

Lake Erie LMSC ANNUAL MEETING
Minutes
11/14/21
2:30-3:30p

Attendance: Julio Aponte, Dr. Lachaka Askew, Chuck Beatty, Kristen Bergmann, Paul Berman, Bob Boyce, Ashley Braniecki, Dan Cox, Jay DeFinis, Cynthia Druckenbrod, Tom Gorman, Hannah Langer, Deane Malakar, Ann Marshfield, Mark Marshfield, Judi Norton, Dee Shedlow, Diane Spence, Tom Spence, Tom Stebel, Kristi Tabaj, Laura Wright

Jay DeFinis opens the meeting with a warm welcome for all, congratulations on the just concluded meet, and thanks for making the LMSC stronger.

1. Minutes from the 2020 Annual Meeting were presented for review & approval. Approval was unanimous.
2. Officer's reports:

Report from the Chair: Jay introduces the board members in attendance. Ann Marshfield, Mark Marshfield, Ashley Braniecki, Dee Shedlow, Kristen Bergmann, Chuck Beatty, Judi Norton, & Paul Berman. Jay notes that Lake Erie LMSC has a tremendous history of members being involved on the national level. He recognizes Dan Cox, recently retired from the USMS Board, Ashley for her work on the Finance, History & Archives, and Awards & Recognition committees, Mark on the Rules Committee, Chuck's a member of the national Long Distance Committee, Ann is on the national Fitness Committee and vice chair of the Great Lakes Zone. He also recognizes Tom & Diane Spence & Judi for all of their contributions on both national and local levels.

Jay gives a big cheer for the Avon LC practices. 247 swims were recorded. The extended outdoor long course meters practices were a big success. Some of that success can be attributed to swimmers eager to prepare for USMS LCM Nationals at Spire. Next year the LMSC will sanction the 1 Mile National Championship in July.

Jay would like our LMSC to focus on board succession planning and on ways of keeping swimmers/volunteers engaged and plan for the future. He mentions the 3 pillars of USMS: Events, Community and Clubs.

The LMSC Board also wants to create a Lake Erie Service Award, to acknowledge the work of worthy volunteers. Lake Erie doesn't have a means of acknowledging the leadership, dedication and efforts of our members.

Treasurer's Report: Mark Marshfield reports that this has been a low key year because of the ways the pandemic curtailed activity. The LMSC Board has decided to pay meet sanction fees directly, instead of billing the clubs sponsoring the meets.

Mark notes the club reimbursement of \$6per team member for their share of the unified fee will be sent to clubs the week of 11/15.

Draft budget for 2022 is circulated. Mark notes this budget contains some items that haven't been included before:

- Open Water social event – there are plans to host a social in conjunction with the 1 Mile Sprint Distance Open Water Championship.
- ALTS classes – the LMSC has not conducted ALTS classes over the past year. We anticipate being able to offer them next year and are setting aside funds for pool rental, etc.
- Coaching certification – with an eye toward supporting coach development, this was added to the 2022 draft budget.
- Pool time for fitness & postal events

The board approved the budget unanimously.

Membership Report: Ashley Braniecki notes her position was previously “Registrar”. USMS changed the name to Membership Coordinator once registration moved largely online. Ashley functions as a liaison between USMS (national) and local swimmers & clubs. She prints out thank you letters when someone registers and makes a donation to USMS. Ashley also works on the newsletter column Swimmer Spotlight – which she’s done since 2018. She also writes articles about swimming accomplishments/coaches. Additionally, she has crafted recommendations for national awards like the Dorothy Donnelly award.

One of her Registrar responsibilities is tracking membership across the LMSC/teams. As an LMSC our registrations are up 4% from 2020, and only down 9% from 2019. National numbers are down from both years. She credits the comparative strength of our numbers to our pools being open/opening. Other parts of the country still don’t have pool access.

The second table in the handout breaks down the Year+ Membership. This membership is offered to swimmers who lapsed their membership for a year. USMS offers \$99 for 18 months of swimming. Current USMS members are not eligible for this membership.

2022 USMS membership entry is now open. This year there is a new program is “USMS+” which costs \$199 through 12/31 and then the cost jumps to \$219. You get 1) special welcome package; 2) automatic entry to the postal & fitness series challenges; 3) access to Olympian featured webinars and more.

As of this year, all USMS registration is online. There is a big button to join or renew on the USMS homepage. As of Friday 11/19 we had 41 members registered with 6 clubs across the LMSC.

Ashley concludes her presentation by describing USMS structure from local (LMSC) to regional (Zone) to national (USMS)..

Secretary: Dee Shedlow takes this opportunity to pitch the newsletter. She asks that members pass along tidbits about club activity, and points out that the newsletter is made vital when the coverage is more broad. She can be reached at 216.832.7542 or dshedlow@yahoo.com. Send info via text or email. Ideas: Are your workouts popular? Did you do a fun challenge as a club? Have a regular social event? Please share!

Vice Chair Report: Ann Marshfield begins by noting that her role is to support the Chair, and says that she and Jay communicate a lot. They are typically lane mates at the CSU morning practices– but Ann hasn't been at CSU lately and misses him. They discuss trends they see, ideas to improve offerings across the LMSC, among other things.

3. Committee Reports:

Open Water: Chuck Beatty says Lake Erie is cold, but he's still swimming out there. This coming year the LMSC will sanction the 1 Mile Sprint Distance Open Water Championship on July 16. The permitting process with Cleveland Metropark and the Coast Guard begins soon. Jay jokes that he has put in a order for the weather. There was only one "bad" weather weekend this past summer, and it was the weekend of the Brogan.

Adult Learn to Swim (ALTS): Judi Norton discusses the importance of ALTS programming. Most of the people who drown are adults not kids. Usually April is ALTS month, and the LMSC runs special programs, but that seems too close to Covid restrictions, so she is planning to run our free lessons in one of the summer months.

Currently the ALTS Instructor programs are scheduled for communities outside our region. Email Judi Norton at judinorton@yahoo.com if you're interested in becoming an ALTS instructor. If she gets 10-12 people interested, USMS will come here to offer the instructor program. Jay notes that the LMSC will pay ½ the registration fee to get certified. Ann remarks that Rhythm & Stroke, a University Heights program, got a national grant for teaching adults to swim.

Safety: Mark Marshfield says it is pretty quiet on the safety front. In general Safety supports Open Water. He has met USMS requirement to be the safety officer.

Officials: Mark Marshfield is also an official. He notes the LMSC has several, including Dan Cox, who are certified as national officials and worked USMS LC Nationals at Spire this fall.

Sanctions: Diane Spence is the LMSC sanctions guru. She explains her function. Any time anyone wants to have a meet, you fill out a form online, which is sent to Diane. She reviews it for the LMSC. When someone is new to running a meet, it will take more of her time. There's a lot of info in the rule book under sanctions. If you or your club is a first timer running a meet, your questions will be answered in the rule book. There are two meets upcoming that have been sanctioned, Hudson in December & Lakewood in January. Diane hasn't heard from Medina (March), and Ann says she is working on an April meet – unsure of the pool yet.

Top 10: Ann Marshfield reports 112 LMSC swimmers achieved Top 10 times for 2021. Judi Norton administers the Top 10 patch program. The LMSC receives revenue. The national office has taken on roles that clubs have done in the past. Our LMSC treads carefully – already USMS sends National Championship Patches, but currently, we still administer the Top 10 patch program. If you're first in the Top 10 list, you qualify as an All American, and national will send you a letter asking if you want to buy an All American award.

4. Elections:

Every two years we have elections. This year the LMSC elects its Chair & Secretary. Jay has

served his second full term, and is ineligible for reelection because of term limits.

Ann Marshfield is a candidate for chair. Dee Shedlow is a candidate for reelection as secretary. Jay calls for nominations for floor nominations for chair. (None). Secretary? (None). By acclamation Ann Marshfield will be chair beginning 1/1/22. Dee will continue as secretary.

5. Board Succession & Strategic Planning

The LMSC is designed to work for the swimmers providing what USMS describes as the “3 Pillars” of the organization: events, clubs, and community. Ann has a draft document for a strategic plan 2022. In it she has identified several more “pillars” or areas for growth and development: retain & grow membership, enhance communications, strengthen partnership within health oriented community, participate in coach development, board sustainability, and succession planning. Ashley suggests this be put in the newsletter. So there’s a public call to members about getting involved. Jay suggests open call for social event/to brainstorm. Dee discusses ways of making communication more timely. She observes the LMSC currently has no social media presence. With the newsletter publication being quarterly, it isn’t an efficient or timely way to reach our members.

6. New Business

Paul Berman & Judi Norton have been working to develop a Lake Erie service Award. USMS has a number of such awards, like the Dorothy Donnelly award, which has been won by: Dan Cox, Judi Norton, Ann Marshfield, & Tom Spense, within our LMSC. While working to establish criteria and a name for this award, many worthy volunteers were remembered, including Dave Barberic, passed last year, Margaret Bayless who was registrar for LELMSC and for USMS, and Lily Kron. Judi Norton would like this award to be named for a former swimmer and volunteer. If you have any suggestions, please get in touch with her at judinorton@yahoo.com

Paul says this award is Jay’s idea, and his brief was to develop criteria for the award. Paul proposes that we accept nominations as to the name of the new service award, and for deserving candidates in 2022. The LMSC Board would vote on the recipient. We should not have more than one award per annum. We are not required to have an award every year. The recipient would receive a plaque and a featured story in the newsletter.

The recipient would have demonstrated dedication to the LELMSC and Masters Swimming by their noteworthy and special contributions. The recipient’s volunteer efforts have assisted in improving and growing masters swimming. The submitted nominations should state the reasons the individual is deserving using the factors listed below.

1. The various roles the person had in our organization.
2. The length of their service.
3. In our competitive events, the individual assisted in organizing, volunteering, officiating or participating.
4. Have they served as a masters coach?
5. Have they worked to establish, grow or retain local clubs and unattached members: Have they encouraged a sense of community in our membership?

6. The individual endeavored to promote the benefits of swimming to the general public, including their efforts to teach other adults to swim.

Paul's proposal for an award & criteria achieved unanimous approval.

The LMSC sent \$200 in memory of Dave Barberic to the St. Joseph Academy, which was his charity of choice.

- 7 Old Business:

Judi Norton thanks Jay for his service. Ann Marshfield announces the LMSC made a donation in honor of Jay to ALTS through USA Swimming umbrella - \$200. Jay has served as chair of the ALTS Committee on the national level and is now joining the board of USA Swimming.

3:30 pm Meeting Adjourned