

North Texas LMSC Meeting Minutes
April 22, 2017
Conference call

The meeting started at 3:00 pm CST.

In attendance.
Lynn Morrison
Richard Garza
Mike Doyle
Cindy Myer
Jenny Brown

Richard discussed what he learned at the 2017 Leadership Summit in Houston Texas. His notes can be found below.

There was discussion about when to have the annual meeting for this years elections, it was decided to have them on Sunday, June 11th, after the clinic with Josh Davis and Jason Lezak at the Texas Ford Aquatics Pool. MSA

Richard will follow up with the coaches committee about finding a pool for visiting USMS swimmers in September during the USAS convention in Dallas.

Meeting adjourned 4:10 pm CST.

USMS membership

Statistics

USMS currently has approximately 65,000 members.

Nationally, only 25% of members participated in pool events.

In North Texas, 233 out of 1062 members, or 21.9%, participated in a pool event in 2016.

Nationally, **30% have** participated in an event, which includes swim meets, open water events, ePostals, clinics, etc. While **70% have NOT**.

The main question for the weekend: How do we reach out and provide value to the 70% of our membership who do not participate in any events.

This percentage is only a measure of the ~65,000 USMS members. However, if you take into account the number of adult swimmers who are not registered with USMS, but participate in USMS clubs and programs. The number of Masters swimmers out there is approximately 150,000 nationally. Which means only about 13.5% of adult swimmers participate in USMS events.

Prospective member survey

499 fitness swimmers, between the ages of 24 and 65, who swim at least once a week, and are NOT members of USMS, participated in a survey conducted by a third party.

They discovered that there are about 1.7 million adults who would join USMS.

Of the participants who were surveyed.

Only 44% knew that USMS existed

Of the 44%, more than half did not know why USMS existed at all

32% said they were likely to join USMS in the future

70% of the 32% likely to join would like to attend a stroke development clinic

When asked what were their main reasons for swimming, over 80% of responses included health benefits, fitness, fun, exercise, and staying in shape / losing weight.

Only 1% said they swim for competition / sport.

LMSCs

Each LMSC has 7 mandatory positions: Chair, Vice-Chair, Treasurer, Secretary, Registrar, Top 10 Recorder, and Sanctions chair.

Each LMSC has 2 target positions: Coaches and Officials Chair.

Of the mandatory positions, each LMSC MUST elect a Chair, Treasurer, and Secretary.

LMSCs must elect, **or appoint**, the Registrar (*Cannot be the same as the Treasurer*), the Vice-Chair (*Cannot be the same as the Chair*), the Top 10 Recorder, and the Sanctions Chair.

On average:

LMSC's have 1262 members. North Texas had 1062 in 2016.

LMSC's have \$32,000 in assets. North Texas had \$62,731 as of December 2016.

LMSC's have 10.6 leadership positions. North Texas has 12 positions consisting of 9 people.

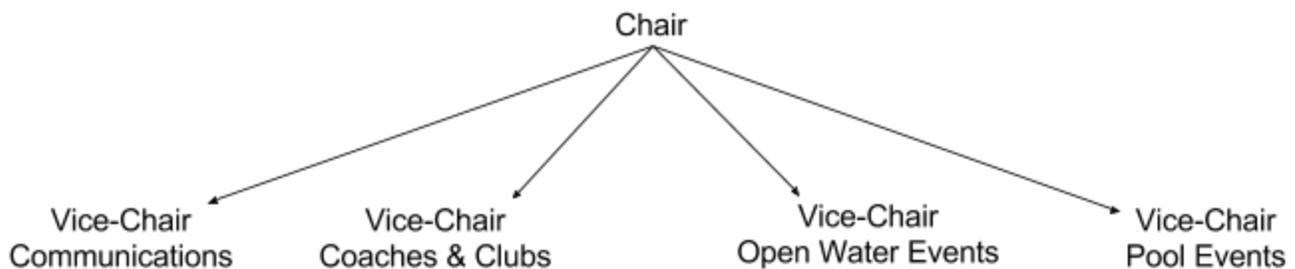
What future LMSCs might look like.

They presented the Pacific LMSC, the largest one at over 12,000 members.

They have reorganized their LMSC positions to reflect their operations.

They have one Chair, but four different Vice-Chairs, each with it's own committee.

The four Vice-Chairs are Pool Events, Communications, Coaches and Clubs, and Open Water Events.



How might we add to membership value?

For the competitive swimmer

Grow current events or add new ones where demand warrants

Social events tied to BIG meets.

For the non-competitive swimmer

Social events tied to a meet where they are invited

Stand alone events like clinics, annual meetings, speakers, etc.

Awards / Recognition Socials / Banquets

How might we add to our internal and external relationships?

Coaches > Support with clinics, certifications, continuing education.

Programs > Start clubs in facilities with water, but no Masters program.

Clinics > National Office is a great resource or local coaches.

How might we add value to our brand marketing?

Swag > Caps, t-shirts, umbrellas, free banners, stickers & info.

Standards

What is the difference between a mandatory standard and a target standard?

Both are required, but not meeting mandatory standards will be met with remedial action.

Goal is consistency delivered consistently.

Bylaws

2.1.1 states:

“Each LMSC shall be governed by bylaws consistent with USMS objectives and goals (Article 502.2: Bylaws) and applicable state laws.”

Bylaws outlines the structure of a board of directors, as well as governing procedures. Identifies board members and demarcates their responsibilities.

Policies are LMSC’s activities and processes to reach standards.

Budgeting

Our priorities are revealed in the budget

On average

There are \$32 in assets for each swimmer

\$16 in revenue per swimmer

\$14 in expenses per swimmer

Assets are growing at 16% annually.

The goal is to break even.

As of December 2016, North Texas has:

\$59 in assets for each swimmer

\$15 in revenue per swimmer

\$11 in expenses per swimmer

Guest speaker:

Dr. Todd Dewett, author of "Show Your Ink: Stories about leadership and life"

It is a big mistake to project yourself onto the team, what you are interested in might not be what the team is interested in.

Learn to get over yourself

When people learn that you are just as human as they are, they are more likely to listen to you.

Got to think about our pity potty stories, and 2 or 3 times a year, share them and talk about what you learned.

Candor is a trait of high performing teams

Frame something as an opportunity, not a threat, in emails.

An unavoidable wave of change is coming. The market as we know it will change in the next few years as millennials move in.

Items to move forward on for North Texas

Create a annual party / banquet for the North Texas LMSC celebrating our members accomplishments, such as national or world records, GTD, ePostals, club growth and retention, volunteer recognition.

Ideas and suggestions generated during breakout sessions

LMSC

- Every board member should have someone to mentor
- Send out separate surveys to the coaches, clubs, and members of NT asking what they want.
- "What can the NT LMSC do for you? What do you want?"
- Act as if everyone at the meeting has never been there before, teach and explain what's going on so they don't feel left out, or leave feeling confused.
- Need to be consistent in providing benefits (reimbursements, clinics) or stop providing a benefit, so we find out who misses it, and if it's missed.
- Create a position make sure events are following the rules to qualify for a sanction. (See Potomac Valley Meet Evaluation below)
- Need to have a special event offered at meets, such as the 800 IM.
- Have guest speakers.

Volunteers

- Recognize and ask someone for help
- Schmooze potential volunteers
- Offer free stuff, like meet fees (which NT already does for first time participants)
- LMSC Registrars can ask people if they are interested in volunteering.
 - Apparently, there is a small check box registrars can turn on and off, asking new members if they are interested in volunteering.
 - Also, registrars can include additional information in the registration email. It would be a good idea to share links to a "New swimmer" section of our website, how to volunteer, and an orientation explaining what USMS is and how it's organized.

- Create a head of volunteers position, responsible for recognition and recruiting more volunteers.
- Grow the volunteer, help them develop.
- Words of wisdom: Left unaccountable, people will justify their actions.
- Vista print for swag and goodies for volunteers.

Website

- Need to have a volunteer section added to the website, with a link to express interest in volunteering, and explain how volunteering for USMS works.
- Create a “New Swimmer” section of the website.
- Website should include an archive of meeting minutes, bylaws, policies, and a list of officers.

Budget

- Invest in clubs and coaches
- Need to have a North Texas Party or Banquet
- Coaches who were reimbursed by the LMSC to take the coaches certification should write an article for the NT newsletter, or participate at one of the NT free clinics.
- Move the annual meeting to a date after convention, so the budget can be more specific going into the following year.
- Offer subsidies for the officials clinics
- Offer subsidies for Automatic timing system rentals
- Reimburse those who have to travel for the annual meeting.
- Have conference calls to save money.

Bylaws

- Hire or identify a corporate lawyer to review bylaws.
- Review every two years, no longer than five.
- Review policies more often.
- Secretary should be responsible for their maintenance.
- Financial reviews and reconciliations should be documented in the meeting minutes and with a signed document from both parties and the Chair.

Potomac Valley LMSC Meet Evaluation

Meet Name _____ Team: _____

Meet director: _____ Evaluator: _____

Facility Standards

Comments

	Warm up/Warm down lane continuously available	
	Pool dimensions, water depth & platform	
	For moveable bulkheads the pool length needs to be measured before and after the meet (Use a laser or steel tape at water level)	
	15 meters marked on the lane lines for backstroke	
	Lanes numbered right to left when standing at the starting end and facing the pool	
	Backstroke flags 15' for yards, 5 meters (16.5") for meters (height 7' above H2) yards, 1.8 to 2.5 meters)	
	Long course-midpoint course marking line	
	Automatic equipment properly & safely installed	
	Touch pads working on all lanes	

Meet and program (pre-printed & deck listings)

Comments

	Procedure in place to ensure each swimmer has a current USMS registration	
	Swimmer's age and club identified on program	
	Lanes assigned according to rules	
	Seeding according to declared meet announcement / entry form	
	Only events 200yds plus have strokes mixed	
	Deck seeding posted at least 5 minutes before heat	
	Minimum of 3 swimmers per heat in the program	
	Order of program same as on meet announcement / entry form	

Meet Officials

Comments

	Meet Director	
	1 certified official	
	1 Referee (may double as Stroke & Turn)	
	1 Starter (may double as Stroke & Turn)	
	2 Stroke & Turn judges	
	Appropriate number of back up timers	
	Sufficient officials to run meet efficiently	
	Relay takeoff judges	

Meet Operations

Comments

	Events run in order as in program	
	Entry provisions & starting time of events or meet run as stated on meet announcement / entry form	
	Postponement / cancellation handled properly	
	Meet officials properly performing their functions	
	Announcer (or official) announces event & heat number prior to each heat	
	Protests handled according to USMS regulations	
	Lap counters placed properly on pool deck	
	Copy of current USMS Rule book on deck	
	Swimmers who violate rules are DQ'd	

Timing Operations

General Timing

Comments

	Alternate timer starting extra watch for each heat	
	Official time determination done correctly	
	All swimmers receive valid official times	

Manual timing system

	2 timers per lane	
	3 timers per lane for National & World records	
	Proper recording of manual times	

	Proper operation of manual watches	
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Automatic Timing system

	At least 1 timer & 1 button per lane (as back up)	
	Proper recording of manual backup times	
	Proper operation of electronic timing system	
	If automatic system fails for Top Ten swims, 2 watches or 2 buttons are required	
	If automatic system fails for National or World record swims, 3 watches or 3 buttons are required	

Scoring & Officials Results

Comments

	Place determined by time	
	Results posted (during meet) in a timely fashion	
	Results posted by sex and USMS age group	
	Ties handled properly for placing and points	
	DQ'd swimmers removed from placing	
	Points awarded according to regulations	
	Awards distributed as printed on meet announcement and entry form	
	Results finalized within 2 weeks of end of meet	
	Results submitted in proper form at for USMS	

Additional Comments