett from BAM.

3. Approval of Minutes

Sally liked seeing the information about Facebook in the minutes but didn't think it necessary to include the graphs. MS to approve. MS to amend by deleting graphs in the minutes. Sarah accepts as a friendly amendment. Approved as amended.

4. Financial report

Total 2018 income through September 30 is \$23,827.23, of which \$1,367.50 is from donations and \$1,974 is from swim meets. Fat Salmon income was received October 26 but is not included in these numbers. Net income to September 30 is \$12,281.

Total assets are \$69,330 as follows:

- Checking balance      \$10,032.98
- Savings balance      \$49,282.26
- Other assets/postage      \$14.76

Some of the convention expenses were charged to the new credit card and Bank of America paid PNA \$200 for opening the account. Convention expenses have not all been paid since some expense vouchers have not been submitted. Arni asked that delegates go back and check their hotel bill carefully; the first day non-refundable charge may have been put on a different card. Be sure that the first day charges have not been double billed. As of October 12, Arni has received \$5,684 in convention reimbursement requests.

Arni said convention expenses are slightly under, but still averaging about \$1,000. Airfares were all over the place. Next year's convention will be in St. Louis. Stephanie has showed interest and was encouraged to attend in 2019.

Arni noted the Fat Salmon income has been received. Jim needs a report from the director. Arni said there is an issue with the Open Water instructions regarding the fee that goes to PNA. All entrants pay the \$5 insurance but there is confusion with this and we will report back at the December meeting. Financial Report **MSA**. Received another donation from Microsoft due to Isaac's volunteer hours. Arni asked why USMS doesn't pay for the Coach of the Year to attend the convention. Sally will contact the National Office and Coaches' chair.

a. One-Event fee (OEVT)

USMS raised their share to \$20. Previously USMS's share was \$15 and PNA's was \$7 (\$5 to us and \$2 to the host to cover credit card fees) for a total fee of \$22. MS to raise the PNA one-event fee to \$27. For Open Water events, the \$100 USMS sanction fee is still being paid by PNA. USMS raised the OEVT fee to discourage use of the fee and to keep the amount closer to the full membership fee. Jim is concerned that a raise in the fee will reduce participation. Sally favors the motion. Zena suggested there be verbiage that says, "if you are signing up for one-event, for an additional \$XX you can become a full member and participate in multiple USMS open water events." The information needs to be on the website where registration takes place. Motion passed (2 nays). Jim will follow up with Club Assistant to see if this suggestion can be accomplished

5. Membership Report

USMS website is fixed so we can view actual membership data again. There are 1,764 (compared to 1,738 one year ago) with 881 men and 883 women. The website is still a headache to register a team or workout group. This includes Club Finder. USMS is aware and trying to fix the problem. Arni noted that the website is designed for handhelds, which is not as good for computers.

Stephanie can monitor which clubs are registered. Currently, 16 out of 30 workout groups have registered for 2019. Only two clubs (PSM and Fife) have registered.

## B. Coordinator/Committee Reports

1. Meets

Approve LWM meet – Sunday, Feb 17 **MSA** (Wave Aquatics' age group team will be providing volunteers for the meet).

Stanwood butterfly clinic on Jan 27 is still on (8 am to 12 pm). April Cheadle will coach.

2. Open Water

General trend year-over-year has been a notable increase in participation. 2018 showed a 34% increase over 2017, which is consistent with the previous three years. Lakes were warmer this year. OEVT swimmers were the "largest club". Most are from the Seattle area. Jim had additional data, which is available upon request.

Whidbey Island requested June 23, 2019 at 8:45 am for the Whidbey Adventure Swim **MSA**

Swim Defiance is looking at the last weekend of August. Jim will talk with the Aly Fell director; may need to move their date.

3. Newsletter

Next edition of *The Wet Set* will come out soon. Sally will reach out to the National Office about the new swimmer list. It was suggested that Lucianne send the deadline reminder a week earlier for a better response.

4. Social Media

Isaac submitted a report via email. Small increase in our Facebook follower base from 214 on September 9 to 219 on October 26. Likes went up from 199 to 203. Twitter increased followers from 68 to 70. Not too significant.

- **Facebook Insights** – The following is data from September 9 to October 26:
  - *Likes/Followers/Reach*: better period than last with five new likes and four new followers
  - *Events*: the Snohomish Aquatics Masters Meet and the 2018 PSM SCM Champs the events that hit the most views (at 548 and 230 respectively)
  - *Posts*: Overall steady period for most posts. However, the pictures from Convention that included Walt Reid & April Cheadle's accomplishments exploded. They've been by far the best post in our Facebook page, with 764 views and more than 145 reactions/comments and shares
  - *Demographics*: No major changes in our user base
- **Twitter Insights** – Data from October 1 to October 26:
  - *Followers*: Two new followers, totaling 72
  - *Tweets*: Reach of each tweet stays at around 100 people per tweet

#### 5. Historian

Walt Reid reported that he has completed the following:

- Updated the PNA SCY ALL Time Top 12
- Finished loading the old PNA records for all three courses (SCY back to 1975, LCM back to 1977, SCM back to 1979)
- Started the scan/load of old Wet Sets; 1989 and 1990 are done
- Scanned old PNA Top 10 lists (just PNA swimmers) for SCY 1974 to 2000. He needs to scan 2001 to 2006 and he needs a place to load them

### C. Old Business

#### 1. Website revision - Isaac

Isaac has contacted Club Assistant but has not received any response. He recommended we choose another option. It was moved to allow Isaac to pursue another option and he will send his recommendations either by email or at the next board meeting. **MSA**

Three volunteer names (Alex Phillips, Todd Doherty, and Chad Hagadorn) were put forward to assist Isaac with the website. Sally will send Isaac their contact information.

#### 2. Goody bags for OW swimmers - Zena

Sarah provided details about the amount of effort taken to provide goody bags to pool meets (storage of items, putting together the bags for eight meets per year, delivery to meets, identifying swimmers at meets, and handing out the bags). Linda suggested a committee is needed to handle the tasks rather than 1-2 people. Sarah and Lisa Dahl will not be continuing in 2019. Costs for the goody bags is about \$1,200 annually (bags and shirts are the most expensive items). Most meets have 15-20 new swimmers, but some meets can be upwards of 50.

Sarah pointed out these bags would be for USMS members only, not just any open water swimmer.

It was decided to create an Event Support Process Committee (ESPC) to recommend how to best manage the meet box, goody bags, and open water buoys. Once the process is complete, an Event Support Committee will be formed. Initial volunteers for the ESPC are Sarah, Zena, Jim, and Linda. Zena will chair.

#### 3. Workout group listings on the website – Sarah

Sarah made the following recommendations, which were voted on as a whole, **MSA**.

- a. Confirm with the PNA Board that the purpose of Places to Swim on the web page is to give members a resource; and that groups with no workout times, locations or organization shall not be listed.
- b. Update the Places to Swim by deleting outdated or inaccurate listings or where there is no organized group with posted, regular workouts.

- c. Beginning Nov. 1, use links to USMS Club Finder to give our members access to information about workout groups. Refrain from keeping a separate set of 'book'-links and data that PNA needs to update. Registered groups can easily update the information for their workouts on-line with USMS and those would be populated through our link.
  - d. Discontinue listing new workout group information for workout groups that do not register with USMS. Sarah will contact these workout groups before not listing them.
4. PNA bid for 2020 Nationals – Sally  
Sally spoke with Championship Chair Jeff Roddin, who asked whether PNA would be interested in bidding for the 2021 LCM championships rather than SCY; she declined. It is expected that Greensboro will be bidding for 2021 SCY; they are installing a second 50-meter pool. Sally mentioned to Jeff that the 2020 LCM will be in Richmond, VA and it would make consecutive meets in the same region if Greensboro gets the nod (they are 200 miles apart). Jeff said they don't consider that as much as if it were two of the same meet type in consecutive years. Sally recommended we refresh our bid for 2021 Nationals. Zena volunteered to help. **MSA**
  5. Requests for financial assistant to coaching clinic  
Two new requests. We have nine remaining slots for 2018. **MSA** to approve the applications from Chad Hagedorn and Katy Smith. A USMS coaching clinic will take place in June (all levels).

#### D. New Business

1. Convention review and new initiatives  
Sarah recommended new initiatives for more fitness events and clinics. Sally recommended hosting a LC meet in 2019 that would include a 5K/10K race.
2. Approve Board meeting schedule for 2019  
Draft schedule was approved **MSA**. Meetings will on Mondays rather than Tuesdays.
3. Team awards at Champs – form committee  
Committee formed with Bob, Zena, Jim, and Stephanie.
4. Cloud service for file storage for the PNA Board - Linda  
It was moved the Board adopt the use of Google Drive for our board working documents. This does not impact permanent processes in place, such as the website. **MSA**
5. Financial impact of the Senior/Needs based entry fees – Linda  
Regarding these per/event fees, Linda did the research and the impact is significant, especially for meets at KCAC where the pool costs are so high. There is a need to include on the meet information a link to assistance options. Check with BWAQ as to how they are handling this. If we are going to take this away, we need to find an avenue for assistance. It was moved to eliminate the senior discount by striking the "65 and Over" language for PNA entry fees in PNA Standing Policy MF-3. **MSA**  
  
We will seek more information about the needs-based option for the next meeting. Linda thinks Club Assistant can allow the use of coupon codes (discounts). Arni noted that when assistance is requested, board approval is not required. The treasurer and registrar discuss the request and make the decision.
6. Coaches clinic – roundtable with long-time successful coaches leading the discussion  
The concept of a coaches' clinic was approved. **MSA**

#### E. Next Meetings

- Dec 10 conference call
- Jan 14 budget meeting

Meeting adjourned at 2:08 p.m.