

**Pacific Northwest Association of Masters Swimmers
Annual Board Meeting and Retreat
Sally Dillon's Residence, Issaquah
October 24, 2015
Minutes**

PNA President Mike Grimm called the meeting to order at 9:05 AM. Also present were Kim Boggs, Linda Chapman, Zena Courtney, Jim Davidson, Sally Dillon, Jessie Hickel, Hugh and Jane Moore, and Steve Peterson. Sarah Welch and Kathy Casey arrived at a later time.

1. General Business

- A. President's Report** - none.
- B. Approval of Minutes** – It was MSA to approve the 7-14-15 minutes. It was MSA to approve the 9-15-15 minutes.
- C. Treasurer's Report** – Treasurer Arni Litt was absent but previously distributed a combined September/October financial statement. Hugh asked why we gave only \$1400 (vs. the \$5000 approved) to the “Build the ARC” campaign. Linda responded that IRS 501(c) 3 rules prohibit donations over 5% of income in a given year. **It was MSA to approve the finance report.**
- D. Membership** – Stephanie Hiebert was absent and no report was received. USMS National will be sending registration reminders November 1. We discussed whether PNA would absorb the \$2 increase imposed by USMS and did not find record of a decision regarding 2016. The national increase is in a second 5-year cycle. Jessie asked whether we have done an analysis to see if the increases are affecting registrations and was told that we have not. Sarah explained that the data is already submitted to National and it is too late to make an adjustment for 2016. Stephanie will need to update the paper registration form. **It was MSA that we approve the fee structure as currently established at \$52 (\$13 to PNA, \$49 to USMS).** Steve checked the registration database and reported that we have 1686 registered members (851 men, 835 women), which is down from 1730 in Oct 2014. Mike will work with Stephanie to update the registration form and see that it is sent to Zena for the newsletter. Jim would like demographic numbers to see whether we are attracting younger members. Stephanie will be asked to obtain this information and Jim offered to help her analyze the data.
- E. Communications** - Zena said she is lacking information on upcoming clinics for the November *The WetSet*. Sarah will provide an article about the Matt Biondi clinic, which had already taken place, had a change of leaders, and cancelled the youth portion. Sarah also noted that the Level-3 coaching clinic scheduled for next week has only 4 registrants so it may get cancelled. Zena has received articles including an open water article from Jim. Jim asked if we could use articles that appear in other sources and it was agreed that we could, with permission from the author. It was suggested that Zena include a note in the newsletter explaining how to find out about events outside of PNA. Zena referenced an article in Swimmer Magazine that included publicity about various OW events, but none from PNA. She would like to see our swims included as well. Jim will contact Laura Hamel at the National Office to get information on increasing publicity and/or placing an ad. Jim reported that the Last Gasp was selected as a National Open Water Championship for 2017. Regarding the PNA website, Steve noted that it is rapidly getting out-of-date as he has not been active enough in keeping it fresh. Linda and Jim have updated the meet and open water sections. Steve will add Linda Chapman's Dorothy Donnelly award to the website's Awards and Recognitions page. Steve asked for verification of the 2014 recipient of the PNA Coach of the Year award. Joel Dodds is posted as the winner although Steve has an email with another name. Mike will check with Lisa Dahl to verify the correct recipient. Sarah asked Steve about the “old news” on the home page of the website and suggested that an archives section be developed and used. Mike asked if Steve could use some help and Steve said he welcomes any comments from others about items that should be removed. Sarah suggested the website be updated on a monthly basis. Sally asked if any PNA records sent to Steve have not been posted and he said no. Linda confirmed that Doug Jelen has not updated records since the Lake WA meet. Mike suggested that board members should look at the website before each meeting so we can discuss the site and provide Steve with input.
- F. Meets** –Linda presented a schedule of 2016 meet dates for board approval.
 - Jan 24 SCM in Anacortes-TACM
 - Feb 21 SCY in Kirkland - LWM
 - March 5 SCY Sequim – SARC – tentatively moved to Port Angeles. This pool needs to be measured!
 - March 12 SCY in Olympia – SSMS – The pool is not available in February this year and this date puts it up against a big regional meet for PNS, which will diminish our ability to get officials.
 - April 9-10 SCY in Federal Way at WKCAC – BWAQOrca doesn't plan to host a pool meet this year, noting their focus is on the Fat Salmon event. Sarah suggested that with Teri White as PNA's Officials chair we have an opportunity to get more people trained as officials. She also suggested that another workout group might be willing to host a meet at Seattle U, which has a good pool.

Steve asked Jim whether the official's community is growing and Jim responded that it is at least stable. Mike asked whether the other meets are covered with officials. Linda responded that most of our officials are people whose kids are done swimming. We draw from the same elite pool of officials that PNS uses. Sarah reported that PSM has not submitted a date but plans to host a SCM on November 19-20, 2016. Bainbridge has not submitted for 2016 but it is assumed that they will host a meet in early October. Linda explained that the Age Group Invitational meets occur at numerous pools on the same weekend and they draw greatly from the official's pool. **It was MSA to approve the proposed meet dates.**

- G. 2015 Open Water wrap-up** – Jim reported that we sanctioned 5 swims, 499 “splashes”, and 419 different swimmers. There were 30 Open Water High Point winners this year. Jim he ordered swim caps and they will be distributed after the results appear in *The WetSet*. An Independent Safety Monitor has been present at all open water events. The National Office open water coordinator approved all race safety plans. The event directors are working on selecting dates for the 2016 calendar. Tides and park permits are an issue with some of the events. Blue Seventy donated a wetsuit for a drawing this year and Jim is hoping to get more sponsor support from them for next year. Mike reported hearing disappointment that we had a scheduling conflict with the Lake Padden swim opposing the non-sanctioned Emerald City swim. The Aly Fell event at Lake Padden lost \$3500 on their event and Jim will have more details at the December meeting. Sally noted that there are other sporting events in the Bellingham area that limit their date selection. The event also neglected to have registration information available in a timely manner. Jim would like to see us promote the smaller swims. He would like to move the date request deadline earlier, possibly December. Zena asked whether we could partner with Swim Across America and Jim will check into that possibility.

2. Financial Business

- A. Publishing Software for *The WetSet*** – Zena requested publishing software for the newsletter editor. Microsoft Publisher 2013 can be purchased for her Mac at \$109.99. This desktop software is not part of the MS Office Suite. **It was MSA to allocate \$150 for publishing software.** It would be licensed to PNA and could be used by subsequent editors.
- B. SurveyMonkey renewal** – Linda noted that the cost is \$228/year for unlimited surveys. The free version is limited to 100 respondents, which is inadequate for PNA's needs. **It was MSA to re-subscribe to SurveyMonkey for a cost of \$228.** Linda will continue to manage the distribution of the program.
- C. New stopwatch purchase** – Two courses will be run at the SCM meet in November and our current stopwatch supply is inadequate to handle this. The 23 watches do not turn off and batteries are required frequently. Hugh suggested that we should have a complete set of the same kind of watches. **It was MSA that we allocate \$2000 for new watches.**
- D. Scholarship request-** Mike reported that a local swimmer has contacted him via the PNA website to request funding support for attending the Level 3 coaching clinic. He asked how this person could get the information and Sarah said that there is a place on the PNA website to request the funding. The local scholarship is \$125. Mike will follow up with the requestor.
- E. Pool Owner List** – Mike reported that he received a spam message directed to health and fitness enthusiasts.

3. Old business - updates

- A. Kirkland campaign for a new community center and pool** – Linda reported that campaigning is actively taking place. Flyers have been distributed and doorbelling volunteers are reaching out to members of the community. Doorbelling results appear to favor 70% yes vote. There is a small but vocal group of opponents to the proposition. Phone calling will take place, targeting those who have not yet voted. Results will begin being posted at 8:15 pm on November 3.
- B. Update on bid for a national championship** – Mike sent a letter of intent to the Championship Committee and we are to get back to them with more details. Our target is the 2018 Spring Nationals. Hugh noted that we have conducted 4 national championships and they have helped us grow not only the sport, but also the volunteer base. We need an organizing committee and a meet director. PNA has been the host and delegated roles to various clubs and workout groups. Jane noted that bids are likely due in June 2016. Mike asked for a description of the meet director's responsibilities. Sally suggested that we form a committee now to get the ball rolling. Mike prefers that we have a conference call, invite the entire board, and “self select” the committee as people respond to attend. Mike will send out a request for dates/times for a phone conference.
- C. Update on filling open positions (nominating committee)** – Sarah and Kim have been working on filling the VP and Club and Coach Development positions. Matt Edde has been unavailable due to the recent arrival of his first child. Zena indicated interest in the VP position and she would need to give up the editor position. She suggested that Kathy Morris could transition to the editor position with some mentoring. It was MS to appoint Zena as the VP; the motion was withdrawn. Mike recommended that Kathy Morris be appointed editor of *The WetSet* with Zena providing transitional help. **It was MSA to approve Mike's recommendation.** Steve offered to be the 1st proofreader for Kathy. It was noted that Kathy lives in Olympia and there was a concern that she would not want to attend in-person meetings. Sally noted that the editors in the past have not attending meetings on a

regular basis; they have not been required to do so. Steve read an email from Kathy that indicated she might not be prepared to take on the editor position right away. Mike will contact Kathy and report back at the next meeting. **It was MSA to appoint Zena to the VP position.**

3. New Business

- A. Retail and B&O tax** – It appears that we will no longer be required to pay sales tax on entry fees. Any team that requires USMS registration does not have to charge tax on training fees. Previously the meet fees have included sales tax; and for open water as well. This ruling goes into effect January 1, 2016. Blue Wave Aquatics is appealing the taxes previously charged, with little success so far. The Washington State RCWs have been changed, not just the interpretation. Further discussion was deferred until Treasurer Arni Litt is present.
- B. Report from the investment policy committee** – Sarah stated that the committee has not yet met.
- C. Plan for financial contributions** – The committee has also not met to discuss contributions. Mike asked whether anything needs to be done leading into the budget proposal and Sarah replied that it is unlikely a recommendation will be made before the budget is approved in December.
- D. Maintaining open water event results on the PNA website** – Sally reported that the results from the previous Fat Salmon swims have disappeared from the original website. Since no written results have been provided over the years, it is very important that we at least have a link to the results. Realistically, we should be able to maintain results from all PNA sanctioned events on our website. Sally suggested that Liz Rosen and other event directors be contacted in order to obtain results from previously sanctioned events. Jim offered to do that. Steve expressed a concern that our website hosting agreement with Club Assistant may not provide enough space to include all of these results. He also noted that our email aliases and group lists are provided indirectly through third party Rackspace. Perhaps dealing with them directly might be less expensive. Steve does not know what we have been paying for these services. Zena noted that our financial report states we are paying \$42 quarterly and presumably, the bill is going to Arni. Linda is not sure of the process for renewing with Club Assistant and Sally said that she arranged for that a couple of years ago. Steve asked if we should post the results anywhere else besides the Results page and Sally said that there is a field to the right of the event listings where we have provided links previously.
- E. Coach of the Year** – Sally mentioned that we voted some years ago to send the PNA Coach of the Year to ASCA convention or a clinic of their choice. She has done some research and apparently Becca Watson was the last coach to be given the opportunity to attend (2012). April Cheadle (2013), Joel Dodds (2014), and Paul Ikeda (2015) were not offered the trip. Sally suggested that a plan be put in place to assure that our Coach of the Year honorees are given the opportunity as originally intended and that those who have been skipped should be given the opportunity as well. She suggested the Pacific Swim Coaches Clinic, which takes place January 7-10 in Napa, CA. Kathy noted that the NW Swim Coaches hold a clinic in odd-numbered years in Tacoma. Sarah reviewed the budget and said that we have not budgeted for a coach's trip since 2013. Mike offered to contact Matt to see what his plans are and to share this information with him. A decision needs to be made as to whether or not we include this in future budgets.
- F. Donation request** – Steve suggested that we honor long-time PNA member Gordon Gray, who recently passed away. **It was MSA to donate \$100 to the WSU Foundation/Mathematics Development Fund in Gordon's memory.**
- G. Thank you** - Mike thanked Sally for arranging for the meeting room and refreshments.

A lunch break was taken at 12-noon.

The meeting was reconvened at 1:21 pm

4. Workshop

- A. Governance** – Hugh shared a video presentation about LMSC governance that was presented at convention in September. The presentation will be made available to board members who were not in attendance. The topics included the relationship between FINA, USAS, UANA, USMS, and the HOD (convention delegates). Our board needs to show a duty of care, loyalty, and obedience to the ideals of USMS. Basic responsibilities include: ensuring effective planning, monitoring and strengthening programs and services, maintaining and following missions and objectives, and building a competent board. LMSC standards were discussed; there are required and suggested standards that have been developed by USMS. In 2014 only 5 of the 52 LMSCs met the required standards and PNA was one of those 5! Hugh and Linda are currently on the LMSC Development Committee that is revising the standards. Hugh highlighted other items from the LMSC standards that our board should address: Annual meeting – meant to be a “membership” meeting; mandatory financial standards; and maintaining a familiarity with policies and bylaws. He suggested that we consider moving the objectives from the bylaws to the policies so they can be revised more easily, consider revisions to bylaw 4.1, and recruit someone to fill the Club and Team development position. An article in *The WetSet* about the position might elicit some interest.

Hugh covered our Bylaws and related board responsibilities. Election procedures need to be reviewed in the year prior to elections. A review of Robert's Rules of Order should include a presentation at a future meeting. Mike wants us to consider why we are doing things. It was suggested that we consider removing committees and coordinators from the Bylaws and placing them in the Policies. Hugh suggested that while the entire board should be familiar with

and follow the Bylaws, most sections of our Policies should have individual “champions”. For example, Jim would be the champion for Open Water swimming and make recommendations for changes to those policies when needed. It was suggested that we need a table of contents for the policies. The Conflict of Interest policies were discussed briefly. They were adopted in March of this year. The current version of the PNA Policies are posted on the website at <http://www.swimpna.org/w/PNA/more/?artid=3499>

B. Update on 2015 Convention – Sally reported that the Recognition & Awards Committee would be providing through SwimOutlet.com a number of “swag” choices – items that can be purchased by PNA to say “thank you” to volunteers and/or award recipients. She also noted that she was elected Chair of the Northwest Zone Committee. Each of the seven LMSCs gets one vote on issues but all volunteers are welcome to join the conference calls, which will be held quarterly. Everyone indicated they were interested in doing so. Sally asked Mike to be sure to appoint someone else to represent PNA if he is unable to attend a call. It was also reported that USMS elected new officers. Executive Director Rob Butcher resigned effective 12/31/15 and the search is underway to find his replacement. Sarah said that an interim director might be selected. Kathy summarized the new rules: 1) backstroke ledges cannot be used in less than a 4’ water depth; 2) there is a two-cap limit for competition; 3) during the freestyle portion of the IM or Medley Relay, since the other three strokes may not be swum, you cannot push off on the back to kick since that is interpreted as being the backstroke; 4) for video replay to confirm or overturn calls on the deck, the cameras must be approved prior to the competition and be of professional standards; and 5) both Rules and Legislative changes now can be proposed and adopted every year (instead of alternating years).

C. Potential goals for 2016 – Mike reported that he attempted to write a status report that included what we accomplished in 2015 only to realize that we had not set any goals for the year. He introduced the following themes: What we deliver to our swimmers: Clinics – Sarah has tried to be replaced as the Clinic chair for a number of years. She has given attention to those events that have come to us but she has not had time to take on and offer the service to members for PNA. Zena suggested that we survey the members to see what type of clinics they would like to have. Hugh noted that some clubs and workout groups offer clinics and others do not. The offerings vary tremendously. Jim suggested that we set up a program of clinics with a specific focus for each but he fears a survey will get few responses. Mike suggested that we decide what we want to do. Sarah noted that previous clinics included organizing the venue, food, and coaches and we need a “champion” for each one. She said that clinics are typically “break-even” events. Hugh suggested that we could have a practice at any pool for USMS members and anyone could do a specific clinic. It was suggested that we work with the Coaches committee to see if they would take this on. Mike will work with Matt Edde and anyone else who is interested. Regarding officials at our meets, Jim and Mike suggested ideas to compensate officials and will propose something at the budget meeting in December.

USMS Sanction Fee Proposal: The National Office will impose the newly adopted insurance surcharge on PNA for each event we sanction. For open water events, the fee will be \$100 plus \$5/entrant with a total cap of \$1000. For pool events the fee will be \$50. Sarah suggested that PNA pay the fees but we charge the open water events nothing for the first 60 swimmers and \$5 for each swimmer beyond that number. Jim said the \$5/swimmer is not an issue but the \$22 OEVT is a sticking point. Sarah suggested that we form a subgroup to bring a proposal back to the budget meeting. Meet directors and/or coaches can be represented. Jim will lead the group. Hugh said we should note the services that we offer pool members versus what we offer open water swimmers. Jane suggested that the subcommittee consider not subsidizing people who don’t want to be part of our organization. Regarding the pool fees, some expressed that the \$50 is an amount each meet should be able to handle.

What do we do with funding for the National Office scholarships? Sarah pointed out that the scholarships apply to clinic attendance and we should continue assist coaches in their efforts to improve their skills. For example, there were 12-13 PNA members who took advantage of the ALTS workshop. She thinks it deserves more funding since the cost to attend is \$300. We have no applications for the upcoming coaching clinic. Mike suggested that our Coaches chair should do more work in this area. Concerns were expressed that the original ALTS program intent appears to becoming subverted into a commercial venture. Also discussed was whether we should reduce the 18-25 age group’s membership fees. We need to see more membership data to determine if these members are not renewing. Jane noted that a survey from some time ago indicated that people had not renewed because they had moved. Linda said we could use Survey Monkey to survey former members.

How do we operate as a group? Mike would like us to distinguish between PNA business and the PNA “bigger picture” with strategic objectives. He suggested that our meetings do not need to concentrate on regular business; rather they should focus on long-term goals. Budget details need to be resolved before the December meeting. Reimbursement for convention delegates needs to be addressed. Can non-voting members attend; more want to attend than we have places for. Mike would like to give people an “easy path” into the convention.

Internal Processes to add more agility: Mike suggested a mixture in the overhead. We have flexibility in deciding when we meet and what we talk about. It is not clear to him that we need 15-20 minutes reviewing the financial report; the board of a larger company might not spend any time on that. He asked, “How can we spend less time on the things we do so we can keep the machine running?” Hugh suggested we have a consensus agenda and that reports be submitted before the meeting, thus limiting discussion at the meeting. Mike would like a better way of distributing documents for meetings. He would like to see more work in self-selecting groups, outside of the 4-6 week cadence of meetings. He indicated that not everyone has been receiving meeting materials. Sally explained the traditional

procedure that includes: sending a draft agenda ~2 weeks prior to a meeting to the board and sending a final agenda and all meeting documents ~1 week prior to the meeting. That routine has been difficult to follow for the last two meetings because of a lack of communication from the President. Sarah suggested that the officers get together to iron out the logistics for the distribution of meeting materials. Mike indicated that it is his intention that we do things differently than we have done in the past so he can focus on how we can do more and bigger things in the next 18 months. Mike would like to propose a "Fun Coordinator". He suggested that we discuss governance each time a new board is elected. Finally, Mike indicated that the 2016 board meeting schedule would be discussed at the December meeting.

- 5. Next Meeting** - Tuesday, December 8 in Seattle at Arni's. The 2016 budget will be the main topic. The annual potluck dinner will begin at 6 PM.

It was MSA to adjourn the meeting at 4:30 pm

Minutes prepared by Sally Dillon, PNA Secretary