

Gulf LMSC Meeting (Annual Meeting)

Wednesday, November 20, 2019

Brenda and John Duncan YMCA

Attendance:

Officers and Committee Chairs:

Kris Wingenroth (Chair), Kevin Lunsford (Vice Chair & Sanctions), Mark Hahn (Treasurer), Karlene Denby (Secretary, Newsletter, Long Distance), Bruce Williams (Registrar), Bruce Rollins (Coaches), Stacey Eicks (Top Ten Recorder)

Team Representatives:

Tom Boak (WMST), Jenny Brown (KAMS), Jimmy Durham (SWYM), Andreas Lorenz (DADS), Brittany Miller (COOG), Linda Visser (COOG), Steve White (WMST)

Other Attendees:

John Keeling (UNAT), Elizabeth Kostiuik (RICE), Collette Lanier (RICE), Judy Levison (RICE), Elaine Rollins (UNAT), Robin Tompkins (SWYM)

Call to Order

The meeting was called to order at 7:07 p.m. at the Brenda and John Duncan YMCA.

- Chair Kris Wingenroth welcomed all of the attendees and provided an introduction to the Gulf LMSC and its functions. USMS requires that all LMSCs have at least one meeting annually. The Gulf LMSC meets every 2-3 months, depending upon what issues need to be discussed. At the Gulf annual meeting, the annual budget for the following calendar is discussed and passed. Elections for officers are held every other year. 2019 is a non-election year. Kris stressed that we want and need input from our members, and that the leadership wants to know what we are doing wrong or doing right. The LMSC strongly encourages coaches to attend the meetings, as they are the best communication link between the leadership and the members. The LMSC would also like representatives from each team to attend meetings. There are no special skills needed to be a team representative other than a willingness to attend most of the meetings.
- Emmett Hines Award: Kris spoke of the legacy of Emmett Hines. Emmett was heavily involved in both the Gulf LMSC and USMS for many years and was renowned as a creative thinker, coach, mentor, and writer. He was a recipient of the USMS Coach of the Year and Dorothy Donnelly Service awards. The award is given to the Gulf member who best exemplifies Emmett's qualities of volunteerism and/or coaching. The 2019 award was presented to Mark Hahn. Mark has been coaching Masters swimmers for over 17 years and has been a Gulf LMSC board member for 21 years.

Approval of Minutes from Previous Meeting

MSA for approval of the minutes as submitted from the Gulf LMSC meeting of September 25, 2019.

Officers' Reports

- Chairman (Kris Wingenroth): No report. With Zone Chair, Nicole Christensen, unable to attend the meeting, Kris conveyed that Nicole is seeking nominations for the Jesse Coon Award. Kris suggested Joanne Leilich as a worthy nominee. If anyone has other nominee suggestions, they should relay them to Kris or Nicole. Kris and Nicole have also been working on a list of award recipients at the USMS, South Central Zone, and Gulf levels. Once it is complete and finalized, it will be on the Gulf website.
- Vice Chair (Kevin Lunsford): No report.
- Secretary (Karlene Denby): No report.
- Treasurer (Mark Hahn): The ending cash balance as of October 31, 2019 is \$14,364.95 plus \$30,000 in certificates of deposit for a total of \$44,364.95. Over the past five years, the LMSC's expenditures have

exceeded its revenue from memberships as it has absorbed the dues increases from the National Office. The major 2019 YTD expenditures have been reimbursements for coaching certifications, annual convention expenses, and a donation to the Duncan YMCA in appreciation for the use of their meeting space. Other 2019 expenses included purchase of a laser measurement tool for pool certification, LMSC meeting expenses, the LMSC Summit, Gulf Swim University t-shirts, and Club Assistant fees. Mark distributed the 2020 budget and briefly reviewed it. Anticipated membership revenue is \$12,500, an increase from prior years because the LMSC has opted in to the USMS unified fee structure. Income is based on less than the current 1200 members. The major line items in the 2020 budget include convention expenses, reimbursement for coaching certification and ALTS training, Gulf Swim University t-shirts, and a donation to the USMS Swimming Saves Lives Foundation.

- **Membership Coordinator/Registrar:** (Bruce Williams): As of October 31, 2019, 1,202 members have registered for 2019, including 14 in the past month. A comparison of members from October 31, 2018 (1,263) vs. October 31, 2019 (1,202), shows a deficit of 61 members, a 4.83% decrease year to year. Three teams (Cy Fair/Fleet Masters, Magnolia Masters, and Fort Bend Masters) account for the bulk of the 61-member loss. Club registration for 2020 opened on October 1st and six teams that were registered for 2019 have not yet registered for 2020. It is anticipated that the LMSC will see a membership increase in 2020 with the 50th Anniversary USMS National Championships being held in nearby San Antonio. Bruce described his position for new attendees. He is primarily involved with registration “exceptions” such as swimmers changing teams, swimmers transferring in to the Gulf LMSC from another LMSC, and monitoring the unattached period when changing teams.

New Business

- **ACTION ITEM:** MSA to approve expenditure of \$140 for registration flyers.
- **ACTION ITEM:** MSA to approve expenditure of \$200 for hospitality at two Fall Fitness Challenge events being sponsored by WMST and MACA (maximum of \$100 per event).
- **ACTION ITEM:** MSA to approve expenditure of \$300 for hospitality for the Woodlands Relay Meet. Pizza and/or sandwiches will be provided during and/or after the meet. Approximately 20% of the relay meet swimmers are one-day registrants. This is a good opportunity to introduce them to USMS and the Gulf LMSC.
- **ACTION ITEM:** MSA to approve the Gulf LMSC 2020 budget, after it is adjusted for a decrease in convention expenses. The USMS National Office will be paying a portion of the LMSC's 2020 convention expenses.
- Judy Levinson (RICE) presented information about Swim Trek. Swim Trek is based in London and provides both event swim trips and adventure swim trips. Judy described it as “adult summer camp.” There is a maximum of 14 swimmers per trip, and swims are tailored for slow, medium, and fast swimmers within the group. If you tire, you can simply lounge on the boat while the others continue to swim. The swims are overseen by experienced open-water swimmers and are very safety oriented. Trips run from 4-7 days and are in the \$1,000-\$1,500 price range.

Committee Reports

- **Sanction Chair (Kevin Lunsford):** The Jesse Coon Memorial Invitational Meet, scheduled for January 11, 2020, was sanctioned on November 6, 2019. Due to past issues with dual sanctioned meets, Kris contacted Charles Cockrell, USMS Rules Committee Chair, for suggestions on how to address dual-sanctioned meets. Charles suggested that swimmers must declare which organization (USMS or USAS) they are representing at the meet and that a statement to that effect be included in the meet announcement.
- **ACTION ITEM:** MSA to include the following statement in future dual-sanctioned meet announcements: “Swimmers must select only one organization (USMS or USA Swimming) to represent for the entire meet. A declaration of affiliation must be made to meet director prior to the swimmer's first event of the meet, and no changes will be permitted thereafter.”
- **Top Ten Recorder (Stacey Eicks):** Stacy addressed dual-sanctioned meets from a top ten and records perspective. Once a meet is dual-sanctioned and the swimmer has declared as a USMS entrant, it is the responsibility of the meet director to follow USMS measurement rules and submit the

measurements, along with the results. There are no measurement issues if the pool has fixed walls and the measurement certification is already on file with USMS. For a bulkhead pool, the pool needs to be measured before and after each meet session. The top ten recorder's annual report is attached to the minutes.

- Communications (Karlene Denby): The Winter 2020 edition of the Gulf newsletter should be published in late January/early February. The newsletter will include the following items: a nutrition article, a swim workout, 2019 LCM National Top Ten Gulf swimmers, an announcement of 2020 Gulf Swim University, meet recaps, upcoming events, and the announcement of the 2019 Emmett Hines award winner, Mark Hahn.
- Webmaster (Nicole Christensen): Not present. Nicole provided a report which is attached to the meeting minutes.
- Coaches (Bruce Rollins): No report.
- Fitness (Open Position): Gulf Swim University is the first event on the 2020 fitness calendar. This will be the sixth year of the event, and it will be run in the same manner as previous years. Kris said that Rebecca Tompkins may be willing to run the event.
- Officials (Herb Schwab): Not present. No report.
- Open Water (Karlene Denby): There are two upcoming events for 2020. They are: (1) The SAA Charity Swim scheduled for Saturday, April 18, 2019 at Lake Houston, and (2) The Rice Open Water Swim Carnival on Saturday, May 9th at Twin Lakes, Manvel, TX (a one-day USAS membership is required to enter.)

Discussion, Question and Answer Period

After exchanging ideas, it was felt that more outreach was needed in the form of non-competitive and social events. In order to encourage members to enter competitions, it was suggested that the Gulf LMSC revive its "first meet free" promotion, in which the LMSC would pay the entry fee for a member's first USMS meet. Attendees were strongly encouraged to get involved by attending future meetings and volunteering to assist in the LMSC's functions.

Next Meeting

The next meeting will be held on Wednesday, January 22, 2020 at Brenda and John Duncan YMCA.

The meeting was adjourned at 8:32 p.m.

Respectfully submitted,
Karlene Denby, Secretary

GULF LMSC COMPETITION & EVENTS SCHEDULE (2019-2020):

Go to <https://www.gulfmastersswim.org/GMS/meets.cfm> for event information and registration links. This page is updated frequently as new information is received.

SHORT COURSE YARDS AND OPEN WATER

- November 15 – 30: SmartyPants Vitamins USMS Fall Fitness Challenge
- Sunday, November 24: Fall Fitness Challenge event (1-mile swim), Conroe ISD Natatorium, Shenandoah, TX
- Thursday, November 28: Tanksgiving Swim, Dad's Club, Houston, TX
- Saturday, November 30: Fall Fitness Challenge event (1-mile swim), Memorial Athletic Club, Houston, TX
- January 1 – February 29: USMS 1-Hour ePostal National Championship
- Saturday, January 11, 2020: Jesse Coon Invitational, College Station ISD Natatorium, College Station, TX
- Saturday, January 25, 2020: Woodlands Relay Meet, Conroe ISD Natatorium, Shenandoah, TX
- Saturday, February 15, 2020: Sweetheart Swim, WW Emmons Natatorium, Houston, TX
- February 15 – February 29: SmartyPants Vitamins USMS Winter Fitness Challenge
- Sunday, March 8, 2020: March Madness, Rice University Gibbs Recreation Center
- April 1 – 30: USMS Adult Learn-to-Swim Month
- Fri. – Sun., April 3-5, 2020: South Central Short Course Zone Championship Meet, University of Houston, Houston, TX
- Saturday, April 18, 2020: Swim Across America Charity Open Water Swim, Lake Houston, Houston, TX
- Thurs. – Sun., April 23-26: USMS Spring Nationals, San Antonio, TX
- Saturday, May 9, 2020: Rice Open Water Swim Carnival, Twin Lakes, Manvel, TX (requires a one-day USAS membership)
- Saturday, May 16, 2020: USMS Levels 1 – 3 Coaching Certification, San Antonio, TX
- Sunday, May 17, 2020: ALTS Training, San Antonio, TX
- June TBD: USMS Try Masters Swimming Week

LONG COURSE METERS

- May 15 – Sept. 15, 2020: USMS 5K/10K ePostal National Championships
- June 17 – 27, 2020: UANA Pan Am Masters Championships, Medellin, Colombia
- Sunday, June 28, 2020: Graham Johnston Invitational, Dad's Club
- Saturday, July 11, 2020: WMST long course meet, Conroe ISD Natatorium, Shenandoah, TX
- Fri. – Sun., July 24-26, 2020: South Central Zone Long Course Zone Championship Meet, Walker Pool, San Antonio, TX
- Wed. – Sun., August 12 – 16, 2020: USMS Summer Nationals, Richmond, VA

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 Top Ten Recorder Report
 Prepared by Stacey Eicks, Gulf LMSC Top Ten Recorder

Meet Results Recorded into USMS Event Results Database

							Record Requests	
Current Season	Course	Meet Date	Meet Desc	Finalized	Members	Split Requests	WORLD	USMS
2019	SCM	11/10 - 11/11/2018	2018 November Classic	11/13/2018	100	8	0	2
2019	SCY	1/19/2019	2019 Jesse Coon Memorial	1/23/2019	48	1	0	0
2019	SCY	2/8/2019 - 2/10/2019	HCAP Preliminary/Final Invitational (USA Meet)	Rcvd: 2/22/2019 2/27/2019	1	n/a	n/a	n/a
2019	SCY	2/17/2019	2019 Sweetheart Swim	2/20/2019	80	1	0	1
2019	SCY	2/28/2019 - 3/3/2019	2019 Speedo Sectionals (USA Meet - SCY Prelims)	Rcvd: 3/9/2019 3/12/2019	3	n/a	n/a	n/a
2019	LCM	2/28/2019 - 3/3/2019	2019 Speedo Sectionals (USA Meet - LCM Finals)	Rcvd: 3/9/2019 3/12/2019	1	n/a	n/a	n/a
2019	SCY	3/10/2019	Rice March Madness Masters Meet	Rcvd: 3/26/2019 4/1/2019	67	0	0	2
2019	SCY	3/29/2019 - 3/31/2019	USMS South Central SCY Zone Championship Meet	4/4/2019	244	5	0	6
2019	LCM	6/15/2019	Summer Head Start Meet	6/17/2019	52	1	0	2
2019	LCM	6/20/2019 - 6/22/2019	2019 Texas Senior Circuit #2 (USA Meet)	Rcvd: 7/2/2019 9/9/2019	1	n/a	n/a	n/a
2019	LCM	6/30/2019	2019 Summer Sizzler	7/8/2019	46	0	2	1
2019	LCM	7/11/2019 - 7/14/2019	2019 Speedo Souther Zone Long Course Sectional (USA Meet)	Rcvd: 7/17/2019 7/30/2019	2	n/a	n/a	n/a
2019	LCM	7/19/2019 - 7/21/2019	2019 South Central Zone Long Course Championships	7/29/2019	245	18	8	11
2019	SCY	9/29/2019	First Time for Everything Meet	10/4/2019	33	0	0	0
2019	SCM	11/9/2019 - 11/10/2019	Sabine Weiser November Classic	11/15/2019	105	4	1	4

Top Ten Submissions

2018 Short Course Meters – Individuals and Relays – 1/11/2019
 2019 Short Course Yards – Individuals and Relays – 6/17/2019
 2019 Long Course Meters – Individuals and Relays – 9/9/2019

Nicole Christensen Webmaster/Social Media/Email Communications

2019 Gulf Masters Annual Meeting Report

Web Site The transition has been made to the new URL – www.gulfmastersswim.org – without incidence. Currently both the old and new url take you to our home page. With the overlap, once the old url expires, I do not anticipate any problem with people finding the page.

The site continues to have the following main components:

- Home page with announcements and quick links
- Meet/Events page showing either current or past events depending on which option is chosen. The page shows any meet that I am told about throughout our Zone. When, and if, links are sent to me for online registration and meet information, they are added to the meet/event to allow for online registration from the Gulf site. I will also post on the Gulf Facebook page that registration is open when the link is sent to me.
- Calendar page
- Results page – Results, or a link to the results, need to be sent in to me in order to show on this page.
- Clubs page which has links to club contacts on USMS, LMSC links, Places to swim link and Job Opportunities link
- News page with links to current and past newsletters, link to USMS articles and videos and Helpful links to various swimming groups
- Register page with links to online and paper registration forms for individuals and clubs
- Admin page with information on bylaws, minutes, officers, registration, USMS rule book, emergency information sheet, meet director information and SMOG information
- Zone page with LMSC links and Zone records
- Contact page

I appreciate any input and/or suggestions received for content on the web site. Anyone is welcome to contact me at ncr@creativewaters.net with any edits or additions that they may wish to see.

Social Media

Currently, I am really only keeping up with Facebook in regards to Social media on the <https://www.facebook.com/GulfMastersSwimming/> page. People are welcome to send to me any requests for posts. I typically post upcoming swim meets, events as well as any news pertinent to our LMSC. Other people can post to the page or add photos.

It would be great to get someone to get involved with the Instagram page and Twitter account.

Email Communications

The transition was made this year in January to MailChimp as our email platform. We are using the free service at this time and can continue to do so as long as we have under 2,000 subscribers. A total of 20 emails have been sent since the beginning of the year with 3 of those targeted to coaches only. The

audience has grown from 791 recipients in January 2019 to 1,192 currently. The average open rate is 40% with an average click rate of almost 8%. Both are above regular non-profit standards. Unsubscribes have averages 0.1% which is below the industry standard.

MailChimp allows for insertion of graphics, videos, links and more even in the free version as well as the ability to track performance.

I access the USMS registration admin site to obtain the list of registered Gulf swimmers and then import them into MailChimp. I filter out anyone who states that they do not want to receive LMSC emails. I am also able to sort to see who has identified themselves as a coach. There is also a link on the home page of the web site allowing anyone to sign themselves up onto the list.

I typically reach out to the Gulf Chair (Kris) and Gulf Communications (Karlene) to find out what pertinent items need to be included in any email in an effort to include all key news items while keeping the number of emails down.