

# **New Jersey LMSC Annual Board Meeting Minutes**

Time 10:30am Sunday, October 31, 2010

Raritan Bay Area YMCA

Perth Amboy, NJ

Attendees:

## **Board Members**

Susan Kirk

Chris McGiffin

Ed Tsuzuki

Bill Reichle

Linda Brown-Kuhn

Tom Brunson

Jeff Jotz

## **Visiting Members**

Lisa Baumann

Victoria Elbrecht

Paul Cheeks

Jennifer Bauman

Jens Volker

Luis Lara

Thaddeus Gamory

Chuck Warner

Gita Roy

Larry Salvador

Marie Vellucci

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## **MOTIONS**

1. **MSA to vote to accept the slate of uncontested candidates as presented in G.i.a)-g)**

## **ACTION ITEMS**

1. **All board member reviews of the draft website facelift should be submitted to Ed by November 14<sup>th</sup>**
2. **Ed will compile board feedback about the website and submit to Jason for implementation**
3. **After the feedback has been received, the board will discuss the evolution of the website page and the Facebook and Twitter accounts—static vs. dynamic**
4. **Jeff will coordinate with Bridgette about contacting the NJ Devils box office about ticket cost and availability in early January**
5. **Susan will let Bridgette know about the idea of possibly looking into a Nets game as a future social event**
6. **Chris will send Linda some links to articles that he found on the internet about the history of New Jersey Masters Swimming**
7. **Chris will obtain price quotes for the customized windbreakers and distribute to the board for consideration**
8. **Board to review the draft of the NJ LMSC Sponsorship of Sanctioned Events policy and provide Chris with feedback through email**
9. **Ed will provide some documentation of some of the current website traffic stats for review by the board**
10. **Ed will reach out to the family that runs the Hanneford event to explore ways that the NJ LMSC may be able to become involved**
11. **Chris will summarize the Hanneford event opportunities from information that he receives from Coach Pete and Ed and will email the information to the board**
12. **Chris will follow up with Rutgers to determine the status of the availability of the (4) additional lanes and will let the board know by November 24th**
13. **Chris will send Thaddeus contact information for Nancy Steadman Martin so that they can communicate about future opportunities together for drowning prevention programs**

## **Action items bolded**

Meeting was called to order at 10:38am

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- I. Officer Reports
  - A. Newsletter (L. Brown-Kuhn)
    - i. Remaining issues for this year
      - a) November/December issue
        - Deadline for convention reports and any other submissions is November 15<sup>th</sup>
    - ii. 2011 issues
      - a) January/February, March, April, May/June, July/August, September, October, November/December
    - iii. Member contributions of photos and articles are welcome
    - iv. Number of hardcopies (Ed)
      - a) The 9 September and October Fastlane issues have been mailed
  - B. Treasurer (B. Reichle)
    - i. Budget plan and actuals update (see chart below)

NJLMSC Financial Statement

Beginning Cash Balance	1/1/2010	\$12,764.89
<u>INCOME</u>	<u>BUDGET</u>	<u>ACTUAL</u>
USMS Individual	\$1,000.00	\$552.00
USMS Foundation & Hall of Fame	\$100.00	\$12.00
LMSC Donations	\$550.00	\$367.50
Fast Lane Collections	\$100.00	\$88.00
LMSC Individual	\$8,000.00	\$6,572.00
Meet Sanction Fees	\$390.00	\$325.00
Interest Income	\$50.00	\$42.98
Club Collections	\$140.00	\$150.00
Annual Dinner Collections	\$700.00	\$915.00
Special Events	\$600.00	\$766.00
Merchandise Sales	\$125.00	\$80.00
TOTAL INCOME	\$11,755.00	\$9,870.48
<u>EXPENSES</u>		
USMS Individual	\$1,000.00	\$664.50
USMS Foundation & Hall of Fame	\$100.00	\$14.00
Reregistration Notices	\$50.00	
USMS Team Registration Fees	\$210.00	\$60.00
Registrar Expenses	\$400.00	\$259.60
Fast Lane Production Expenses	\$60.00	\$28.60
Rule Books	\$40.00	\$42.00
Convention Costs	\$4,000.00	\$4,019.67
Annual Dinner/Picnic	\$1,200.00	\$1,272.90
Tributes & Awards	\$750.00	
Special Events	\$800.00	\$1,428.00
Sponsorship Fee	\$250.00	\$250.00
Swim Fest Grant	\$800.00	\$800.00
Domain Fee	\$10.00	\$10.00
Promotional Expense	\$300.00	\$237.20
Miscellaneous Expense	\$100.00	\$33.73
TOTAL EXPENSES	\$10,070.00	\$9,120.20
Cash Balance	10/24/2010	\$13,515.17

C. Registrar (T. Brunson)

- i. 2010 Year End Member Registration Report
  - a) Total members by Club (see chart below)
  - b) Total new members by Club (see chart below)
  - c) Annual Renewal Rate (see chart below)
  - d) Lifetime Renewal Rate (see chart below)

YEAR	CLUB	#REG	#RE-REG	#NEW	%RET'N*	#CLUBS
2010	ALL	729	536	193	72.5	8
	BCYA	0	0	0	0.0	
	BERK	127	104	23	88.1	
	BRG	0	0	0	0.0	
	DESC	0	0	0	0.0	
	DRMS	52	35	17	10.9	
	GSM	325	281	44	87.8	
	JAM	39	35	4	70.0	
	STVN	59	22	37	27.5	
	UNAT	127	59	68	51.8	
2009	ALL	739	488	251	68.3	7
	BERK	118	95	23	77.2	
	DESC	11	2	9	-	
	DRMS	38	24	14	46.2	
	GSM	320	245	75	71.8	
	JAM	50	41	9	75.9	
	MOCY	8	7	1	50.0	
	STVN	80	24	56	51.1	
	UNAT	114	50	64	59.5	
					%RE-REG	
2008	ALL	715	501	214	70.1	6
	BERK	123	77	46	62.6	
	DESC	0	0	0	-	
	DRMS	52	38	14	73.1	
	GSM	341	283	58	83.0	
	JAM	54	44	10	81.5	
	MOCY	14	4	10	28.6	
	STVN	47	18	29	38.3	
	UNAT	84	37	47	44.0	
	2007	ALL	634	475	159	74.9
2006	ALL	600	454	146	75.7	5
2005	ALL	526	348	178	66.2	4
2004	ALL	527	342	185	64.9	3
2003	ALL	541				

\* %RET'N = (CURRENT RE-REG/PREV YEAR TOTAL)\*100

Annual Renewal Rate

	BERK 09	BERK 9&0	DESC 09	DESC 9&0	DRMS 09	DRMS 9&0	GSM 09	GSM 9&0	JAM 09	JAM 9&0	MOCY 09	MOCY 9&0	STVN 09	STVN 9&0	UNAT 09	UNAT 9&0	ALL 09	ALL 09&10
TOTALS	118	88	11	0	38	28	320	240	50	36	8	4	80	17	114	61	739	474
09 Rt'n %*		74.6		0.0		73.7		75.0		72.0		50.0		21.3		53.5		64.1

ii. Member Donation Report

5/8/2010

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	46	\$10	121.50
USMS	48	\$25	194.50
LMSC	62	\$100	455.50
TOTAL			771.50

10/25/2010\*

DONATION	# DNTS	MAX DNT	TOTAL \$
ISSHOF	48	\$10	136.50
USMS	50	\$25	219.50
LMSC	64	\$100	480.50
TOTAL			836.50

\*Note: No donations June, July, August, September, October

iii. 2011 Club Registration Report

- a) BCYA, BERK, DRMS, GSM, and HOBO have registered for 2011
  - HOBO replaces STVN

iv. 2011 Individual Registration forms and website updates

- a) Currently being updated
- b) 2011 USMS registration opens on November 1, 2011
- c) USMS sponsors will provide online gift codes to any member that renews or joins between November 1 and December 31, 2010

D. Secretary (S. Kirk)

- i. Meeting minutes were taken at the January, March, June, August, and October 2010 board meetings
  - a) The January, March, and June 2010 meeting minutes have all been posted on the NJ LMSC website by the webmaster
  - b) The August 2010 meeting minutes are currently under review and when approved will be submitted to the webmaster for posting on the NJ LMSC website
  - c) The December 13, 2009 annual board meeting minutes were submitted to the National Office via email on March 10, 2010
- ii. 5 NJ LMSC emails have been composed and sent out to the NJ LMSC community since the last board meeting on August 29, 2010
  - a) Since the annual board meeting on December 13, 2009, 30 NJ LMSC emails have been composed and sent out to the NJ LMSC community
- iii. Registrant emails currently go out to 782 individuals
- iv. So far in 2010, 22 batches of updates for the email list have been completed
- v. The 2011 NJ LMSC Working Calendar has been prepared and submitted to the webmaster for posting on the NJ LMSC website
  - a) Updates for future 2011 events should be submitted directly to the webmaster for inclusion in the 2011 NJ LMSC Working Calendar

E. Sanctions & Safety (S. Kirk)

- i. Sanctioned and Recognized events recap for 2010
  - a) 4 Recognized Meets
    - Ocean County YMCA (February 14, 2010)
    - Sussex County YMCA (April 24, 2010)
    - New Jersey Senior Olympics (September 11-12, 2010)
    - Sussex County YMCA (October 9, 2010)

- b) 7 Sanctioned Events
    - Drew March Madness Meet (March 13, 2010)
    - Jersey Area Multisports April Antics Meet (April 10, 2010)
    - Open Water Swim Clinic at Lake Hopatcong (June 19, 2010)
    - Lavallette Mid-Summer Open Water 1 Mile Swim (August 7, 2010)
    - Jason Nessel Memorial Meet (August 8, 2010)
    - Stevens Masters August Swim Meet (August 15, 2010)
    - TWMS/Colonies Zone 1 Mile Open Water Championship (September 12, 2010)
  - ii. Upcoming Events
    - a) Ocean County YMCA Meet (February 13, 2011)
    - b) Drew March Madness Meet (March 19, 2011)
    - c) Sussex County YMCA Meet (April 9, 2011)
    - d) Preliminary discussions are currently underway about the potential for the Berkeley Aquatic Club to host a meet in early April—possibly April 2nd-- to get their feet wet for potentially submitting a 2011 SCM Zone Meet bid to be held at Rutgers
    - e) The NJ LMSC will need to begin planning for the 2011 NJ vs NY Duel in the Pool event which will be hosted in the NJ LMSC next year
- F. Top Ten and Records (E. Tsuzuki)
- i. Meet results from the September 11-12, 2010 Senior Olympics (SCY meet and the October 9, 2010 Sussex County "Just Do It" SCY mini-meet have been posted to the USMS results database
  - ii. All NJ LMSC records have been updated from the above mentioned meets, along with the August 21-22 Colonies Zone (LCM), the August 9-12 USMS Summer Nationals (LCM), and the May 15 through September 15 5K Postal National Championships
  - iii. GTD results as of October 8, 2010 have been tabulated and posted to the web
  - iv. All follow-up items from the August 29, 2010 meeting have been completed
- G. Webmaster (B. Hobart)
- i. Website format development update and feedback
    - a) Some review and comments have been received. Are there any more?
      - **All board member reviews of the draft website facelift should be submitted to Ed by November 14th**
    - b) Should webmaster proceed with comments or does the board want to review first and then give direction on what comments to focus on?
      - **Ed will compile board feedback about the website and submit to Jason for implementation**
      - **After the feedback has been received, the board will discuss the evolution of the website page and the Facebook and Twitter accounts—static vs. dynamic**
- H. Open Water (J. Jotz)
- i. 2010 Tom Wear Memorial Swim
    - a) 55 USMS finishers
    - b) Selected to be the 2012 USMS 2-mile OW National Championship—date?
  - ii. 2011 Open Water Clinic
    - a) Date TBA but probably June 11, 2011
    - b) Any suggestions for a pool-based OW clinic similar to the one at Lake Hopatcong
  - iii. Ray Licata Swim 2011 as a USMS sanctioned ocean swim
    - a) Discussion ongoing
  - iv. 2011 Lavallette Ocean swim
    - a) Any discussion/planning
  - v. 2011 Open Water calendar will be published in May 2011
- I. Events Coordinator (B. Hobart)
- i. NJ Devils mailing has been received. Is there interest again this year?
    - a) **Jeff will coordinate with Bridgette about contacting the NJ Devils box office about ticket cost and availability in early January**
  - ii. Any other events that Bridgette should be working on planning?
    - a) **Susan will let Bridgette know about the idea of possibly looking into a Nets game as a future social event**

- J. Coaches (B. Reichle/E. Tsuzuki)
  - i. NJ LMSC sponsored (free to NJ LMSC membership) workout/clinic program update
    - a) The first clinic/workout will be held Sunday, November 7 at Cranford Community Pool
      - Currently have 15 swimmers signed up and 10 coaches on deck
    - b) The second clinic/workout will be held in February 2011
    - c) The third clinic/workout will be held in April 2011

## II. Old Business

- A. History of NJ Masters Swimming article update (Linda)
  - i. Work is continuing on this project with a target date to have it posted on the New Jersey Masters Swimming website by January 1, 2011
  - ii. Linda will be the point of contact for membership edits to the article
  - iii. **Chris will send Linda some links to articles that he found on the internet about the history of New Jersey Masters Swimming**
- B. Tom Wear Memorial One Mile Colonies Zone Open Water Championship event recap (Bridgette/Susan)
  - i. Planning for 2012 Open Water National Championship~~ 2 mile course
    - a) Bridgette intends to participate in a number of the 2011 USMS Open Water National Championships to see how other event directors are running their events
    - b) Susan will also be attending some of the 2011 USMS Open Water National Championships and can offer additional information and guidance to Bridgette
    - c) The date and venue may change slightly for 2012 to a 'beach front' venue just down the lake from its current location at the marina
- C. CMRPA (Chris/Susan)
  - i. Finalize plans for 25 year award
    - a) Windbreaker—Logo Sportswear #2 received the most votes
    - b) Chris will obtain price quotes for the customized windbreakers and distribute to the board for consideration**
- D. NJ LMSC t-shirt program update (Susan)
  - i. Marketing of the t-shirts continues
  - ii. A second batch of (50) t-shirts has been ordered
  - iii. T-shirts are sold at NJ LMSC events as well as through email orders

## III. New Business

- A. NJ LMSC sponsorship of NJ LMSC sanctioned events discussion (Chris)
  - i. draft of a policy
    - a) The NJ LMSC wishes to promote the organization of sanctioned events for its members
    - b) In some cases, that promotion may equate to presenting the NJ LMSC logo on event information/entry forms, and/or t-shirts or other event merchandise
    - c) To qualify for consideration for a monetary sponsorship, the event must be
      - an officially Sanctioned event
      - an event open to all currently registered USMS swimmers
      - meet strict standards of safety, event operation, and event result reporting as specified by USMS Official Sanction guidelines ([http://www.usms.org/admin/lmschb/gto\\_sanc\\_general.pdf](http://www.usms.org/admin/lmschb/gto_sanc_general.pdf)) and applications (pool - [http://www.usms.org/admin/lmschb/gto\\_sanc\\_pool\\_application.pdf](http://www.usms.org/admin/lmschb/gto_sanc_pool_application.pdf) and [http://www.usms.org/admin/lmschb/gto\\_sanc\\_official\\_pool\\_sanction.pdf](http://www.usms.org/admin/lmschb/gto_sanc_official_pool_sanction.pdf); open water - [http://www.usms.org/admin/lmschb/gto\\_sanc\\_ow\\_application.pdf](http://www.usms.org/admin/lmschb/gto_sanc_ow_application.pdf) and [http://www.usms.org/admin/lmschb/gto\\_sanc\\_official\\_ow\\_sanction.pdf](http://www.usms.org/admin/lmschb/gto_sanc_official_ow_sanction.pdf))
    - d) The NJ LMSC can budget for the sponsorship of events that meet the criteria for consideration, but may only be able to award a pre-determined number of sponsorships per year as dictated by the budget
    - e) At a minimum, the NJ LMSC shall be offered the opportunity to include its logo on event forms, a t-shirt (if one is provided) or other merchandise (if provided) when such an arrangement is reached with event directors/hosts
    - f) A sponsorship agreement must be reached during the event sanction review and approval

- g) LMSC sponsorship must be approved by the majority of NJ LMSC Board members that respond during the voting timeframe
- h) Chris' thought at this time is that the NJ LMSC probably does not want to state a minimum or maximum sponsorship amount, since that will likely be constrained by the budget that is approved
- i) Board to review the draft of the NJ LMSC Sponsorship of Sanctioned Events policy and provide Chris with feedback through email**

B. Development of Social Media initiatives: Facebook, Twitter, YouTube videos

- i. NJ Masters Swimming Facebook page has been created
  - a) <http://www.facebook.com/pages/New-Jersey-Masters-Swimming/144219028957147?v=wall>
  - b) Susan, Chris and Ed will be the admins
  - c) Susan reports that in just a few days, the NJ Masters Swimming facebook page has already had 74 people who 'liked' the page, several comments have been made, and there has been traffic to the site
  - d) Facebook page 'Insights' are available for review by the Admins of the page which provide demographic stats as well as other page activity stats
- ii. NJ Masters Swimming Twitter page has been created
  - a) Follow....@NJMastersSwim
  - b) Susan will be the NJ LMSC tweeter
- iii. The NJ LMSC would like these sites to be more interactive with the membership than what a website can provide
- iv. Admins of the Facebook and Twitter pages will monitor the sites
- v. Ed suggested that we shift content that used to be posted under the 'What's New' section of the website to the Facebook page
- vi. Ed will provide some documentation of some of the current website traffic stats for review by the board**

C. Development of community service initiatives

- i. Hanneford Swimming Event—Basking Ridge
  - a) Ed will reach out to the family that runs the Hanneford event to explore ways that the NJ LMSC may be able to become involved**
  - b) Chris will summarize the Hanneford event opportunities from information that he receives from Coach Pete and Ed and will email the information to the board**

D. Metro LMSC Chair, Lisa Baumann, presentation of Metro events

- i. Discussion about Metro Sanctioned activities
  - a) Sanctioning activities indicates a level a quality control of the activities
- ii. Because of similar LMSC demographics, the Metro and NJ LMSCs will be working together to cross-publicize sanctioned activities

E. 100 x 100s planning~~ Sunday, February 6, 2011 8:00am – noon at Rutgers

- i. Due to the growth of the program, the NJ LMSC has inquired about renting (4) additional lanes this year for a total of (12) 25 yard lanes
- ii. Chris will follow up with Rutgers to determine the status of the availability of the (4) additional lanes and will let the board know by November 24<sup>th</sup>**

F. Banquet planning for 2011~~ high level discussion

- i. Date for meeting
  - a) Target early May
  - b) Discuss through email and set a date as soon as the NJ LMSC board can so that a 'Save the Date' announcement can be made to the membership
- ii. Include some recognition for NJ LMSC GTD stars?
  - a) To be discussed further through email and at the banquet planning meeting in January

G. Nominations for Board Volunteers:

- i. Nominations received as of October 28, 2010
  - a) Chair: Susan Kirk
  - b) Registrar: Co-registrars Tom Brunson and Chris McGiffin
  - c) Treasurer: Bill Reichle



- d) Top Ten/Records: Ed Tsuzuki
- e) Newsletter Editor: Linda Brown-Kuhn
- f) Secretary: Susan Kirk
- g) Sanctions and Safety: Jennifer Bauman
- ii. Nominations accepted from the floor during the meeting - 0
- iii. MSA to vote to accept the slate of uncontested candidates as presented in G.i.a)-g)**

H. Election results for Board Volunteers:

- i. Chair: Susan Kirk
- ii. Co-Registrars: Tom Brunson and Chris McGiffin
- iii. Treasurer: Bill Reichle
- iv. Top Ten/Records: Ed Tsuzuki
- v. Newsletter Editor: Linda Brown-Kuhn
- vi. Secretary: Susan Kirk
- vii. Sanctions & Safety Chair: Jennifer Bauman

I. Appointment of Ad-hoc positions: Webmaster, Open Water Chair, Events Coordinator, Coaches Chair

- i. Webmaster: Bridgette Hobart/Jason Pintinalli
- ii. Open Water Chair: Jeff Jotz
- iii. Events Coordinator: Bridgette Hobart
- iv. Coaches Chair: Bill Reichle
- v. Triathlete Liaison: Thaddeus Gamory

J. Other

- i. Drowning prevention discussion
  - a) Thaddeus reported that Laura Hamel at the NO is planning on doing an article about Raritan Bay YMCA Masters program and drowning prevention.
  - b) Chris will send Thaddeus contact information for Nancy Steadman Martin so that they can communicate about future opportunities together for drowning prevention programs**
  - c) Discussion about various programs available that teach basic water safety skills to those children that can not afford swimming lessons
- ii. NJ LMSC 80+ Club
  - a) Susan brought up the idea of exploring a membership program that offers a free USMS membership to the NJ LMSC members who are 80+
  - b) Criteria
    - Prior year membership is required
    - Plus the member also would have had to have been registered in the NJ LMSC in at least (2) other years within the past (5) registration years
  - c) As an example, using 2010 as a qualifying year, the NJ LMSC would have (15) eligible 80+ members using the above criteria
  - d) Consider awarding the free membership at the banquet
  - e) Program development to be discussed further at the next NJ LMSC board meeting or through email
- iii. Chris suggested to also explore a membership program that includes a reduced rate for the younger age group 18-24
  - a) Ed suggested possibly a student-membership rate
  - b) Jen suggested reaching out to college coaches and college clubs
  - c) Discuss further through email or at the next NJ LMSC board meeting

IV. Next LMSC Meeting

- A. Date-- January (mid) Abbreviated Annual banquet planning meeting 9<sup>th</sup> or 16<sup>th</sup>
- B. Time-- TBD
- C. Place-- TBD

V. Adjournment

- A. Meeting adjourned at 12:36pm