

NJ-LMSC Board Meeting Minutes

9/25/05

- I. Attendees: Chris McGiffin, Linda Brown-Kuhn, Darek Hahn & Visitor Susan Kirk
- II. Reports
 - a. Newsletter:
 - i. Announcement to be included for Annual Meeting in the October Issue
 - 1. Nominations
 - 2. Request for Participation
 - ii. Next meeting we'll discuss the decision on the number of issues next year and the deadlines
 - b. Registrar – Absent – No Report
 - c. Treasurer – Absent – No Report
 - d. Secretary – Absent – No Report
 - e. Sanctions & Safety – Absent – No new events sanctioned since last meeting
 - f. Top Ten & Records – Absent – No Report
 - g. Webmaster – Absent – No Report
 - h. Ad Hoc Clinics – No new events scheduled, discussion about possible clinic ideas for the spring, to be discussed further
 - i. Officials – Vacant – Chair noted that he had sent a note to DVM about possible officials and had received no response. Discussion about possibly combining this position with sanctions since sanctions gives information to people wishing to host events, tabled to discuss at a later date.
 - j. Fitness Coordinator – Absent – No Report
 - k. Socials – Vacant
 - l. OSW – Absent – request that we track open water swims next summer using the web for results to see how many participants are involved. Idea to find out how many events, how many participants and any other statistics we can get from the results.
 - m. Publicity & Marketing – Absent – (Report Attached)
 - i. Discussion of using more of our members at large to help with this effort, discussion about next year and how to move forward, tabled until after elections.
- III. Old Business:
 - a. By-Laws Updates:
 - i. Chair to organize presently proposed revisions, after discussion decision to create a special short-term committee to organize and recommend changes to the board at the first meeting of 2006. Committee to be appointed by Chair by annual meeting.
 - b. Advertising in Fast Lane:
 - i. Chair shared email that was received regarding advertising in LMSC Newsletters. Email and ideas were discuss. The decision was that it was an avenue for income in the future if we find that income is running low. Until then it will be tabled.
 - c. Event Sponsorship
 - i. Rob Copeland (New USMS President) recommends no sponsorship only sanctions & recognition. If we do decide to sponsor an event the whole board needs to be in agreement.
 - ii. This brought up the one-day registration fee, it was noted that many USMS OWS use this as a way to make it sanctioned.
 - iii. ACTION ITEM: Discuss one-day registration fee charged by LMSC, at first meeting of next year.
 - d. Convention Costs
 - i. Tabled until annual meeting so Treasurer has time to collect expenses from attendees
 - e. Meet Setup Guide
 - i. Discussion tabled
 - ii. ACTION ITEM: Goal to complete this guide in 2006
- IV. New Business
 - a. Recap of USMS Convention

- i. Rule changes to breaststroke and backstroke start. Will detail in October newsletter.
 - ii. SC Nationals for 2007 to be held in Federal Way, WA, May 17-20. LC Nationals for 2007 will be held at the Woodlands, TX, Aug. 10-13, 1 hour postal went to FL Mavericks, 3,000/6,000 Y Postal went to Sawtooth Masters.
 - iii. USMS holding a LMSC membership contest. The LMSC with the highest % of new members will win a free delegate to the next convention.
- b. USMS Membership Promotion: report from Ad hoc committee chair. Two meetings were held. First had Susan Kirk, Chris McGiffin, Darek Hahn, Victoria Livingstone and La Joy Collins in attendance. David Goldberg, Darek Hahn, Craig Harvey, Susan Kirk, Tom Brunson and Chris McGiffin attended second meeting. Thanks to all from Darek. First meeting came up with ideas to attract new members, retain old members and do both. At second meeting ideas were prioritized. Membership drive for 2006 to kick off on Nov. 1st. Discussed \$2 in discount to 2007 membership or gift certificate for each person an existing member gets to join. Discussed if LMSC can afford this or do we need to raise registration fee by \$2? Need Tom to advise. Talked about creating a new ad hoc board position of membership recruiting & retention chairperson. That person would focus on holding on fun event that encourages participation (Results of Meeting Attached).
- c. By-law revisions review: Task is so large that creation of a subcommittee would greatly speed the process. Chair will work on forming subcommittee.
- d. Meet scheduling—coordination and communication. Discussed benefit of having an annual competition schedule to help meet directors plan and avoid conflicts. Sanctions person could do this by contacting those who held meets previous year to find out if they plan on holding meets again.
- e. FINA Worlds at Stanford University—USMS wants LMSCs to participate. Chair received email from woman interested in volunteering with group of NJ swimmers at Worlds. Chris will get in touch with her to ask if she wants to head up the effort.
- f. GSM Club Direction. Discussion largely tabled due to small turnout at meeting. Decided it would be beneficial to hold special meeting on October 24 at Princeton Fitness & Wellness Center to discuss this issue and try to resolve and not carry into the November meeting.

IV Next Meeting—Chair will float dates of November 13 or 20th to committee members. Princeton location is available if we decide to use it.

NJ LMSC PUBLICITY & MARKETING REPORT
SEPTEMBER 25, 2005

ACTIVITIES SINCE JUNE 26TH MEETING

- *DISTRIBUTED "COULD I BE A MASTERS SWIMMER?" BROCHURES
(OVER 2,000 DISTRIBUTED YTD)**
- *MAILED NEW FACILITIES BROCHURE TO 100 POOL OPERATORS**
- *ANSWERED INQUIRIES FROM PROSPECTIVE MEMBERS**
- *CONTACTED GOVERNOR CODY & GOT INVITED TO NJ EMPLOYEE
WELLNESS DAY ON OCTOBER 21ST IN TRENTON
POTENTIAL 78,000 NEW MEMBERS
USMS TRADESHOW DISPLAY BEING SENT FROM NIKE SHOW**
- *FORWARDED BOTH USMS BROCHURES TO NJ SWIMMING FOR DISTRIBUTION TO ALL AGE
GROUP TEAMS IN NJ**
- *GOT DIGITAL VERSION OF "COULD I BE A MASTERS SWIMMER?" BROCHURE FOR POSTING
ON OUR WEB SITE**
- *CONTINUED TO UPDATE PLACES TO SWIM INFORMATION**

ACTIONS NEEDED

- *CRITICAL PATH TO EXPANDING MEMBERSHIP CONTINUES TO BE THE ESTABLISHMENT OF
ADDITIONAL COACHED WORKOUT GROUPS**

**THE ONLY UNIQUE SELLING PROPOSITION (USP) THAT USMS/NJMS HAS FOR INDIVIDUALS IS
ABILITY TO SWIM IN MEETS AND TO GET COACHING (at a limited number of workout groups)**

- *MASTERS SWIMMING NEEDS TO BECOME ATTRACTIVE TO THE GENERAL PUBLIC BY
OFFERING OTHER USP's
HOPEFULLY CURRENT MEMBERSHIP SURVEY WILL IDENTIFY SOME**

Email regarding Advertising:

Chris,

It's always great to meet people at convention. I consider the delegates to be among my closest friends even though I only see them for a few days each year.

I have cc'd Jeanne Ensign so that she can chime in. One of the biggest concerns with advertising is its potential affect on bulk mailing rates if the newsletter includes ads that are not directly related to swimming.

Following are our LMSCs advertising policies:

Advertisements

1. Unless directed by the PNA Board, the editor shall not solicit advertising.
2. Requests for the publication of advertisements shall be referred to the PNA Board.
3. Advertisements shall be printed only with approval of the PNA Board.
4. Unsolicited, sanctioned meet entry forms or results may be published in the newsletter as advertisements and shall be billed accordingly.
5. Swim meets not sanctioned or recognized by PNA may have their results published in the newsletter as advertisements and shall be billed accordingly.
6. Newsletter ads shall be sold for: (first month/additional months) ¼ page-\$20/\$15; ½ page-\$40/\$30; full page-\$80/\$60. Fees shall be billed and collected by PNA Treasurer.

I hope this helps. Let us know if you have more questions.

Hugh

**Ad Hoc Committee Meeting
Results & Recommendations**

On going Priority: - General Marketing:

Brochures & Written Materials

- Pools/Gyms
- Age-group Programs
- Running/Tri Clubs
- Running/OW/Tri Events
- Doctor's Offices (Cardiologists, etc.)

Overall Get non-board members more involved to help with this function!!

Responsibility:

- Publicity & Marketing Chair
- Report to board & Membership Quarterly
- Board
- Ensure follow through and use of non-board members
- Drive publicity

Priority #1: - 2006 Membership Drive:

Begin 11/01/2005

Create Registration Awards – Awarded Quarterly

Award Recommendations:

- Discount on 2007 Membership or Gift Certificate (up to swimmer)
- Dollar amount per swimmer brought in (dollar for dollar award)
- (i.e. \$2 per swimmer brought in, \$2 in awards)
- Recognition in Newsletter each quarter

Recommended Responsibility:

- #1: Publicity & Marketing Chairperson
- #2: Registration Chairperson

Priority #2 – Create New Board Position:

Membership Recruiting & Retention Chairperson

- Ad Hoc position for one year, review to make permanent after 1 year

Position Description:

- Recruiting & Retention focus
- **Focus on fun event that encourages participation**
- Begin with one event next year
- Goal to have 3 per year, one a season
- Rotate around the LMSC
- Next summer suggestion
- Bring a friend event of some kind
- Types of Events:
- Relays
- Distance Events
- Clinics (Swimming/Coaching)
- Social
- OWS/LCM Meets
- Guest coaching events
- Etc.

New Board Position Should Only be Focused on This Event