

LMSC of Virginia Meeting Minutes

Sunday, November 6, 2016, 7 pm
13441 Stonegate Rd, Richmond, VA

Meeting called to order by Chair Dave Holland at 7:00 pm.

In Person Participants: Dave Holland, Kirk Clear, Jim Miller, Heather Stevenson, Chris Stevenson, Alice Phillips

By phone – Denise Letendre, Shirley Loftus-Charley

OLD BUSINESS

Minutes from November 2015 – moved to accept and unanimously approved

Committee Reports

- **Chair** – “My Two Cents” – Dave wrote a letter/report. Online copy available: <http://www.vaswim.org/lmsc-business/>
- **Vice Chair** – Denise – Social Media Outreach Report

Denise has been posting once a week at a cost of \$5, to both targeted and untargeted audiences. We have about 500 likes right now, which is 100 more than the previous year. “Boosts” are made each week and significantly increase our reach. Topics of these posts include technique, meet/event announcements for teams in the LMSC, and interesting articles about swimming." For example there were 399 organic views of the VMST Fall Meet Information and then 552 “paid” views.

We only have 6 followers on Twitter – clearly this is not as successful. The age group of people we are targeting are mostly on Facebook. We spent \$260 for the year. Discussion included the suggestion to look into Instagram.

- **Treasurer** – Charlie Cockrell provided his preliminary report, which is online (<http://www.vaswim.org/lmsc-business/>). We are running a little behind in membership fees, which we don’t understand because our membership numbers are higher. The final 2016 budget was presented and voted on by email and passed the Executive Committee on 12/18/16.
- **Officials** – Charlie expressed concerns about engaging USA officials in advance of the meet. Meet directors need to reach out to him well ahead of their events so there is ample time to secure officials. Significant rule changes are coming next year – max events, conduct at time trials, timing systems. Open Water will be using FINA age groups next year. Charlie suggests that we advertise in the newsletter and online to get more officials. Individuals can become masters officials only – you don’t have to be a USA official also.
- **Registrar** – Shirley’s report is also online. We had a good year, 110 more members with 8.7% growth. This is typical of Olympic years. There were nine new clubs and four that did not rejoin.

- **Sanctions** – Report is online: <http://www.vaswim.org/lmsc-business/>. We had one new meet last year, the Tribe meet in March. Heather attended and reports that it was really fun with 74 participants, a crowded pool, good music, and college swimmers working the meet. The David Gregg and Tribe meets are both sanctioned for 2017. The David Gregg schedule of events has been revised and there are new awards; Chris and Heather are hoping to wrestle up more interest. Saturday won't be distance only anymore, got rid of novice events. They did a survey monkey and got feedback and ideas last year.

No grievances were filed in our LMSC this year.

- **Records/Top Ten** – Times from Senior Games meet were invalid for USMS purposes (Top Ten, LMSC records, etc) this year. Although instructed otherwise prior to the meet, the new meet director assumed that no bulkhead confirmation measurements were required based on her experience with NCAA and USA. This was a Recognized meet. People did set records and achieve times that were submitted for top ten consideration based on times achieved in all other meets held in our LMSC.
- **Communications** – The number of website hits per day has continued a downward trend. Chris thinks it's because he doesn't post extra articles on technique, coaching, or human interest stories as often. His report is online: <http://www.vaswim.org/lmsc-business/>
- **Safety** – no report
- **Long Distance** – Dave has recruited a new person - Kate Stephenson – to be Long Distance Chair. She will also be race director for the John Shrum cable swim at Chris Greene Lake. They are working on a date for The John Shrum meet in July.
- **Coaches** – Dave tried to recruit a new person here, but will let Kirk take care of it going forward.

NEW BUSINESS

1. Elections of New Officers for two-year terms (2016-2018)

- **Chair** – Kirk Clear, involved in masters since 1991, moved all around including Iceland. Currently swims in Ashburn in NoVA. Thinking about an agenda, coming up with some new ideas. All voted in favor, none opposed.
- **Vice Chair** – Denise Letendre, agreed to another term. All voted in favor and none opposed.
- **Secretary** – Alice Phillips, agreed to another term. All voted all in favor, none opposed.
- **Treasurer** – Jan Chu, veterinarian in NoVA, has experience with treasurer duties and will get some training/interaction with Charlie Cockrell in Nov and Dec 2016. All voted in favor, none opposed.

2. New appointments for Long Distance (Kate Stephenson), Sanctions (Steve Hennessy – experience as technical chair in VA Swimming) and Coaches (vacant). It might be good to bid on a national cable swim. Dave will talk to Kate.
3. Stevenson Service Award – voted and decided to award Betsy Durrant and Charlie Cockrell at the David Gregg Meet.
4. Workout groups vs. club teams vs. regional teams – VMST had a vote about whether to allow workout groups and it was tie, which means it failed. We tried in the newsletter to get feedback about this and very little was received and shared.
5. Budget changes/assumptions for 2017 – team fees will stay the same because USMS went up by \$11 and we decided to go down so that the total is the same. We are going down from \$30 to \$19. USMS has been losing money, so this increase was passed at the national level to bring the organization more into the black.
6. New USMS rules/policy changes – There is an LMSC leadership summit in March; we have money in our budget for it and are encouraging Kirk to go.

Adjourned 8:16.