

**Pacific Northwest Association of Masters Swimmers
Meeting Minutes – Sally Dillon’s Residence, Timber Ridge, Issaquah
Saturday, May 10, 2025**

Attendees: Linda Chapman, Steve Peterson, Brent Barnes, Sally Dillon, Kathy Casey, Dave Scott, Jim Davidson, Lorraine Masse, Dan Underbrink, and Walt Reid.

Absent: Kim Boggs, Bob Moore, Bob DeWard

Call to Order and Introductions: President Linda Chapman called the meeting to order at 1:04 pm.

A. Officer Reports

1. President: Linda thanked Immediate Past President Sally for her leadership and enthusiasm, saying she has been a great leader for PNA. Sally thanked the board members who served during her term and presented them with USMS cozies and keychains.

Linda thanked those who submitted reports for consent agenda review and approval prior to the meeting. **MSA the March 10 Minutes as written. MSA the Meets (Lorraine), Open Water (Jim), At Large Director (Kathy), and Annual Banquet (Sally) reports.** These approvals drew no questions, and the reports are shown below.

Linda noted that the USMS LMSC Standards cycle began May 1. Annually, prior to the pandemic, we checked off a series of 50 standards that LMSCs were to achieve (the term “comply” was avoided). This was suspended from 2021 through 2024 while Linda led the team that revised the standards to be more supportive than punitive. Linda (chair), Brent (treasurer), and Lorraine (sanctions) have surveys to fill out. Linda asked Brent and Lorraine to check their inboxes for the Survey Monkey links from the NO for their portions; Linda will follow up on completing the LMSC Standards submittal. This survey consists of about 35 questions, due June 1.

2. Financial report: The 2024 final report submittal (for USMS and IRS purposes) was postponed until the numbers are reconciled. Brent noted that enforcing the 30-day limit for submitting reimbursement claims would avert one difficulty. Brent believes that all addresses associated with our bank accounts are current, but he has not seen the expected KCAC room deposit refund check (\$500). It appeared to Brent that the check was addressed to Sally, but the online account records show no record of deposit. Brent also noted that bill payment checks from PNA’s Bank of America accounts are issued by Wells Fargo. Linda offered that she and Brent could clarify with BofA in person when she goes in to change the account signature records. The April 12 meeting minutes, awaiting approval by email, contain notice of the bank-required officer appointments.

Brent also noted that the clinic reimbursement process posed some problems and delays, along with concerns about amounts and eligibility. Not all participants used the Google Forms form, and Linda said some inadvertent test data may have interfered. Others suggested that such forms should be hyperlinked from multiple places with due dates prominently displayed (not to mention simplicity so that people will read the information!).

Brent noted that he had made the per-swimmer team payments to PSM and BWAQ. Linda asked Brent to confirm with her the contact addresses for the remaining teams due payment to avoid past occurrences of checks returned or not cashed. The Zone payment is due soon, based on May 1 membership. Linda noted that payments for assisting with Summer Nationals should be made only to 501(c) non-profit organizations with Form 1099s involved. Otherwise, W-9s would have to be prepared for any individuals paid over \$600.

Income, March - April: \$2,487:

Swimmer/Club Registrations	\$2,328
Medal sales	\$93
LMSC Donations	\$65
Interest	\$1

Expenses, March - April: \$15,141:
Per-swimmer support \$5,685

Total Assets as of April 30:	\$100,244:
Checking account balance:	\$41,914
Savings account balance:	\$58,330

SPLASHForward donation	\$5,000
Annual Meeting banquet	\$2,101
Coach clinic reimbursements	\$1,735
Trophies	\$352
Wiggin disbursements	\$143
Software & website	\$125

Net revenue, March - April: (\$12,654)

B. Coordinator/Committee Reports

1. Membership: Year-to-date is running about 6% ahead of 2024. Currently, the gender split is a bit more even compared to prior years: **1627** (848 women; 779 men). If this pattern holds, PNA membership will break 2000 for the first time.

PNA MEMBERSHIP BY MONTH AND YEAR																
2017-2024 Thru 05-03-2025																
YR	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	Total Year	APR YTD	YTD Diff	Diff %
2025	422	668	271	93	100	58	15						1627	1612		
2024	309	656	332	81	88	61	80	72	52	57	68	69	1925	1527	85	6%
2023	312	660	283	84	85	74	69	46	57	44	63	71	1848	1498	114	8%
2022	371	577	280	49	110	71	46	53	36	41	68	74	1776	1458	154	11%
2021	254	432	207	52	53	54	64	64	87	56	67	84	1474	1052	560	53%
2020	305	574	357	93	29	5	7	30	17	23	19	28	1487	1363	249	18%
2019	335	554	331	83	86	100	66	68	36	45	61	42	1807	1489	123	8%
2018	390	507	358	88	74	63	59	55	50	33	48	42	1767	1480	132	9%
2017	418	550	246	95	65	68	68	44	29	52	50	53	1738	1442	170	12%

Comparison to same day (March 8) over the last three years:

5/3/2025: 1627 779 Men 48% 848 Women 52%
 5/2/2024: 1532 6% 864 Men 45% 1061 Women 55% ← Split for total 2024
 5/3/2023: 1499 9%
 5/3/2022: 1461 11%

2. Meets: Differences between the Champs meet program and meet information caused confusion regarding scoring (PNA v. non-PNA). It appeared the Champs meet program wasn't updated with new language after PNA policy regarding scoring at Champs was changed in July 2018.
 Lorraine noted that TACM decided not to host their Fall meet again, given its low attendance last year. The board previously approved *BAMFest* for October 12. Lorraine awaits a response from SAM but assumes they will host again. PSM confirmed their tentative dates for hosting the PSM SCM meet. **MSA the Snohomish (November 9) and PSM SCM (November 22-23) meet dates.**
3. Open Water: The *Whidbey Adventure Swim* will be held on June 1. Its sanction is complete, and registration is full. *Fat Salmon* will be held on July 26. Its sanction is complete; registration opened May 2nd and had 250 entries after two days. *Swim Defiance* will be held on August 2. Its sanction in process.
4. At Large Director: Kathy reported that her subgroup (Kathy, Sally, Jim, Steve, and Linda) has reviewed the PNA Bylaws. Comments returned to Kathy are being collated into one document for further consideration by the subcommittee. Kathy sent the Wiggin Fund Expense Report for 2024, prepared by Brent, to the Wiggin Family along with the changes to the PNA Standing Policies for the Wiggin Fund, showing the previous and current policy language.

5. Annual Meeting: Sally reported that 59 tickets were sold. Including children (no charge), over 60 people attended this mid-Champs banquet and award ceremony. PNA budgeted \$2000 for the event with expenses totaling \$1065. The financial report is posted on the meeting page. Steve prepared the Annual Meeting minutes for approval. Sally thanked the board members who attended.
6. Club and Team Development: No report. **MSA to appoint Sally Dillon as Club and Team Development Coordinator.**
7. Historian: No report.
8. Webmaster: No report.

C. Old Business

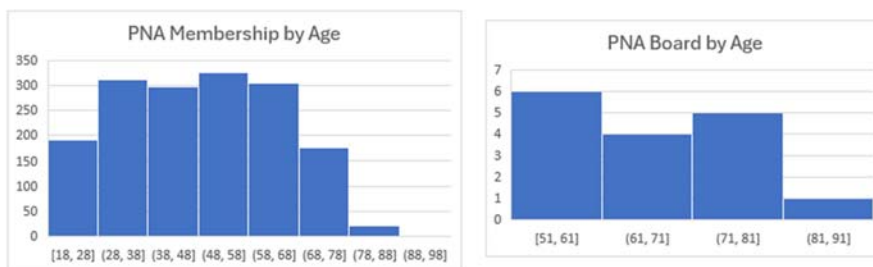
1. Approve 2024 Financials: Per the Treasurer's report (above), this was postponed to the July meeting.
2. 2025 Budget: No deliberation.

D. New Business

1. PNA newsletter: What is *The WetSet's* path forward? Continue bimonthly production of a large PDF with an apparently small readership? Typically, much effort is required by the editor to collect and format content using Publisher, which Microsoft is discontinuing next January. Additionally, PDFs are difficult to read on a phone, which is how most younger people consume most of their information.

Linda noted that Pacific and New England LMSCs both use a bi-weekly email model. Items appear in several emails and then rotate off. Content appears in the email instead of a separate, large PDF. (See links to three examples in the Meetings / LMSC Newsletter Examples sub-folder.) Presumably both LMSCs use **Constant Contact**, a third-party online marketing platform. Through TechSoup, PNA's cost would be \$25/month for 1 editor; \$37.50 for 3. Linda heard about **Mail Relay** in the USMS peer-to-peer social hour, and there is the less-popular **Mail Chimp**; either would be free to PNA. These platforms have better capabilities than the USMS email program and could possibly save volunteer time and make the newsletter job more attractive. Besides its graphics capabilities, Constant Contact can also report the number of emails opened, a useful metric currently not available to us.

Anecdotally, none of Linda's non-Board swimming friends read the newsletter. Some see a huge PDF and don't open it, particularly on a phone. Others seem unaware of the PNA newsletter. She acknowledges this is not necessarily true of the Board, though our Board makeup represents the upper age range of PNA members. The average PNA Board age is 66, none under 50; the average age of the PNA membership is 49 with MORE THAN HALF being 50 or younger. Linda reminded us to be aware of our bias towards our similar-age peers. People under 50 have different news consumption and communication styles.



Steve and Sally noted that *The WetSet* constitutes a written history of PNA dating from 1972. But given that apparently few members actually read it or care about the history, he would not be heartbroken if it were now discontinued. However, the problem of finding a willing editor to manage its successor remains.

Linda suggested creating a Teams folder for newsletter content that Board members could use to upload content. To ensure coverage of events like meets or OW events, the editor(s) and board would proactively ask proponents to collect and report on events at least a couple of weeks before they happen. The membership could be prompted for input as well. For feature-type articles, the first paragraph would appear in the email with links to the PNA website for the remainder.

Lorraine volunteered to initiate a trial (NOT permanently!) looking at Constant Contact and Mail Relay. Sally suggested that Heidi Skrzypek might be interested. Dave Scott suggested this would be a good shadowing possibility (see Item 6 below), i.e., Heidi shadowing Lorraine. Linda asked us to solicit the membership for content ideas for this trial. **MSA to fund investigating email marketing platforms, for a subscription cost no more than \$100/month for one year.** Bob Moore offered to brainstorm a new name for the email newsletter.

2. LCM Time Trials: Sally, noting that the nearest LCM meets are in Oregon, sent out an email proposing informal time trials at KCAC in lieu of an LCM meet for swimmers wanting to determine times for entering Summer Nationals. BWAQ could assist. Pool rental at \$200/hour for just the main pool, excluding timing system support, seems reasonable. Club Assistant would be used for registration with events likely deck seeded. Sally will work with Lorraine to survey interest and determine the details.
3. USMS Conflict of Interest policy: Linda confirmed that all officers have completed the USMS Conflict of Interest Policy, as required by LMSC Standards.
4. LMSC financial guidelines: Linda confirmed that all officers have reviewed and pledged to follow the LMSC financial guidelines in the USMS Financial Policies and Operating Guidelines as required by LMSC Standards. She noted that we need to tweak our procedures to guarantee that disbursements over \$5K are authorized by two signers. This can be done by email in lieu of signed check(s).
5. USMS Annual Meeting, Kansas City, September 12-14: Five have applied. **MSA Sally, Dan, Linda, Diana, and Lorraine as PNA delegates to the USMS Annual Meeting.** Linda will notify the NO of in-person and virtual attendance and room preferences. The NW Zone meeting will take place the day before. Sally is running as Zone Chair. (Folks enjoy the in-person meeting, especially dinner.)
6. PNA Board Shadowing: His recent nominations committee service prompted Bob Moore to propose a PNA Board shadowing (versus mentoring) program to represent our demographic more effectively. We would invite a few, preferably younger, members to shadow two or three board positions over the course of a year. Brent suggested that this experience of easing in could potentially encourage new people to take on future leadership roles.

Linda, Dave, and Bob M volunteered to develop implementation ideas to bring to the July or September board meeting. Linda will email Bob DeWard, Kim Boggs, and Diana to engage their participation as well. After further discussion, it was decided to postpone work on this until after LCM nationals in August.

Linda suggested “breaking up the logjam” by adding two more At Large Directors to create a larger bullpen to draw officers from, using less intimidating board entry positions. Sally noted that the board was downsized in 1992 and a larger board could cause difficulties meeting required quorums.

7. Teams tutorial: Lorraine answered questions raised about specific features of using Teams. Linda would prefer that we send messages via Chat rather than emails that are too easily ignored.

Upcoming Deadlines and Events:

- July 1: Meet Date Reservation Form for Jan – June 2026 is sent to PNA teams
- July 5 or 6: Possible PNA/BWAQ time trial event at KCAC
- July 14: Next PNA BOD Meeting online, 6:45 pm

MSA to adjourn at 7:35 pm

Minutes prepared by Steve Peterson, Secretary