

# New Jersey LMSC Board Meeting Minutes

Time 10:30am Sunday, October 14, 2007

Chris McGiffin's House  
Basking Ridge, NJ 07920

## Attendees:

### Board Members

Chris McGiffin

Linda Brown-Kuhn

Susan Kirk

Ed Tsuzuki conferenced in at 10:44am; left at 12:44pm

Tom Brunson conferenced in at 10:45am; left at 11:14am

### Non-board Members

Karin Adams

### Visiting Members

Mike Fanelli

Rosanne Lemongello

Greg Blessing

Meeting was called to order at 10:46am

### Action items bolded

#### I. Officer Reports

##### a. Newsletter (L. Brown-Kuhn, K. Adams)

###### i. Remaining issues for this year

1. Linda reports that there are 2 issues remaining for 2007

a. October

b. November/December

###### ii. Redo listing of NJ LMSC Officers in newsletter

1. remove addresses

2. change title wording to NJ LMSC Volunteers

3. add Karin's name

###### iii. Articles by members

1. open water swim article by Chris/Dieter will be ready for the Nov/Dec issue

2. convention reports will be ready for the Nov/Dec issue

##### b. Treasurer (S. Lillis) (absent, but submitted reports prior to meeting)

###### i. 2007 Budget update

1. Scott submitted 3 reports for the board to review

a. Actual 2007 YTD vs budgeted financials in fiscal year format 11.1.2006 - 10.31.07 and is as of 9.24.07

b. First draft of 2008 budget

c. Simplified 2008 budget

###### ii. budget discussion tabled at meeting until Scott is available

**1. board will 'discuss' and vote on proposed 2008 budget through e-mail**

##### c. Registrar (T. Brunson)

###### i. Final report on 2007 Registration

1. Tom reports that our membership registrations are as follows

a. Total 2007 registrations: 634; (2006 = 603)

b. Total end-of-year registrations(also included in 634): 17; (2006=55)

i. LMSC fee remains the same for end of year (\$6.00 for 2007)

c. Total One-Event registrations: 33; (2006=8)

i. Jeff ran 2 clinics this year

ii. Darek allowed OEVT at March 2007 meet

d. Total OEVT to full membership conversions: 1; (2006=0)

e. Total hardcopy Fastlane subscriptions: 54; (2006 = 75)

i. print ~10 extra copies per issue

1. review the cost-effectiveness of printing so many extra copies

2. adjust number of extra copies printed/issue??

ii. 2 complimentary hardcopies mailed to other LMSCs

- iii. Discussion regarding decreasing the hardcopy Fastlane fee in 2008 to \$16.00?
  - 1. want to be sure that the cost of production and mailing will be covered by collected hardcopy fees.
  - 2. will be reviewed further with e-mail discussion in conjunction with 2008 budget

- f. Club registrations for 2008
  - i. current fee is \$30 USMS + \$20 LMSC
    - 1. keep the same for 2008
  - ii. contact clubs for 2008 registrations
    - 1. JAM reregistration?
    - 2. MOCY needs follow up
      - a. only sent \$30 to USMS
      - b. Tom will contact MOCY to settle up LMSC fee**
  - iii. include USMS Tools 1 page document from convention with all club registrations

- g. 2007 Club registration breakdown is as follows (total = 634)
  - i. BERK 85
  - ii. DRMS 60
  - iii. GSM 338
  - iv. JAM 51
  - v. STVN 44
  - vi. UNAT 56

- h. additional 2007 registration information reported by Tom through e-mail
  - i. reg total first returning %new  
year NJ year members members  
members members

2006	602	190	412	31.6
2007	634	191	443	30.1

- ii. which means, an increase of 31 returning members over last year. so, for 2007, that would be a retention rate of 73.58% (443/602) and % non-renews = 100 - 73.58 = 26.42%
- iii. susan reports that the national average of % non-renews was 34.5% in 2005; 35.3% in 2004 & 35.9% in 2003

ii. Discuss 2008 changes

- 1. USMS member registration fee will be increased from \$20 to \$25
- 2. The USMS End-of-Year 2008 registration fee will be \$20.00 (registrations occurring after August 31, 2008)
- 3. Online registration
  - a. targeted to be available for members to process their 2008 registrations by the end of 2007

d. Secretary (S. Kirk)

- i. Susan reports that since our last board meeting on June 3, 2007, 15 NJ LMSC e-mails have been composed and sent to the NJ LMSC community
  - 1. registrant e-mails currently go out to 744 individuals. This is a net increase of 47 since 6.3.07
    - a. Non-reregistrants for 2007 have not been removed from this list yet
  - 2. non-reregistrant e-mails currently go out to 137 former members
- ii. Research work has continued with Chris for the Continuous Member Recognition Program milestone awards that we are proposing for implementation upon board approval.
- iii. Susan has proposed that we add the eligible Long Distance Events records to our NJ LMSC database (see listing below under f.i.)

e. Sanctions & Safety (D. Hahn) absent

- i. Discuss transition
  - 1. Mike Fanelli is interested in sanctions position for 2008

f. Top Ten and Records (E. Tsuzuki)

- i. Adding Long Distance Events
  - 1. proposal to add the following events to our NJ LMSC records database
    - a. Hour Postal
    - b. 3000 yard Postal
    - c. 6000 yard Postal
    - d. 5K Postal
    - e. 10K Postal
    - f. 1 mile cable
    - g. 2 mile cable

2. **MSA to add the NJ LMSC Long Distance event records as recorded at the national level on usms.org**
    - a. **Susan and Ed to collaborate to go through results available for these events that are currently available on the usms website dating back to 1998**
    - b. **they will pursue other channels for any possible earlier results**
  - ii. all LCM NJ LMSC records updated
  - iii. all NJ LMSC top ten submitted to National
  - iv. certified Woodbridge Community Center (SCY) pool for senior games
- g. Webmaster (E. Tsuzuki)
- i. Registered njmasters.org as our official domain name at a cost of \$10/year
  - ii. Migrated all web content from gmswim.org to njmasters.org
  - iii. Tested all links
  - iv. Set up automatic redirect from gmswim.org until such time as gmswim may wish to create their own web content.
  - v. Added to the website the following:
    1. Open water swim calendar to home page and "Calendar of Events/Results" page
    2. Publication deadlines for the Fastlane "Latest Headlines" page
    3. Link to meet sanction requirements on home page
    4. Club membership transfer information to home page and "registration" page
    5. LMSC and club registration information to home page and "registration" page
    6. Explanation of USMS ID number to home page and "registration" page  
<http://www.njmasters.org/membership/registration.htm#ID>
    7. Clarification of NJ vs Delaware Valley LMSC zones to "Places to Swim in NJ" page
  - vi. Working on a map of NJ LMSC with stars to indicate each "place to swim" on the map, with a link to the club information on the "places to swim in NJ" listing.
    1. <http://www.njmasters.org/membership/placestoswimmap.htm> (try clicking on the drop in Warren County, the one in Somerset County, or the ones in Ocean County)
    2. Ed would love some feedback. He is struggling with a couple of things...
      - a. what to do when there is more than one club in the same city
      - b. how to get the name of the club to appear when you mouse over
- h. Open Water (J. Jotz) absent
- i. Chris reports that Jeff has volunteered to organize the 2008 NJ LMSC Banquet at the same location as the 2007 NJ LMSC Banquet
    1. Mike suggested that the banquet is a good opportunity to talk about convention with the membership.
- i. Ad Hoc Publicity & Marketing
- i. no report

## II. Old Business

- a. USMS Continuous Membership Recognition Program
  - i. Updates including estimated costs, award ideas, current known quotes
    1. spreadsheet was presented to the board with details of budget proposals and awards ideas and quotes
    2. Ed recommended that we support the program as much as we can
    3. **further discussion and voting will occur through e-mail with all of the board members**
  - ii. Discussion about awarding at Banquet for 2006 and 2007, or start with 2007?
    1. For the 2006 Continuous Membership Retention Program, the following number of NJ LMSC members qualify:
      - a. 5-Year Award (2002-2006) 105 members
      - b. 10-Year Award (1997-2006) 39 members
      - c. 15-Year Award (1992-2006) 21 members
      - d. 20-Year Award (1987-2006) 25 members
    2. the proposed 2008 budget allocates the highest budget scenario for awards for both the 2006 & the 2007 CMRP
- b. Revenue Opportunities
  - i. MUST be upfront with our membership that a \$\$ value of their purchase will go to the NJ LMSC
    1. sell NJ Masters Swimming 'ware' as a fund raiser (ie. Award items)
      - a. award items~non-customized
      - b. other ideas
        - i. silicone caps~practice caps
        - ii. towels
        - iii. t-shirts
        - iv. fleece
        - v. etc.

- c. Linda came up with an idea for a contest for the membership to design and submit a logo for NJ Masters Swimming
  - i. great to get the membership involved
  - ii. .eps or .tiff format
  - iii. submit images to Ed for posting on the website
  - iv. put it on the website to view for membership vote?
    - 1. link through survey website?
      - a. how to ensure limit of 1 vote per member?
    - 2. through e-mail?
      - a. better idea
      - b. members will be invited to vote by e-mail
  - v. put out initial logo contest announcement asap with details to follow
    - 1. deadline for submissions is 1.15.08
- 2. hold NJ LMSC events as fund raisers
- 3. NJ LMSC run clinics
  - a. Karin wants to host one as a fund raiser for her kids?
    - i. maybe mid-April '08?
    - ii. charge at Zone meet for coaching critique?
  - b. NJ LMSC clinic for fitness/non-competitive swimmers
  - c. Karin to develop a format, document it and submit to the board for review to entertain idea of possibly calling it a NJ LMSC clinic**
  - d. Ed will be conducting a clinic for the coaches of the Special Olympic kids at the Somerset Hills YMCA sometime in mid-November around Thanksgiving
    - i. reach out to the masters community?
    - ii. Susan will forward Anne-France's and Linda Ridilla's e-mail contact information to Ed**
- 4. NJ LMSC Postal Championship
  - a. data entry and database work issues to be investigated
  - b. customize an event in Hy-Tek?
- 5. NJ LMSC Open Water Swim
  - a. summer 2008 in Lavallette?
  - b. they are interested in hosting a NJ Masters Open Water Championship for a 1 mile event
    - i. ocean course with a contingency plan of running it in the bay if adverse conditions prevail
    - ii. 2 waves of athletes
      - 1. non-usms swimmers
      - 2. usms registered swimmers
    - iii. sanctioned event
  - c. they are also interested in submitting a bid for a National Championship as well
- 6. NJ Pool State Championships
  - a. don't currently have a sanctioned event
  - b. if anyone knows of a facility or host, then we would be interested in talking with them
- 7. Rosanne will check into the legality and limitations of a non-profit organization fund raising efforts

- c. Target e-mails directed to non-reregistrants to entice them to reregister.
  - i. Brief e-mail asking why they did not register this year? Or conduct a mini-survey? Perhaps 5 questions?
    - 1. Darek to contact team member who might be able to help out with conducting the survey.
    - 2. Darek and Susan to draft 5 questions or so to consider for use in survey.
      - a. task completed
    - 3. Darek will now share potential 5 questions with Rob B. for feedback
  - ii. Drop idea from agenda**

- d. New Member Memo Review
  - i. Include the full-sheet color document with the current NJ LMSC Chair's signature with each new member's registration card
    - 1. **Darek, Scott, and Susan each volunteered to print up 100 color copies each and provide them to Tom at the next board meeting.**
    - 2. **Tom will e-mail Darek, Scott, and Susan a copy of the New Member Memo to be reproduced**
    - 3. **Susan will follow-up with Tom about his needs for the color documents**

### III. New Business

- a. NJ LMSC Budget Review and Discussion
  - i. Raise LMSC fee by \$4.00? from \$6.00 to \$10.00
    1. looked at historical data for LMSC fees for NJ
      - a. 1999-2002 \$16 which included hardcopy of the Fastlane
      - b. 2003 & 2004 \$4.00
      - c. 2005, 2006 & 2007 \$6.00
    2. looked at LMSC fees of neighboring LMSCs
    3. looked at what this LMSC has been able to do with these fees
      - a. currently active committee that is able to provide more programs for the membership
    4. what will we spend the increase fee (\$4.00) on??
      - a. 100 x 100s
      - b. NJ LMSC Banquet
      - c. CMRPA~service to membership and recognizes their commitment to USMS swimming and their devotion to NJ Masters swimming over a continuous period of time
      - d. Other promotional events similar to expo event
      - e. clinics
        - i. we would like to get to the point where the NJ LMSC could offer 2 clinics a year to the membership
    - f. Ed suggested an itemization of the targeted programs to which the \$4.00 increase will be applied
      - i. **Chris will provide an explanation and will itemize the budget areas, ideas and programs that will benefit from the \$4.00 increase**
        1. **ie. \$X for the CMRPA, \$X to support 2 clinics/yr, \$X Banquet etc.**
        - ii. **Chris will also approach USMS for a breakdown or explanation of where their increase of \$5.00 will go for the membership**
      - iii. discussion regarding targeting some of the increase fee \$ to help cover convention attendance by up to 4 delegates
        1. amount of membership \$\$ going towards convention
        2. we as a board must convey to our membership the value of convention attendance by the delegates representing NJ LMSC
          - a. through annual convention reports by the attending delegates with a focus on what is learned, what is brought back and how that will benefit the NJ LMSC
          - b. how coverage of meetings and workshops to the fullest extent by the delegates bolsters the amount and content of the ideas and action items that the delegates bring back to the LMSC and how they benefit the membership
  - ii. **MSA for the LMSC to increase our fees from \$6.00 to \$10.00 for each individual for the registration year of 2008.**
  - iii. ongoing discussion about the procedure for earmarking LMSC donations that are received with registrations
    1. line item in the budget
    2. justify and explain to the membership how the donation money is used
      - a. **Scott will make some pie charts to help illustrate where the money goes**
  - iv. report back to the membership what their donations have been specifically used towards
- b. Review Zone Championships at Rutgers
  - i. LMSC assistance, volunteers, ensuring success
    1. Chris touched base with Ali to assess her needs for zones
      - a. NJ LMSC e-mails have been sent out to the membership seeking volunteers for timers, a head timer, and other volunteers to help cover the 3 day meet
      - b. board members not attending the meet should come down to help out and support the meet
      - c. Rutgers also won the bid for 2008 SCM Zones
- c. Review Convention
  - i. review with reports
- d. Mentioning vendors (or providing links to their websites) on our website.
  - i. A request came from the Endless Pool folks to add a link to their site from our site
    1. table discussion
    2. the NJ LMSC would entertain donations for this service
- e. USMS Club Development process. Julie Heather is looking for volunteers to participate and receive training on facility management and relations, staffing, marketing, budgeting, etc. The position would require both phone and e-mail work and some amount of travel.

- i. table discussion

IV. Annual Meeting

- a. Discuss nominations, succession plan
  - i. nominations for 2008 Officers are open
    - 1. Mike Fanelli was nominated for the Sanctions & Safety Chair position
- b. date: Sunday, December 2<sup>nd</sup>
- c. time: 10:30am
- d. place: tbd

V. Adjournment

- a. Meeting adjourned: 12:44pm