

5 November 2017
LMSC for Virginia Minutes – Annual Meeting

Present: Kirk Clear/Chair, Chris Stevenson/Top Ten, Webmaster, Newsletter, Heather Stevenson/Review and Newsletter, Becca Latimer/Treasurer, Shirley Loftus-Charley/Registrar, Kate Stephensen/Long Distance & Open Water, Alice Phillips/Secretary, Jim Miller/Safety & Host, Patty Miller/USMS & Host, Kyle Ahlgren/Club Tribe Representative (via conference), Jay Peluso/POWM Representative (via conference), Adam Kennedy/Swim RVA Representative (via conference)

- I. Reading, Correction, Adoption of Last Minutes – adopted without opposition
- II. Officer Reports [Full Report available at the vaswim.org site]
 - A. Chair: see report online at vaswim.org. Among the highlights:
 - 1. Transition of our financial oversight and accounts to a new treasurer, Becca Latimer
 - 2. Filled the roles of Fitness Chair – Brianna Lovell and Coaches Chair – Rich Williams
 - 3. Activated a fitness committee and a finance committee to support those new committee chairs
 - 4. Appointed Betsy Durrant to be chair of an Ad Hoc committee to review the LMSC By-Laws (not updated since 2010); Betsy will be looking for 3-4 people to help; Kirk will be on the committee.
 - 5. Established a temporary committee to assist SwimRVA with the 2020 Long Course Nationals.
 - 6. Participated in the USMS standards survey – we are meeting or exceeding most of those standards.
 - 7. Submitted our communications committee for the June Krauser award
 - 8. Submitted a rules protest on behalf of four swimmers in our LMSC who were denied four relay national records due to the timing system used. Our protest was denied.
 - 9. Submitted two requests regarding changes in LMSC affiliation and Top 10 times consideration. Both were defeated although the Legislation committee will be considering some unclear wording in the affiliation rules in 2018, and USMS has modified timing system rules to match USA-S and FINA.
 - 10. Tide held new LCM meet in June; looking at having an RMC meet this year; also looking at a new meet at Liberty University
 - 11. Kirk attended leadership symposium in March and national convention in September.
 - B. Vice Chair – absent
 - C. Secretary – no report
 - D. Treasurer – two budgets submitted: one standard submitted using the assumptions from recent years and one with new ideas/suggestions.

The group discussed convention expenses and the possibility of including a per diem to help with meals (which was proposed by a member several

weeks ago). This group determined that reimbursement levels are good as is. The line item went down this year as there will not be a 2018 leadership summit.

The lack of utilization of the coaches certification line item was also discussed along with possibilities of increasing the use. We have a new chair and would like to work hard to increase the use of these funds. Rich, Kirk and Jim spoke separately about a coaching clinic, stroke clinic, or other educational event. We plan to maintain this item at \$1000.

NEW IDEAS PROPOSED –

\$1000 Social Funds – clubs and workout groups would apply for \$100 grant to have a social event [for prospective USMS members. It will also be an opportunity for their current membership to get](#) to know teammates and coaches, promoting the group. Discussion ensued about various marketing strategies including logo design, swag and pamphlets.

Additional discussion arose around the idea of having a summer LC meet at SwimRVA to help promote summer nationals in 2020 and get people familiar with Richmond. We will give this suggestion to the championship committee to explore this idea, along with \$1000 to help supplement plans for the summer meet.

A motion to employ the “new idea” budget along with reinstating \$500 for coaches (\$1000 total) and providing \$1000 for a line item for the ad hoc summer meet planning committee was made, seconded and passed.

E. Sanctions - absent

F. Long Distance – see report at vaswim website

The LMSC hosted [two](#) open water events – the John Shrum Cable Swim and the Lake Moomaw one miler. The Peluso Open Water club also held three unsanctioned open water swims. Many of our members participate in these events.

In 2018 we hope to move the John Shrum swim to June 2 because of hot water concerns. The chair would like to host a social after this swim as well. The chair will investigate the possibility of creating a Virginia Open Water series involving these two swims as well as one of the Peluso swims.

The committee voted to support Peluso’s bid for the Eastern Zones open water championship on June 16. We will support this swim by promoting and sponsoring a concurrent Virginia State Open Water Championship with 5k, 2.5K, and 1.25K options.

G. Fitness – no report

H. Officials – no report

- I. Coaches – [absent](#)
- J. Registrar – see report on the website
Modest growth continues in our LMSC. We had 833 renewing members and 156 returners (which at 12% is higher than recent years). New membership came in at 299 [individuals](#).

Six new clubs joined the LMSC, but many have very small numbers. Some committee members are aware that teams have more participants than their official registrations reflect. Discussion ensued about unattached swimmers who may not be registered with a team. This is a national concern as well, as insurance does not cover individuals when non-registered swimmers are participating in an official masters workout.

Three new clubs have already registered for 2018.

- K. Records & Top Ten – see report online
We currently have 157 individual and relay LMSC records. The LMSC includes 327 top ten individual and relay times in the USMS database, along with four All-Stars.

Moving forward, [hand-held](#) watch times will no longer be submittable for [national and world](#) records. However they will still qualify for Top Ten purposes as well as national meet qualifying times. This is a new change resulting from convention.

One concern was discussed that is not reflected in the Top Ten report: USMS hosts us with server space for our site (which runs on a WordPress platform). The national office recently changed an access setting which has resulted in Wordpress not updating properly. Chris thinks he can fix it and will try to do this but if he cannot, he has found a \$5 per month solution that supports WordPress better. Patty shared that only about a dozen LMSC's use the USMS host server, so we would not be out of step in making that change.

- L. Newsletter –
Heather has been using Quirk Express to publish – there will continue to be changes in the appearance for a while.

The group discussed various ways to increase submissions to the newsletter including rotating article submissions from several of the officers and committee chairs.

- M. Review Chair – no report
- N. Social Media – Denise's report is on line. She was not present to share highlights and no discussion occurred at the meeting.

O. Safety – Jim, no report

P. Unfinished Business – Kirk is working on putting together the Task Force for By-Laws Review as well as an Ad Hoc Committee to look at USMS Strategic Plan and how we can support it. Betsy Durrant is part of both committees.

New Business

- A. Budget discussed and passed (see above)
- B. 2020 USMS Summer Nationals – we will establish an LMSC advisory committee to consult with SwimRVA with the meet decision-making. Adam Kennedy is looking for folks to help. Heather Stevenson is one of the volunteers. Adam would like to get together in late November or early December to begin planning. 2020 is the 50th anniversary of [USMS](#) too.
- C. VA Open Water Championship – POW bid for the 2018 Eastern Zones for US Swimming Open Water Championship. Looks like we are going to get it. Expect 60-80 kids for that swim. Jay would like to see us maybe have a statewide open water championship to align with it. Looks like it will be a conflict with the Va Beach Lifeguard series swim. We don't overall think that is a big conflict.

Jay gave details of how he might do it but the format is not set. Concerns about dual sanctioning were not a problem based on Jay's communication with USA-S. He is looking for designation of the event and endorsement/promotion. The group moved to support the Virginia Open Water Championship event assuming the sanctioning is in place.

- D. GOALS as Chair – also posted in Kirk's Report at the website
 - 1. Increase number of volunteers, activities & events
 - 2. Move to quarterly meeting BOD meetings via conference call
 - 3. Improve strategic messaging through our communication vehicles
 - 4. Form a committee to recommend implementation of the USMS strategic plan
 - 5. Look at ways to keep non-traditional competitive swimmers engaged
 - 6. Increase growth of our clubs to encompass more of our 360 UNAT members
 - 7. Increase involvement of our coaches
 - 8. Explore offering of clinics or programs statewide
 - 9. Consider offering a logo design contest for a LMSC logo