

USMS CONVENTION – DALLAS, TEXAS - 2002

Committee Name: **PLANNING COMMITTEE** Session #: (if more than one) _____ Agenda item #: **11**

ACTION ITEMS

1. **Subsidize 2 small LMSCs in sending delegate to convention – MSA.**
2. **Request President Jim Miller to approach national YMCA.**
3. **Create a subcommittee to develop materials to sell program to local facilities.**

Committee Chair: Besty Durrant

Vice Chair: Jody Welborn

Number of committee members present: **13** Absent: **3** Total delegates attending this meeting: **42**

Committee Members present: Betsy Durrant, Michael Collins, Lucy Johnson, Sarah Hromada, Gordon Gillin, Vicki, Buccino, Jody Welborn, Debbie Morrin-Nordland, Dore Schwab, Michael Heather, Nancy Miller, Joan Alexander, Dave Miller

MINUTES

Time Meeting Called to Order: 5:15pm

1. Roll. Comments
2. LMSCs
 - a. Newsletter
 - i. Summary of survey and hints distributed. Hints will be sent to all LMSCs editors.
 - ii. Exchange with other clubs or LMSCs (especially within each Zone).
 - iii. Download other newsletters from web sites.
 - b. Checklist for LMSCs
 - i. Distributed draft done by Jody Welborn and Debbie Morrin-Nordlund.
 - ii. Committee members and audience encouraged to send additions to Chair.
 - iii. Purpose is help LMSCs identify weaknesses and strengths.
 - c. Mentoring
 - i. Across LMSCs
 1. Discussed purpose of Checklist of successful attributes, to compare to weak LMSC; possibly match up one LMSC with another.
 2. Discussed request from LMSC for assistance in leadership aspects. Motion to use part of budget in a pilot project to help establish programs in one LMSC was not approved.
 3. Work with Coaches Committee in regard to development clinics.
 - ii. Budget
 1. \$1000 of budget request is to assist LMSCs.
 2. Getting delegates at convention from small LMSCs is important to encourage growth.
 3. **MSA - Subsidize 2 small LMSCs and host a Seminar at Convention for LMSC improvements.**
 - d. Creating workout opportunities
 1. **Create a subcommittee to develop materials to sell the benefits of starting a Masters Club at: YMCA's, Colleges, Health Clubs, & USA Swimming Clubs.**
 2. Recruit subcommittee from those who have successful programs in the settings listed above.
 3. **Request President Jim Miller to approach YMCAs on the national level to sell the benefits of a Masters program.**
 - e. Priorities for 2003
 1. More long range planning, brainstorming.
 2. Consult with Finance (long range budgeting), Legislation (BOD proposal, Coaches (activities within LMSCs), Communications (newsletters).

Time Meeting Was Adjourned: 6:25 PM

TASKS FOR THE UPCOMING YEAR

1. Distribute newsletter information to all LMSCs; publicize web addresses with good newsletters to editors; encourage posting of articles in Discussion Forum of USMS website.
2. Complete and distribute checklist for LMSCs. Look for possible match-ups among LMSCs.
3. Develop selection process for LMSC delegate subsidy and develop method for evaluating success.
4. Create materials for local swimmers to sell advantages of program to various types of facilities.

Keys to Successful LMSCs
(draft by Deb Morrin and Jody Welborn)

Note: If we do not get to this during our meeting. Think about additions/corrections, etc. Send me your comments (durrant6@cox.net). We will continue discussion via email.

1. Leadership

*Current leaders search out enthusiastic volunteers. "Board" members must be willing to new participants and new ideas. Mentor new volunteers as preparation for assuming leadership roles.

*Meetings. Frequent meets to attend to business, but not so often that people feel there is no business accomplished. Move meetings around the LMSC. Schedule next meeting during current meets. Publicize minutes and date/place of next meeting.

2. Communication

*Regularly schedules newsletter with varied content including reports of meets, open water, triathlons, announcements, calendar, entries, minutes, "human interest" articles/notes.

*Regularly updated website including information on clubs/teams, contacts, schedules, meetings, links, registration info, by-laws

*board members should be approachable/visible (attend events)

3. Strong teams and coached workouts.

4. Publicize opportunities for events to bring in new members and get current members to participate.

LMSC Checklist

Programs that REQUIRE USMS Membership
Full Time Coaches
Part Time Coaches
Good pool locations
Good times for practices
Reasonably priced programs
Host Quality Meets
Host Quality Clinics
Host Quality Open Water Swim
Email updates
On-Line & or mailed Newsletter
Have good leadership and vision
Have good number of volunteers
Strong Administrative Structure (registrar, etc)
Keep track of Top 10 Times
Keep track of LMSC records