

USMS Convention — Jacksonville, Florida 2018

| | | | |
|-----------------------------|------------------|------------------------------|--------------------------|
| Committee Name: | Great Lakes Zone | Session #: | 1 |
| Committee Chair: | C.J. Rushman | Vice Chair: | |
| Minutes recorded by: | Susan Ehringer | Date/time of meeting: | Thurs. 9/27/18 @ 9:45 am |

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. Motion to approve the 2017 Great Lakes Zone minutes from convention in Dallas Texas
2. Motion to endorse Dan Cox as At-Large Zone Director from the Great Lakes Zone.

Number of committee members present: 44

Absent:

Number of other delegates present:

Committee members present (list all, including chair and vice chair): Andy Seibt, Molly Hoover, Tracy Lord, Michael Abegg, Chris Colburn, Barb Delanois, Mike Carlson, Lisa Brown, Sue Pollard, Brian Cummings, Megan Carlson, Nadine Day, Mel Goldstein, Stephen Rouch, Cheryl Gettelfinger, Jerrilynn Bayless, Ronald Gatte, David Oplinger, William Kolb, Susan Ehringer, C.J. Rushman, Meg Smath, Bill Tingley, Andrew Magazine, Ann Marshfield, Judi Norton, Jay DeFinis, Ashley Braniecki, Dan Cox, Fares Ksebati, Denise Brown, Kris Goodrich, Ralph Davis, Frank Thompson, Patrick Weiss, Jim Izzi, Mary Schneider, Mary Jo Driscoll, Elyce Dilworth, Jeanne Seidler, Jerry Lourigan, Melodee Nugent.

Committee Members Absent: No representation from Allegheny for fourth straight year and Ohio for second straight year.

Minutes

The meeting was called to order at 9:45 am.

1. CJ Rushman called the Zone meeting to order. Thanked all the attendees and had each attendee introduce themselves and indicated if they were a new delegate.
2. Approve 2017 minutes from Dallas Texas. Chris Colburn motion, second Mike Carlson. Minutes from 2017 convention were approved.
3. LMSC Reports – summary of LMSC’s accomplishments during the past year.
 - a. Allegheny- Jennifer Petyk will be the new LMSC chair per Chris Colburn. 345 members in 2018, 1 recognized meet.
 - b. Illinois – Phil, membership 2163 down from last year. 21 clubs. Workout groups down to 34. Largest state meet ever. First coaches’ clinic was successful.
 - c. Indiana – Lisa, membership is up 3%, meets are up 18 this year, National 2 mile cable in June 2019, successful Spring Nationals at IUPUI. Indiana BOD made it mandatory for clubs to have all members registered before getting into water, all sanctioned meets run through Club Assistant. Oct 13 and 14 Coaches 1-3, coaches clinic, and ALTS,
 - d. Kentucky – C.J., 592 members as of 9/27/18, and 4 registered clubs. Number of meets remains steady meets, with the University of Louisville Invitational taking place on November 11th, 2018. William Kolb spoke about his ALTS grant that was awarded, spent money teaching 40 in April and creating non-profit group of instructors, taught 60 more students, with donations and time; Andrew Magazine spoke about the new open water workout group in Louisville, River Rats swim in Ohio river.
 - e. Lake Erie – Jay, 544 members, down 2%, 12 clubs, 41 coaches; meet coming up in August in Avon, 1 world and 1 Canadian record, Brogan Open Water National Championship in Cleveland in July.
 - f. Michigan – Patrick, have 989 member, down 4%, annual banquet SwimSwam donated magazine, injury at a meet and meet directors were no well-versed on how to deal with, created a kit for injuries; scholarship \$1000 expanded to graduate students; Amazon Smile program with a link get a link when members order using the link; moved website off USMS server to their own; 13-

15 meets a year were able to get meets to online registration with self-created system; all that used it had an increase in participation, clubs received \$30 fee back; 10% increase in meet attendance; working to get a big name in coming to this year's banquet and clinic.

g. Ohio – Not in attendance. No report given.

h. Wisconsin – mid 500s in membership; 1 club for the state; annual meeting; 5 scy meets, 2 scm, 1 lcm, 2 open water, 1 fitness event in November. Won 1st place for regional team at Nationals; executive committee revised bylaws; newsletter online; getting more volunteers within membership.

4. Convention “hot topics” and any impacts to our Zone.

- Jeanie - Wisconsin – college club was going to be in the LMSC. Dan Cox spoke to this. Nadine also spoke to how they can compete. Susan spoke to looking at the meeting. Skip spoke to attendance by members.
- William - Kentucky – Diversity task force meeting, rationale for L45 was misleading meant to be more inclusive. Nadine pointing out that Legislation has recommended.
- Mel - Indiana – rules proposal for relay clarification where relays were disqualified after the swim for swimming out of order per what was on the card, R. Mel found 36 qualifications if rule was followed from just one relay. Skip spoke about extensive Top 10 audit practice. Nadine pointed out that this was not brought up to the Rules committee to be a change and advised Mel to go to Charlie Cockrell. Mel believes he has the email and was submitted in time. Ralph spoke about the frustration of membership getting disqualified for this.

5. Old business

- Zone website Social media/Facebook page – C.J. spoke about USMS 3.0 and suggested we do a revamp of the Great Lakes Zone website. C.J. created a Task Force with William, Jay, Jim, and Dave to redo Zone website from LMSCs are put in the site. All agreed to help. William asked for wants/needs: easy access to meet schedules, Michigan's banquets, clinics. Jay - Lake Erie, only 275 likes on Swimming Saves Lives Facebook page, William advised it is a group rather than a page which cannot be found as easily as a page and members must be a member of the group. C.J. will send a list of sites and social media to broadcast this information to members from the Registrars once these are updated.

6. New business

- Ann M. ~ Lake Erie – find meets and events on USMS website, information for structure for meets, fees, how to attract. Is there a way to search by zone or LMSC? No only by zip code. C.J. said you can do this through Club Assistant. C.J. said we need to have a better way of publicizing the meets to people have ways to plan. Meg suggested we request from national office to be able to search Zone and LMSC. Ann - What do you charge for meets? Jeanie proposes that Zone committee to make a resolution to National Office to make changes for different ways to search on calendar and to look at historic dates of meets. Skip suggested to bring this up at workshop on Friday about new website to bring this up. Mike said that he sends message to USMS to advertise it, sends note to Zone, Facebook for team and Indiana. In structuring fees, locally a flat rate, allows deck entry \$25, \$20 for club assistant, per event fee and entry fees. Phil sees done many ways prefers flat rate, but on two-day meets would rather have this broken. Chris, Michigan, \$25 for online, \$35 deck entry, keep online entry open until midnight on Thursday for a Saturday meet. Set early registration for \$30, \$40 for late, \$50 for deck. Patrick, Michigan if you can register within 24 hours the last hour of the registration the registration jumps significantly. Doing so to determine if we need to cancel the meet.
- Mel - Indiana – works as a consultant for USMS is worried about membership that is down and that there is some complacency. Lost 3% and 5% in past few years. Meets do not attract new members. Need to educate coaches on driving membership. The LMSC should work to this end. If you need help with development, let Mel know. Jerry, Wisconsin groups have died out because of leadership; get more people involved to take over leadership. Mel, go back to LMSC and ask what do we need to do and how can we help to get new members. Go to the facility executive director and tell them that they have an additional insurance carrier. Susan, Kentucky, asked about retaining membership. Phil Illinois said our membership for renewals is 73% which is up. Denise, Michigan, thinks coaching is important but the swimmers are really the most important to promote new membership. Mel said if you don't have a plan to do this it won't matter. Jay agrees that there is no set process annual, and need multiple levels of promotion. Michael, Indiana, says it is the coaches on deck to keep people motivated and getting the word out to the community. Ralph, Michigan, his goal is to get one new swimmer every year to join. Andrew, Kentucky, it is our job to let people know we are swimmers and that the ALTS is a key to add new membership. Skip, Michigan, we are forecasting 2% membership group for 2019. Mollie, Illinois, had over 20 coaches' forum to promote from and LMSC level, sent to over 60 coaches. Was well received to reenergize coaches. Ashley, Lake Erie, important to follow up with those who were interested. Susan, Kentucky, use old fashioned methods of fliers and cards with information about club. Ann, Lake Erie, hosting a coaching brunch to recognize them. Skip, Michigan, National Coaches summit in Maryland. Judy, Lake Erie, asked Illinois and Indiana to list the ideas.
- Lisa, Indiana – executive committee from Indiana will be bringing an emergency change to 102.9.5 102.9.6. Will need 90% approval to pass. Will be taking to the Rules committee today.
 - Phil, Illinois – move to endorse Dan Cox as Zone Rep. Skip, Michigan second. Motion carried.

7. Adjourn William, Kentucky Motion to adjourn, Skip, Michigan. Motion carried. Adjourn 11:10 a.m.

Tasks for the Upcoming Year

1. Enhance Great Lakes Zone webpage to showcase events and happenings throughout the 8 LMSC's in the Zone.

The meeting was adjourned at 11:10 a.m.
