

UNITED STATES MASTERS SWIMMING, INC.
Board of Directors Meeting

Indianapolis, Indiana
September 19, 1984

The Board of Directors of USMS Inc. met in conjunction with Convention V of United States Aquatic Sports at the Hatt Hotel in Indianapolis, Indiana. The meeting was called to order by President Mike Laux at 3 p.m. List of those attending attached; All committees were represented except Audit and Arthur Award.

President Laux explained the format of the meeting would be a presentation of information from the Executive Committee to the Board of Directors. Chairmen would be asked to present a brief summary of what the respective committees hoped to accomplish during convention meetings.

Prior to formal convening, representatives from Swimming World outlined a proposal to create a magazine strictly for competitive master swimmers. Through an ad-hoc committee, USMS would control editorial content. There would be a minimum of four issues per year. Entry blanks for short and long course Nationals would each appear in two issues, results in one issue. Proposed charge \$9 per year to be paid either as part of the dues structure or through an "intent" block on registration blanks. A formal proposal will be forthcoming.

Laux requested each committee consider the impact of budget on their committee - expenses associated with proposed programs, or revenue that might be generated. All budget requests must be channeled thru Finance Committee; actions affecting the Code thru Law & Legislation, and rule change proposals (Part V) thru Rules. Recommendation on each of the published rule change/code modifications should be routed through the appropriate committee.

Specific consideration is to be given to the following items:

20 - 24 age group. Affect on National Championships (previously approved to become official Jan. 86. Rule change proposal would eliminate them from the Championships.

Publications. Swimming World proposal should be examined in the light of: The official USMS Publication, Swim Master (newsletter). An official publication, Swim Swim (magazine, expanded to fitness swimming, currently in hard times). SWIM Magazine (new, first issue late September). Newsletter proposal from Jim Montgomery. Publications and Marketing Committees take particular note.

National Sponsorship. What expectations would your committee have of a national sponsor? specifics on how it could help your program; and, what your committee and USMS can offer in return.

Performance Bond. To insure compliance with USMS regulations, particularly the timely submission of summaries, competitive conditions, etc., should we require a good faith deposit from outside groups (YMCA's etc) refundable if above stated conditions are met? Emphasis to Registration, International, Law & Legislation.

Registration. About 30% of our registrants fail to renew. Consider an automatic renewal process. Clarify timing of re-registration for swimmers and clubs. Change of fiscal year has raised some questions on this. Analysis of dues structure; possible insurance increase? new programs requiring additional funding? Future increases should be timed to give lead time to IMSCs. No new registrations should be accepted by Local Registrars until after Convention.

FINA. ramifications of their recognition of Masters Swimming. Convey to FINA USMS expectations and parameters. International will address this issue.

National Office. What services could your committee utilize--type and approximately how much time required. What suggestions do you have in this regard.

Finance. Consider need for any additional funding. Ted Haartz was commended for his work as Comptroller, and also for collaborating with Ross Wales of USS in the Group Tax Exempt status submission to IRS. Note that any IRS benefit will accrue to the LMSC, not the individual member clubs.

LMSC vs. Member clubs. Legal Counsel to prepare letter to Chairman and Treasurer of each Association, clarifying the distinction between the Local Masters Swim Committee (LMSC), the governing body of each Association and official arm of USMS Inc., and individual member clubs of an association. This is of greater import in the several cases where there is only one Member Club within an LMSC. Separate identity must be maintained.

President Laux read excerpts from the Committee Instruction sheet. The roster and a copy of Committee minutes should be returned to the Secretary before Saturday's General Session. Maintain distinction of who has the right to vote. Chairmen should check with the President or Secretary before selecting substitutes for zones not represented at this Convention.

Resume by Chairmen of convention expectations.

Finance (Kevin Kelly). Set up budget - request forms have been prepared.

Will consider requests from each committee and submit recommendations.

Zone Committee (Gail Dummer). Meeting to be closed to Zone representatives. delegates should input to their zone rep. Consideration of services to LMSCs, places to swim, nominating committee function.

Long Range Planning (Verne Scott) Agenda and ad-hoc reports circulated. priorities for budget allocation, international problems.

Marketing (Dick Guido) recommendations on direct mailing for renewals, hiring of public relations consultant, ramifications of Swimming World and other publication proposals. President requested this Committee to relocate lettering around new logo.

Long Distance Swimming (Dave Gray). Accepting bids for national championships; policy manual in preparation. Dual registration with clubs, because Long Distance Swimming is a separate sport. USMS registers LDS as a courtesy.

Convention (Mary Lee Watson) Hospitality Suite. recommendations for 1985 in Phoenix. Survey of chairman as to adequacy of arrangements.

Chairman noted the souvenir mugs, glasses, ball point pens, napkins, etc donated by sponsors.

Historian - Ham Anderson requested he and Mildred be named Co-Chairman, will share the vote.

Publication (Chris Georges). Consider proposals for official publications; proposed new brochure. Finance to be asked to consider budgeting aspects.

International (Tina Martin). FINA requests for input. Registration of foreign athletes. Upcoming international competitions. Championship (Bill Barthold for Tom Boak) Will consider bids for 1986. Other aspects of championships. Any input from Board of Directors welcome. Rules (June Krauser). Committee will consider all duly-submitted proposals. President requested they schedule another meeting later in convention to scrutinize and make recommendations on any submissions from committees. Plan next year for two meetings.

Registration (for Art Mayer) Transfer problems, long distance swim registrations, international, sanctions. Automatic window envelope renewal form. Upon request, associations with no registered swimmers will be delineated in association printout. President directed they address the sanction responsibility problem, since code states sanction must be signed by Registration Chairman or designee.

Top Ten (Enid Uhrich). Consider long and short course Top Ten. Problems with submission of summaries. Int'l times, conditions for acceptance. Report on trial 25 meter times in 1984.

Records (Ted Haartz). Clarification of record procedure, particularly in Championships. Standardization of forms for Int'l times and World Records. Masters records must be done in USMS Sanctioned or approved meet - open USS competition not eligible.

Law & Legislation (Jack Geoghegan). Depository for all problems! Will meet throughout convention, make recommendations on submitted code amendments - attempt to present them in proper form. Will also receive committee actions affecting the code (other than Rules, Part V - June's baliwick).

President Laux issued a challenge to all members of the Board, and, through them, to members of their committees, to consider the future direction of Masters Swimming. A bit by bit increase, growing as we are now? A magnum leap through the assimilation of fitness, lap or recreational swimmers? What are the marketing possibilities, with or without a national sponsor? What professional staff, and the concurrent need for increased income, will this burgeoning organization require? Consensus that a National Office is an immediate requirement.

Discussion of meeting scheduling - all changes should be checked with Secretary, and sufficient timely notices posted. Recommendations for 1985 scheduling should go to Convention Committee and Secretary.

The President thanked all in attendance for the productive meeting, wished success to each committee, and noted he would be dropping in to keep tabs on progress and to be available for consultation.

Adjourned at 5 p.m.

Dorothy Donnelly, Secretary