

**Pacific Northwest Association of Masters Swimmers
Board Meeting via Microsoft Teams Minutes
Tuesday, September 5, 2023**

Attendees: Sally Dillon, Bob Moore, Steve Peterson, Brent Barnes, Linda Chapman, Kathy Casey, Dave Scott, Jim Davidson, Lorraine Masse, Dan Underbrink, Kim Boggs, Walt Reid, and Lucianne Pugh

Not present: Bob DeWard, Doug Jelen

Call to Order and Introductions: President Sally Dillon called the meeting to order at 6:46 pm.

Decisions made between meetings: MSA to exempt ORCA swim club's Fat Salmon OW event from PNA's \$1.75/swimmer fee. Additionally, PNA will absorb the \$100 sanction fee required by USMS.

A. Officer Reports

1. President's report: Sally contacted Lucianne between meetings about her willingness to administer PNA's Facebook account. Posts have been few and far between, with Lucianne responsible for many of them. Lucianne accepted and asked Jake Ni to pass on the credential information. The last post on PNA's X (Twitter) account was in 2019, so there have been no posts since Jake took on the Social Media Coordinator position. The board should evaluate keeping the X account and whether to have an Instagram account. Someone would have to actively manage those accounts to make them worth having.

The USMS Volunteer Relay is in October, so time is short to sign up and make flight reservations. This event is a great opportunity for interested members to attend a USMS national event that is not a competition. Four spots are available.

Carl Haynie contacted Sally seeking PNA financial support for a 4.5-hour stroke clinic that TWIM is planning for ~50 people with Bill Brenner as the instructor. Other coaches from PNA will assist. Bill offers his services at no cost but requires reimbursement for flights and lodging. USMS no longer supports clinics for athletes, only for coaches. TWIM will be renting pool space, location TBD. Their initial request is for \$2000 with the event likely taking place on a March Saturday or Sunday. Cost per swimmer is undetermined but past clinics have charged \$75. Sally asked Carl to provide more details on the event and expenses before our November meeting.

Linda, while in favor, thought subsidizing this event that would benefit a small number of members was "tricky terrain to navigate" compared to typical meet subsidies benefiting 150-200 participants. Having firm numbers would enable an informed decision. Dan and Brent (for TWIM) clarified that TWIM sought assistance with Brenner's travel and lodging expenses. Brent added that only TWIM has been active locally in recent years in stroke development. Steve and Linda suggested maximizing Brenner's time and increasing attendance by rotating dry and wet activities, possibly over two days. Sally and Linda will talk with Bill in Houston. Details, discussions, and a decision will be taken up at the November meeting.

2. Approval of minutes: **MSA the June 25 meeting minutes as presented.**
3. Financial report: Brent posted two reports on Google Drive, modified from the previous three-report format. **MSA the financial report as presented.**

Total Assets as of August 21: \$103,663.23:

 Checking account balance: \$45,344
 Savings account balance: \$58,320

Total Income, June-July: \$10,761.70:

 USMS registrations \$1,602
 Meets, pool \$6,435
 Meets, OW \$1,808
 Summer LC 5K \$254
 DOR fees reimbursed \$335
 Champs banquet tickets \$328

Total Expenses, June-July:	\$12,589.22:
Officiating	\$793
Swimmer support (4 clubs)	\$6,025
Summer LC 5K	\$794
KCAC pool fee	\$4,924
Wiggin Fund request	\$52
Interest	\$1
Net revenue, June-July:	(\$1,826.83)
Net revenue YTD:	\$14,566.75

B. Coordinator/Committee Reports

1. **Membership:** Linda reported membership to date at 1,718 (926 women, 792 men). PNA appears on track to exceed 1800 members by the end of the 2023 membership year. Linda noted that the *Try Masters Swimming* survey that USMS sent to her and Sally differed from those sent to workout groups and clubs. (See also B.5 below.)

MEMBERSHIP BY MONTH AND YEAR 2017-2023 (as of 09-05-2023)																
YR	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	Total Year	8/31 YTD	Diff	Diff %
2023	312	660	283	84	85	74	69	44	57	44	4		1718	1714		
2022	371	577	280	49	110	71	46	53	36	41	68	74	1776	1634	80	5%
2021	254	432	207	52	53	54	64	64	87	56	67	84	1474	1323	391	30%
2020	305	574	357	93	29	5	7	30	17	23	19	28	1487	1440	274	19%
2019	335	554	331	83	86	100	66	68	36	45	61	42	1807	1704	10	1%
2018	390	507	358	88	74	63	59	55	50	33	48	42	1767	1677	37	2%
2017	418	550	246	95	65	68	68	44	29	52	50	53	1738	1635	79	5%

2. **Meets:** The July 1 *PNA LCM meet* at KCAC enjoyed over 160 entrants. Lorraine has heard back from the Bellevue Club, WWU, and TACM. **MSA the 6th Annual BC Mile (February 4) and TACM March Madness (March 10)**. WWU is considering the last Sunday in February. BWAQ has not responded yet. LWM may resurrect their meet at Juanita pool on March 17.
3. **Open Water:** *Swim Defiance* was successful with 63 entrants. Jim is expecting open water date requests in the coming months. He reported that Jim Lasersohn, after all the trials and tribulations of dealing with this year's Fat Salmon swim only to have it canceled at the last moment for high bacteria count at Madison Beach Park, is willing to advise a new host but not continue as Meet Director. The pandemic has reduced Orca's enthusiasm, so anything PNA can do to solicit a new host and director would be welcome.
4. **Newsletter and Social Media:** Sally praised the September-October issue of *The WetSet*, though Lucianne remains frustrated with late – or no – submittals that impact its timely posting. For example, she had asked BAM for photos from a couple BAM-only events but received no response. The same was true with open water swimmers she had contacted for information.

Lucianne noted that our Facebook *page* and *group* (why two separate entities?) have 560 and 85 followers, respectively. There are 255 followers on Instagram and 83 on X (ex-Twitter). She will aim to generate content for each of these and asked us to view and comment on these platforms to get some activity going. Lucianne seeks the Twitter login information; Steve thought he may have that and will look for it.

Lucianne said that PSM is doing a great job with their Facebook page. She noted, for example, their incentive for 3000/6000 participation by summing swimmer "quality points" to determine prize levels.

5. **Club & Team Development:** USMS held another *Try Masters Swimming* event in July. Below is feedback from some PNA teams:

LWM – Wade Praeger: Didn't participate this time because last time about 90% of the inquiries were from beginners or those looking for a learn to swim program. Currently Wade has been getting 1 – 2

inquiries per week via word of mouth. Seems as though people joining is more likely from personal referral than Try Masters Swimming.

Thunderbird – Jillian Dees: TACM participated. Had 8 inquiries; 6 tried out and 5 joined. She really likes having tryout periods throughout the year as it seems to help newcomers feel less intimidated by the word ‘team’ and shifts the focus to being a club of people who like to swim.

Cascade – Pete Colella: They held three free practices in July but didn’t advertise it as Try Masters Swimming. Had 6-7 people start in July (average for Cascade) and all but 1 have stuck with it. He plans on participating again and adding some promotion/advertising.

GEM – Lisa Keith: Didn’t participate. Lisa usually gets a couple of inquiries each month via the USMS Club Finder, but most people are looking for a coached practice and GEM is an uncoached group.

ORCA – Mason Chuang: Didn’t participate due to ORCA’s continuing lack of pool time.

6. Coaches Coordinator: The USMS coaches clinic appears to be presented just once every two years. Since PNA offers to pay the way for the PNA Coach of the Year to attend this clinic, we might need to budget for two people in 2024 to cover the 2023 winner (Wendy Neely) and the 2024 winner. Current PNA policy stipulates the coach attend in the year following their award, but in the short term the BOD can vote to extend that. Extending it to two years would also help in travel and schedule planning for the coach as the clinic is usually held in October while the COY is awarded in April. Many people plan their travel schedules a year or more in advance, so six months might be too little notice for some.
7. Historian: Walt, now back from assisting with the World Championship meet in Japan, continues work on his spreadsheet documenting the PNA board members from PNA’s beginning.

C. Old Business

1. Revision of PNA Standing Policies: With reference to Jim’s updated and consolidated documentation of proposed revisions as posted on Google Drive, he summarized the 41 housekeeping (HK-) and 7 substantive (S-) proposals for simplified review. HK-1 (triple modifier with hyphens) was amended; HK-14 and HK-24 were rejected to leave the commas in place. Kathy had questions about HK-38 (topic title format), which Jim proposed leaving for later consideration. All other HK items were accepted as written.

S-1 (move DM award selection process item 6 into logical position 3), S-6 (change bank statement review frequency to quarterly), and S-7 (clarify publishing any non-sanctioned events info as paid advertising) were accepted as proposed. S-2 and S-3 were amended to remove “Facebook” as specified media. S-4 (add a Coach of the Year perpetual trophy) was rejected. S-5 (PNA contribution to NW Zone fund) was reworded to reflect the actual fee determination process. **MSA these listed revisions to the PNA Standing Policies. And MSA the Standing Policies document as so revised.**

Jim will update the policies document accordingly and post it on the website. Jim prefers that any further change proposals be emailed to him for future consideration.

2. Position Descriptions for Directors: Dan expected to hear back from his committee members about meeting next week to develop these descriptions for review at the November board meeting.

D. New Business

1. Wiggin Fund: Sally proposed forming a subcommittee to develop Wiggin Fund policies and procedures. Kathy, Bob, and Linda volunteered, though Kathy and Linda aren’t available “until after October” because of other commitments. Kathy shared that Fred was an avid PNA member and official who passed away during his favorite event, the 400 IM, at the 1991 Short Course Nationals in Nashville. His family donated money to PNA for members who need assistance with meet participation expenses and for officials clinics. Steve added that he still has the *F. A. Wiggin Memorial Meet* plaque, feting “the best PNA 400 IM performance of the year.” Steve (1993), Kathy (1994 and 1995), and Debbie Glassman (1999) are listed; no other names have been engraved in the eight spots that remain. Should this be resurrected?

2. Board Member conduct: Sally proposed forming a subcommittee to develop policies, not currently in the respective position descriptions, clarifying expectations of board member contributions with respect to meetings, agendas, attendance, and conflict of interest. Linda noted that the new LMSC standard requiring board members to sign each year should cover the latter. This was tabled to next meeting.
3. PNA Bylaws: Sally proposed forming a subcommittee as it's been some time since our Bylaws were last reviewed. Kathy, Jim, and Steve volunteered.
4. USMS Promotion at Last Splash: BWAQ head coach Wendy Neely contacted Sally about promoting USMS at her club's September 16 *Last Splash of Summer*. Since BWAQ no longer sanctions this open water event (insurance surcharge and non-member fees deemed too expensive for their participants), Wendy suggested that we set up a presence on race day to promote membership. (No volunteers.) In turn, because Wendy mentioned that entry numbers were down, Sally suggested that BWAQ purchase an ad in *The WetSet*. It appears that they did not submit by the August 15 deadline.
5. "Spending down" PNA's bank balance: Sally found that some LMSCs are paying their club and workout group annual registration fees. This brings at least two advantages: First, all clubs and workout groups would be registered immediately to avoid instances of swimmers not being able to register because their club had not yet done so. Secondly, this is a worthy way to spend down our abundant funding. From Jessica Reilly at the NO: *"With the launch of CRM, the process will be different ... LMSCs will need to list the clubs and/or workout groups they are planning to pay for, and we will get them registered in the backend and bill the LMSC ... through the monthly registration activity statements. I will be sending communications to LMSCs who have done this in the past starting in September."* The financial impact would be approximately \$1200 (~25 entities at \$60 per, with 20% returned as USMS reimbursement to LMSCs). Jim: one time or perpetual? **MSA to pay the annual USMS registration fee for clubs and workout groups of 5 or more members within the PNA LMSC for 2024.** Sally will notify the NO accordingly.

E. Looking Ahead:

1. Next regular BOD Meeting: The next meeting is Monday, November 6, via MS Teams at 6:45 pm.
2. Meeting topics: This will be designated as the prescribed PNA annual meeting as no business was conducted nor minutes taken at the well-attended member meeting at Champs in April. Possible agenda items: TWIM's clinic subsidy request; Board member conduct policies; Director position descriptions; PNA Bylaws revisions; and the 2024 meeting schedule.

MSA to adjourn at 8:49 pm

Minutes prepared by Steve Peterson, Secretary