

# New Jersey LMSC Board Meeting Minutes

Time 10:30am Sunday, May 18, 2008

Berkeley Aquatic Club

Attendees:

## Board Members

Chris McGiffin

Ed Tsuzuki

Susan Kirk

Mike Fanelli

Tom Brunson

Linda Kuhn

## Non-board Members

Jeff Jotz

## Visiting Members

Greg Blessing

Meeting was called to order at 10:42am

## Action items bolded

### I. Officer Reports

#### a. Newsletter (L. Brown-Kuhn, K. Adams)

i. Remaining issues for this year: May/June, July/August, September, October and November/December

1. looking for a new graphic designer

ii. Membership article ideas – soliciting methods

1. ideas:

a. an article by Mike's daughter

**b. Linda will contact (2) members whom she has in mind about writing an article**

**c. Ed will ask his Mom to write a recount of her experience at the Just-Do-It Mini Meet**

d. perhaps an article by Bob Hopkins?

2. reach out to the membership asking for article and photo contributions

a. newsletter

b. website

c. email

3. **Linda will write up a blurb and send it to Ed and Susan for distribution**

#### b. Treasurer (S. Lillis)

i. absent~~no report

#### c. Registrar (T. Brunson)

i. 2008 Registration Update

1. Total members as of 5.18.08 is 603

a. last year at this time we were at 578

2. Total ytd reregistrants is 481 ( = ~80%)

a. last year at this time was 458

3. Total members by Club

a. BERK 99

b. DRMS 45

c. GSM 318

d. JAM 46

e. MOCY 13

f. STVN 26

g. UNAT 56

4. Total New members by Club
    - a. year to date new members total is 123 (last year was 120)
      - i. BERK 26
      - ii. DRMS 8
      - iii. GSM 43
      - iv. JAM 6
      - v. MOCY 10
      - vi. STVN 9
      - vii. UNAT 21
  5. Online vs. Paper
    - a. online registrations have been increasing over the past several months since the system became available in January 2008
      - i. total online registrations as of 5.18.08 were 106 which is 28%
      - ii. total paper registrations for January through 5.18.06 were 272
  6. The online registration system is working well. USMS is still upgrading the system
- d. Secretary (S. Kirk)
- i. Since our last board meeting on February 2, 2008 14 NJ LMSC e-mails have been composed and sent out to the NJ LMSC community. This was a particularly busy time for the NJ LMSC as during this time frame the NJ LMSC hosted its Annual Awards Banquet, encouraged renewals of USMS membership, and communicated information about the locally held OCY Unofficial Team Championship meet, the March Madness meet and the 1<sup>st</sup> Annual 'Just Do It' mini-meet.
    1. Registrant e-mails currently go out to 742 individuals.
      - a. those members who did not renew their USMS NJ LMSC membership in 2007 have been deleted from the registrant e-mail list and added to the non-reregistrant e-mail list.
      - b. currently working on deleting those members who have not yet renewed their USMS NJ LMSC memberships for 2008.
    2. Non-reregistrant e-mails currently go out to 267 former members
      - a. only receive special targeted e-mails occasionally in the hopes of inspiring them to reregister
- e. Sanctions & Safety (M. Fanelli)
- i. Rahway LCM meet is sanctioned and will be held on July 26<sup>th</sup>, 2008
  - ii. Lavallette OW swim will be held on August 9<sup>th</sup>, 2008
    1. OCY will work with Lavallette for the swim
    2. Working towards sanctioning the event
      - a. need a separate wave for Masters
  - iii. Order (4) mini-rule books**
  - iv. Attended an Officials Chairs conference call
    1. **Mike to distribute notes of this call to the board**
- f. Top Ten and Records (E. Tsuzuki)
- i. Top Ten for NJ SCY has been submitted
    1. included (3) meets this year
  - ii. Records for NJ LMSC have all been updated
    1. included (3) NJ meets, Zones, and Nationals
  - iii. Ed will create a NJ Top Ten list for each event and age group for each course and post on the website.**
- g. Webmaster (E. Tsuzuki)
- i. updated regularly
  - ii. CMRPA pages have been created
    1. listing of award winners
    2. description and pictures of awards- both customized and non-customized
  - iii. Ed will create an archive for the 'What's New' section of the website.**
- h. Open Water (J. Jotz)
- i. Review Calendar of Events
    1. 2008 Open Water calendar is up and will be updated regularly throughout the season
    2. please e-mail changes/updates to Jeff
  - ii. Jeff will be running his Open Water clinic on June 14<sup>th</sup>

- iii. The July 20<sup>th</sup> clinic is already full
- iv. Jeff has worked out a special deal with Xterra for all of the NJ LMSC members for a 30% discount on specific models of their wetsuits which are available on their website
  - 1. membership can contact Jeff via email if they are interested
  - 2. **Ed will post on the NJ LMSC website**
  - 3. **Jeff will offer to clinic participants**

i. Ad Hoc Publicity & Marketing

- i. Update web site to include Chair as a contact
  - 1. **Ed will update the website to include Chris' info as a contact**

II. Old Business

- a. NJ Open Water Masters Mile Championship sanctioned event
  - i. Lavallette will be the site and it will be held on August 9<sup>th</sup>, 2008
  - ii. event planning is moving forward and the NJ LMSC has availed themselves to help out in any way that we can

b. NJ State Triathlon – NJ Masters promotional opportunity 7/26-27.

- i. zero feedback from the NJ LMSC membership
- ii. we won't be attending this event this year
- iii. **Chris will approach the USMS marketing committee for potential volunteers**

c. Event Feedback

- i. 100 x 100's – NJ USMS members only next year.
  - 1. this is a free benefit for NJ LMSC members
  - 2. discussion about possibly expanding this event in the future
    - a. raise money for charity?
    - b. breakfast afterwards
- ii. NJ Masters Banquet
  - 1. review of caterer
    - a. this year, the cost was significantly decreased by about 40%
  - 2. the CMRPA recipients were pleased to receive their awards
  - 3. discussion about how to increase future attendance
    - a. broaden enticements like raffles, 50/50s, tricky trays,
      - i. obtain a NJ State license for gaming
        - 1. cost is \$150
        - 2. **Jeff will e-mail Chris the link**
    - b. location?
      - i. should we consider rotating the location around the state to vary the geographic proximity to different areas?
    - c. hold at a different time of year?
      - i. end of April or beginning of May?

d. Update on Continuous Membership Recognition Program

- i. Award distribution
  - 1. any function with a gathering of NJ LMSC members
    - a. banquet, workouts, local meets, etc.
  - 2. awards left to be distributed
    - a. program year 2006
      - i. 5 yr: 81
      - ii. 10yr: 32
      - iii. 15yr: 13
      - iv. 20yr: 15
    - b. program year 2007
      - i. 5 yr: 18
      - ii. 10yr: 13
      - iii. 15yr: 4
      - iv. 20yr: 1
  - c. **Susan to distribute to the board an updated list of who still needs to pick up their awards**
  - d. **Ed to post on the website a message to the members whom still need to pick up their awards that they should contact Chris or Susan to make arrangements**

- ii. Retail sales
  - 1. continue to promote item to the membership
- iii. Costs to date
  - 1. award costs came in under budget
    - a. for 1 set of awards (1 of each level) the budget was \$55.00
    - b. cost for 1 set of awards was \$46.50
- e. Clinics
  - i. Masters Clinic at Rutgers?
    - 1. no further movement on this clinic at this time
  - ii. Open Water Clinic - June 14, 2008 in Seaside Park, NJ at 10am.
  - iii. 5/28/2008 Adult Freestyle Clinic - Sussex County YMCA, Hardyston, NJ, Bob Hopkins, 973-729-3686, [swimsmart@yahoo.com](mailto:swimsmart@yahoo.com)
  - iv. Pre-meet clinic conducted by Ed Tsuzuki prior to the Just-Do-It Mini-Meet held at the Sussex County YMCA
    - 1. good attendance by both meet attendees and also some folks who wanted to learn what a Masters meet is all about and how to go about entering/swimming in a Masters meet.
    - 2. **Ed will write a follow-up to his clinic before the next Mini-Meet which will be held in October**
    - 3. **Ed will conduct another introductory pre-meet clinic at October meet at the Sussex County YMCA**

### III. New Business

- a. NJ Masters Convention delegates (Atlanta, Sep. 24-28, 2008)
  - i. Sue, Ed, Chris are automatic delegates.
    - 1. Ed, Chris Registration is covered. Plus a) Actual expenses for travel to and from USMS annual meetings, and b) Actual lodging expenses while at the annual meeting site at 1/2 of the rate for a double occupancy room.
  - ii. 2008 Budget allocation is \$3,000 (4 delegates(175+575))
  - iii. NJ can potentially take up to 2 more delegates based on 2007 membership of 636.
    - 1. Tom and Jeff interested in attending
    - 2. further discussion to be carried out by e-mail
- b. Summer events (Open Water, Pool, Clinics, etc.)
  - i. Membership promotion opportunities
    - 1. **Chris to give Jeff some brochures for his OW clinic and at the YMCA**
    - 2. **Add the NJ Masters URL to the contact label on the brochures**
- c. Succession planning
  - i. Discuss volunteer recruitment and changing roles
    - 1. continue thinking about recruiting more volunteers to join the board
    - 2. see if anyone is interested in changing roles?
      - a. exposure to other roles within the organization

### IV. Next LMSC Meeting

- a. Date Sept? (before or after convention?)
  - i. Saturday, August 30th
- b. Time
  - i. late afternoon 4:00pm ish?
- c. Place
  - i. Ed's house ~ BBQ

### V. Adjournment

- a. meeting adjourned at 12:33pm