

New Jersey LMSC Board Meeting Minutes

Time 11:00am Sunday, June 3, 2007

Chris' House

75 Cross Road

Basking Ridge, NJ 07920

Attendees:

Board Members
Chris McGiffin
Darek Hahn
Ed Tsuzuki
Linda Brown-Kuhn
Tom Brunson
Scott Lillis
Susan Kirk

Non-board members
Karin Adams
Rosanne Lemongello

Meeting called to order at: 11:45am

Action items bolded

I. Officer Reports

a. Newsletter (L. Brown-Kuhn)

i. Remaining 2007 issues?

1. Linda reports that there are 5 issues remaining for 2007

- a. May/June
- b. July/August
- c. September
- d. October
- e. November/December

2. Deadline for submissions

- a. single month issue
 - i. 15th of preceding month
- b. double month issue
 - i. end of preceding month

c. Ed to post the submission deadlines on the website.

ii. Quark update

1. Karin is currently using Publisher, not Quark, and it is working out well.
2. **Karin will submit the formatted newsletter in Publisher to Darek for him to convert it to a PDF file for her if she needs help.**

b. Treasurer (S. Lillis)

i. 2007 Budget update

1. Scott submitted 3 reports for the board to review

- a. Actual 2006 vs Budgeted 2007 (2.3.2007)
- b. Actual 2007 YTD vs Budgeted 2007 (6.3.2007)

i. Scott will update this report to a fiscal 2007 report as opposed to a calendar 2007 report and distribute the updated report to the board.

c. Bank transaction report

- c. Registrar (T. Brunson)
 - i. Updates on 2007 Registration
 - 1. Tom reports that we have 584 registrants as of 6.3.2007
 - 2. Tom said that it would be useful to have the Club transfer request form posted on the website for easy access by our members.
 - a. **Ed will post the transfer form on the website in the registration section**
- d. Secretary (S. Kirk)
 - i. Susan reports that since our last board meeting on February 4th, 2007, 14 LMSC e-mails have been composed and sent to the NJ LMSC community
 - 1. Registrant e-mails currently go out to 697 individuals. This is an increase of 69 since 2/4/07.
 - a. Non-reregistrants for 2007 have not been removed from this list yet.
 - b. The current Adirondack LMSC Chair was added to our e-mail list by request.
 - 2. Non-reregistrant e-mails currently go out to 138 former members.
- e. Sanctions & Safety (D. Hahn)
 - i. Darek confirmed that he will not be available for this position on the board next year.
 - ii. Rahway meet to be held August 4th has been sanctioned.
 - iii. Discussion about the need for a "How to get an event sanctioned" reference available for our membership/potential meet or event directors. Some members have found it difficult to find the sanctioning "How to's" on the USMS website.
 - 1. **Ed will place on the NJ LMSC website a link to the specific part of the USMS website where sanctioning information can be located.**
 - iv. Ongoing discussion about the 2007 SCM Zones volunteer base and which organization will benefit from the proceeds earned.
 - 1. With the pool rental fee requested by TCNJ, the TCNJ team doesn't feel this is a viable effort for them
 - 2. Hamilton Aquatics is considering backing the event. They can generate revenue with ad sales.
- f. Top Ten and Records (E. Tsuzuki)
 - i. All SCY Top 10 times have been submitted to National Committee
 - ii. All NJ LMSC records have been updated for the SCY season
- g. Webmaster (E. Tsuzuki)
 - i. URL discussion will follow under New Business
 - ii. There was an inquiry about the traffic that the NJ LMSC website receives.
 - 1. **Ed will check the USMS server for usage stats and report back to the board**
 - iii. A suggestion was made to post the 2007 Open Water Swim Calendar link under the Calendar of Events section in addition to the front page of the NJ LMSC website.
 - 1. **Ed will also post the 2007 Open Water Swim Calendar link under the Calendar of Events/Results section of the website.**
 - iv. Idea of the possibility of adding a 'Coaches Corner' to the website?
 - 1. Who would be responsible for the content?
 - a. Karin?
 - b. Contributing coaches from within our LMSC?

- h. Open Water (J. Jotz)
 - i. Open water clinic is scheduled for 6/16 at 9am in Seaside Park. Spots are still open
 - ii. Long course practice in Rahway starts on Monday, June 25th and runs through August 17, 2007. Time is Monday – Friday 6:00am – 7:30am. Saturday am practices are still tentative....should have a better answer at the end of June.
 - iii. The Nessel Memorial LCM meet has been confirmed for Saturday, August 4th at Rahway Park. Meet entry form will be in the next Fastlane and is on the website. Jeff has also alerted the folks at USMS.
 - iv. Jeff has not had the chance to get a USMS sanction for a local open water swim.
He will speak with some swim organizers this summer.

- i. Ad Hoc Publicity & Marketing
 - i. No report

II. Old Business

- a. USMS Membership Retention Program
 - i. Updates
 - 1. Results of all current achievement levels
 - a. For the 2006 Continuous Membership Retention Program, the following number of NJ LMSC members qualify:
 - i. 5-Year Award (2002-2006) 105 members
 - ii. 10-Year Award (1997-2006) 39 members
 - iii. 15-Year Award (1992-2006) 21 members
 - iv. 20-Year Award (1987-2006) 25 members
 - b. The furthest back that we have NJ LMSC registration data to evaluate is 1986. So for the purposes of this program, the 1986 registration year will be our 'starting point'.
 - 2. Awards Discussion
 - a. Award ideas: towels, water bottles, bag tags, key chains, caps, fleece, t-shirts, mesh equipment bags
 - i. **Karin to e-mail Chris and Susan a list of vendors that she has used**
 - ii. **Darek to e-mail Chris and Susan the vendor URL that he used for JAM's promo items**
 - b. We want each of the awards to be 'special' for the achiever and to include the # years of membership in the screening/embroidery/printing which will have something like NJ Masters Swimming and the USMS logo on each award
 - i. 5-Year Award (2002-2006)
 - 1. bag tags??
 - ii. 10-Year Award (1997-2006)
 - 1. water bottles??
 - 2. screened mesh equipment bag??
 - 3. silicone caps??
 - iii. 15-Year Award (1992-2006)
 - 1. screened mesh equipment bag??
 - 2. t-shirts??
 - iv. 20-Year Award (1987-2006)
 - 1. towels??
 - c. Susan presented some potential award budget numbers for this 2006 program year (budget year 2007) and some maximum projections for the next three years.
 - d. MSA to go forward with the program at this point in time
 - e. **Susan to follow up with additional potential award level budget scenarios for this program year and projections for the next three program years and submit that report to the board for further review.**

3. Put 'Member since' field on our USMS registration card? Options?
 - a. Tom reported that this would require 'dropping' a field on the current card, ie: Workout location.
 - b. Special software would be needed to make this change. Currently National is working on standardizing an online registration procedure.

4. Target e-mails directed to non-reregistrants to entice them to reregister.
 - a. Brief e-mail asking why they did not register this year? Or conduct a mini-survey? Perhaps 5 questions?
 - i. **Darek to contact team member who might be able to help out with conducting the survey.**
 - ii. **Darek and Susan to draft 5 questions or so to consider for use in survey.**
 1. Task completed
 2. **Darek will now share potential 5 questions with Rob B. for feedback**

III. New Business

- a. Life Begins At 50 Expo outcome
 - i. Interesting experience and it was good to try this event this year.
 - ii. Not really a good fit for attracting potential USMS swimmers.
 1. 1 individual joined USMS during the expo

- b. URL change from www.gmswim.org to www.njmasters.org
 - i. MSA to register www.njmasters.org
 1. **Ed will investigate potential domain registry options and report back to the board via e-mail.**
 - ii. Goal will be to have the registry complete and in place to transition by our next board meeting.
 1. An automatic redirection process will occur to navigate anyone who tries to access the NJ LMSC website with the old URL once the transition has been made to the new URL

- c. NJLMSC Budget Review and Discussion
 - i. Earmark possibilities for Membership Achievement Awards
 1. ongoing discussion about the procedure for earmarking LMSC donations that are received with registrations
 - a. report back to the membership what their donations have been specifically used towards
 - ii. Revenue Opportunities
 1. sell NJ Masters Swimming 'ware' as a fund raiser
 - a. silicone caps, towels, t-shirts, fleece etc.
 2. hold NJ LMSC events as fund raisers
 - a. NJ LMSC run clinics
 - b. NJ LMSC Postal Championship
 - c. NJ LMSC Open Water Swim
 3. ads in the newsletter?
 - a. Hasn't worked well in the past
 - iii. Discussion of NJ swim shop relationship possibilities
 1. is it possible for the NJ LMSC to have a fund raising arrangement with a vendor so that when a NJ LMSC member purchases an item from the vendor a small portion of the purchase price reverts back to the NJ LMSC
 - a. MUST be upfront with our membership that a \$\$ value of their purchase will go to the NJ LMSC.
 - b. **Rosanne will check into the legalities and limitations of a non-profit organization fund raising efforts**

- d. Convention Attendees
 - i. Budget Allocation
 - 1. Current budget for convention attendance is \$1830.00
 - ii. Number of attendees
 - 1. Potentially four delegates may represent the NJ LMSC at the 2007 USAS Convention in September 2007
 - a. Automatic delegates
 - i. Chris is a voting member of the National Legislation Committee and therefore is an automatic delegate
 - ii. Susan is a voting member of the National Long Distance Committee and therefore is an automatic delegate
 - b. Based upon membership, the NJ LMSC is allowed to send 2 delegates to the 2007 convention
 - i. Ed
 - ii. Karin
- e. New Member Memo Review
 - i. Include the full-sheet color document with the current NJ LMSC Chair's signature with each new member's registration card
 - 1. **Darek, Scott, and Susan each volunteered to print up 100 color copies each and provide them to Tom at the next board meeting.**
 - 2. **Tom will e-mail Darek, Scott, and Susan a copy of the New Member Memo to be reproduced.**
 - ii. **'Formation of a USMS registration number' explanation to be posted on the website by Ed under the registration section.**
- f. Next Meeting
 - i. Date: 10/7/07 or 10/14/07
 - ii. Time: following practice at RWJ HWC Hamilton, NJ
 - iii. Place: RWJ Health & Wellness Center Hamilton, NJ

IV. Adjournment

- 1. Meeting adjourned: 1:35pm