

**New Jersey LMSC Board Meeting
Sunday, June 26, 2005**

- I. Attendees:
 - a. Tom Brunson
 - b. Jack Frain
 - c. Darek Hahn
 - d. Bob Hopkins
 - e. Chris McGiffin
 - f. Judy Ramirez
 - g. Ed Tsuzuki
- II. Meeting called to order at 3:33pm
 - a. **Action items bolded**
- III. Officer Reports
 - a. Newsletter (Linda Brown-Kuhn not present)
 - i. Fast Lane schedule for remainder of 2005
 - 1. July/August deadline June 25
 - 2. September deadline August 15
 - 3. October deadline September 15
 - 4. Nov/Dec deadline October 25
 - b. Treasurer (Tom Brunson)
 - i. Tom will provide a current financial balance sheet for each meeting
 - c. Registrar (Tom Brunson)
 - i. Current membership count is 491 (approximately 5% more than this time last year)
 - ii. This represents a 65% renewal rate
 - iii. We have e-mails on approximately 90% of our membership
 - iv. The board will like additional data on our membership:
 - 1. How often do you compete
 - a. In a pool?
 - b. In an open water event?
 - 2. How often do you workout?
 - 3. New member vs. Renewal
 - 4. Geographic distribution (this can be done today)
 - 5. Workout group distribution (this can be done today)
 - v. **Board members to suggest additional questions for membership and forward to Ed by July 10 for compilation and board review. Darek will create survey draft by July 17.**
 - d. Secretary (Ed Tsuzuki)
 - i. Ed Tsuzuki has posted the NJ LMSC bylaws and meeting minutes (starting with the November 2004 (annual meeting minutes)) to the website
 - e. Sanctions & Safety (Judy Ramirez)
 - i. Three more meets have been sanctioned or recognized:
 - 1. Sanctioned: June 11 (Hall Masters at Seton Hall - SCY)
 - 2. Recognized: July 24 (Maddalena's Dive in for Cancer Survivors meet at Drew University - SCY)
 - 3. Sanctioned: August 6 (Jason Nessel Memorial meet at Rahway – LCM)
 - f. Top Ten and Records (Ed Tsuzuki)
 - i. Seton Hall pool has been measured and certified for 25 yards with touchpads (fixed walls)
 - ii. Many new NJ LMSC records have been set at recent meets
 - g. Webmaster (Ed Tsuzuki)
 - i. Position description was reviewed. Description was accepted with following amendments. "Places to Swim" listing will serve as the primary

source of information, which will also be published in the Fast Lane.” This is to avoid having different information on the web from the Fast Lane newsletter. Also, the Webmaster will serve as the technical contact in our relationship with the domain name provider.

- ii. **Ed will change page title for home page to read “New Jersey Masters Swimming”**
- iii. **Ed will discuss with Dan Jacquemin (from JAM) possibilities for upgrading www.gsmswim.org**
- h. Ad Hoc Clinics Coordinator (Darek Hahn)
 - i. Darek is looking in to hosting a clinic at the Princeton Health and Wellness Center
 - ii. Darek Hahn hosted a swimming and coaching clinic with Karlyn Pipes-Nielsen at the Witherspoon school in Princeton on April 9.
 - iii. Bob Hopkins was the clinician at two pool clinics on April 5 and June 9, at Lakeland Hills YMCA and Sussex County YMCA
 - iv. Jeff Jotz held an Open Water clinic on June 18 in Seaside. Fees were collected for NJ LMSC.
 - v. **It is believed that our membership will be interested in additional open water clinics (July?). Darek will reach out to Jeff Jotz to discuss this.**
- i. Ad Hoc Officials Coordinator
 - i. Scott Gannon will not be able to act as the Officials Coordinator. **Darek will still work on getting an officials list from Scott.**
 - ii. **Chris will contact Delaware Valley officials chair to discuss potential collaboration opportunities.**
- j. Ad Hoc Fitness Coordinator (Jack Frain)
 - i. Ed has provided a link from our website to the virtual swims available on www.usms.org
- k. Social – no representation yet
- l. Open Water (Jack Frain)
 - i. Jack will be leading an open water swim on Thursday evenings at 6pm at Pier Beach (Ocean and Brown Aves) in Spring Lake during the summer. **Ed will send out an e-mail to publicize this.**
 - ii. **Ed will post the open water swims information (with disclaimer on accuracy) on the website. Jack will review current listing.**
 - iii. **Ed will provide links to proximal LMSCs (DV and Metropolitan) on the calendar page.**
- m. Ad Hoc Publicity & Marketing (Bob Hopkins)
 - i. Updated “Pool Operators” contact list
 - ii. Updated list of available workout groups
 - iii. Handed out brochures at February Frenzy Meet (March 26)
 - iv. Presented to NJ Pool Managers Association (April 12)
 - v. Put up USMS display at Seton Hall Meet (June 11)
 - vi. Observations
 1. Critical path to expansion is to increase number of coached workouts
 2. Need business case to sell “pool operators” to start coached workout programs (Bob has developed a financial model to present to pool operators)
 3. Need to educate coaches about Masters
 4. Need definition of our unique selling proposition “What is the compelling reason to join USMS?”
 5. Need to use our web site to help deliver our message to the public and encourage joining a coached workout session

6. Need to enlist current members to assist in our expansion effort (e.g. distribute flyers, brochures at their facilities, use USMS display)
7. Encourage creation of masters swimming workouts affiliated with USS clubs. **Bob will identify the USS clubs to reach out to.**
8. **Post more “commercials” on the web page, promoting masters swimming. Bob will provide content to be posted to Ed.**

IV. Old Business

- a. By-Laws Updates (**Chris McGiffin will update the by-laws**)
 - i. Webmaster position is not in by-laws
 1. **Ed to e-mail to Chris the new job description**
 - ii. Currently no grievance procedure
 1. **Chris will research, on a national level (Tracy Grilli), the need for and inclusion of grievance procedures in by-laws**
- b. Fast Lane Advertising needs policy
 - i. **Chris will discuss approaches to advertising with other LMSCs at convention, and present findings at next board meeting.**
- c. Review of convention costs
 - i. Chris McGiffin and Ed Tsuzuki will be attending the USMS convention
 - ii. NJ LMSC will cover early registration fee, airfare (estimated for this trip (Greensboro) to be \$300), and a fixed amount of up to \$500 (receipts to be submitted) per person.

V. New Business

- a. Ed will research a Meet Hosting document/checklist for people who are interested in hosting meets in NJ LMSC.
- b. USMS membership promotion – formal program ideas
 - i. Darek moved that Chris appoint an ad hoc committee to create a plan for doubling membership to 1000 members by the end of 2006. The plan is to be presented at the next board meeting (in 3 months). Bob seconded the motion and it was unanimously approved. Chris, Darek, Ed, and Bob agreed to serve on this committee. Chris appointed Darek as the ad hoc chairperson of that ad hoc committee.
- c. Should any event (meet, clinic, etc.) that claims that it is “sponsored by NJ LMSC,” receive approval to claim this from the NJ LMSC board? **Chris will discuss this with Tracy Grilli to see how this is handled in other LMSCs.**

VI. Next Meeting

- a. Date: Sunday, September 25
- b. Time: 2-4pm
- c. Place: Princeton Health and Wellness Center

VII. Meeting adjourned at 6:35pm