

Long-Range

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Minutes of the Planning Committee

The meeting was called to order by chairman Barr Clayson at 9:05 AM Thursday, September 20, 1990. Members of the committee in attendance were Jack Buchanan, Lynn Casey, David Diehl, Lil Haneman, Emmett Hines, Russ Lyman, Tom Lyndon, Mike Calwell, Hugh Moore, Jennifer Parks, Stephanie Walsh, and Rhea Wilkens.

1. The agenda was reviewed and procedural comments made by Barr Clayson.
2. **LMSC and Zone Boundaries** Hugh Moore outlined proposed revisions in zone configurations, redistributing the LMSCs currently in Breadbasket, Continental Divide, and Oceana into newly configured zones. This change would provide for improved distribution of swimmers by zone, improved distribution of delegates to the USMS House of Delegates, and smaller distance across the zones. After review and discussion it was voted that these changes be recommended to the Zone Committee and to Legislation Committee for action this year.

Additionally, Hugh reviewed the division of the U.S. into three areas for purpose of National Championship meet rotation. It was shown that there is very uneven distribution of swimmers in these areas and a recommendation was made to redefine the boundaries. After discussion the proposed changes were approved as a recommendation to the Championship Committee.

3. **Corporate Sponsorship** There are many good ideas before USMS, especially the Marketing Committee, which needs funds to proceed with these ideas and guidelines regarding the role that corporate sponsors might play in USMS. Past and current corporate relationships were discussed as well as the pros and cons of various programs and/or approaches to this question.

After much discussion, with good input from the members of the Marketing Committee present, it was voted to:

- A. Consult the House of Delegates regarding selective sale of the USMS mailing list as a means of generating revenue.
- B. Ask the Marketing Committee to solicit major corporate support for a program or programs to advance the cause of USMS, but which are considered outside the normal operating budget and financial requirements of USMS. The acceptability of such a program can only be determined after conditions and circumstances are known and delineated. The Planning Committee concluded that it is appropriate that the Executive Committee of USMS be empowered to take action on any such opportunity if presented between conventions.

4. **USMS Turnover/Growth/Role of the Fitness Swimmer** After considerable review and discussion of these issues, it was concluded that the fitness swimmer is and/or should be an important and integral part of USMS and that our lack of attention to the needs of same has been a contributing factor to our high turnover problem. More importantly, effective programs to include and attract the fitness swimmer will help us to grow and remain healthy in the future.

The Long Range Planning Committee is anxious to see tangible actions taken on this issue and debated the advisability of recommending that a Fitness Committee be added to standing committee status. The Committee feels that specific marketing programs must be developed and implemented and that on-going discussion of good ideas on the subject is insufficient towards making meaningful progress. Nonetheless, representation from the Ad Hoc Committee on Fitness who were present assured the Committee that specific actions are in the works and will be implemented. The Committee agreed to make its STRONG feelings known and await such actions.

5. Local Development Programs Mike Calwell led a discussion relating to local development and management and the national dissemination of information and ideas that work in some areas and might be useful in others. After discussion of thoughts, ideas, and recommendations many of which gravitated towards "recruiting" needs and challenges, it was voted:

To recommend creation of a position at the National level of a person to serve as USMS Information Officer/National Recruiter to coordinate the volunteer efforts of USMS, recruit additional members, and collect and distribute materials and information to improve Masters swimming. It was also agreed that Mike Calwell and Brooke Dick would continue to gather information and explore this issue.

6. Governance. Stephanie Walsh led a discussion on local and national governance issues, focussing on the challenges of running an organization almost exclusively with volunteer participation. This discussion led to a review of the possible diminished effectiveness of volunteer leadership with inadequate time and the likelihood that sooner or later USMS should address the need for a paid, full-time Commissioner or Executive Director.

7. Aquatic Facilities No report.

8. The Future The following topics were suggested as items deserving Long Range Planning Committee review in the year ahead.

- A) Review of progress on the fitness swimmer issue.
- B) Need for a paid Executive Director
- C) The on-going financial needs and well-being of USMS...especially the insurance issue.
- D) Marketing to USS...to attract "retiring" swimmers to USMS.
- E) 19-24 year old age group at National Championships.
- F) Structure of USMS - committee responsibilities.
- G) Are the LSMCs designed properly for our needs?

9. Process Review It was felt that one 3-hour meeting each year is inadequate to deal with all of the issues at hand. A second session should probably be scheduled.

Meeting adjourned at 12:16 p.m.

Respectfully submitted,
D. Barr Clayson