

New England LMSC Winter Board Meeting Wellesley College, Keohane Sports Center

Present: Carlos, Jason, Jacki, Tracy, Jessica, Bill Ewan, Bill Meir, Al, Carol
On phone: Bill Burnett, Mike Server, Frank Wuest

Meeting called to order with welcome and introduction by Bill Meier, Chairman.

Agenda Items:

1. Decide on date, time and location of 2012 Annual Meeting

The Annual Meeting must take place before 15-November-2012 and Tracy suggested that it be early enough so that number of convention delegates can be chosen and these delegates educated on what to expect. The consensus was to schedule for Saturday of the June Harvard LCM Championships that are in negotiations currently. If that meet does not materialize, there will be a rescheduling discussion.

2. Discuss communications plan:

a. UPCOMING EVENTS – feedback; data collected; monthly charges

Jessica explained why she chose Constant Contact for \$30.00 per month that gives us up to 2500 subscribers. Jessica thought she could only do 1 blast a month, but Mike Server said that the 2500 limit is on per blast not on per month basis. Jessica will verify that, but said that once a month is all that is necessary for the UPCOMING EVENTS blast.

b. Website

Jessica proposed that our LMSC website contain upcoming swim meets/ results/ links to NE-LMSC clubs. The clubs should maintain their sites as they see fit, but the NEM site doesn't need to list all the NE-LMSC club meets as it was doing. Jessica reviewed club and LMSC sites before making this decision. Nate McBride will build the site and hand over an 18-page manual to Jessica for maintaining the site. There was discussion of new USMS sanctioning procedures that will link through to the LMSC sites validating Jessica's selection of content.

c. Newsletter – frequency; discussions with NEM

Jessica has been discussing the possibilities of combining the current NEM newsletter into an NE-LMSC newsletter with pages for each club. The purpose would be more of a personal interest story vehicle. It was decided that this year we would stick with

the UPCOMING EVENTS email blasts and consider some sort of newsletter in the future.

3. Open Water Events – Change 1-event fee from \$25.00 to \$15.00; explain current USMS standard practice

USAT is cheaper for a one day membership. USMS charges \$12.00. The choices we were given were \$15.00, \$12.00, or \$10.00 with the NE-LMSC subsidizing the addition \$2.00 for USMS. We agreed on the \$10.00 to be in line with USAT and USA Swimming and agreed that we should go to convention next year asking for USMS to lower their price to \$10.00 to encourage sanctioning by USMS instead of USAT since USMS is the swimming organization. We can take our metrics from last season and this coming season with us. We will promote through UPCOMING EVENTS.

4. ASCA Masters Certification Course – Do we want to assume part or all of a \$2900 guarantee to ASCA to cover their costs? We will be offering this course in two locations and need 24 people between both sites to cover this fee. Bill Ewan has positive response from 60 coaches.

If both sessions are not full, we agreed to make up half of the shortfall with NEM picking up the other half. This ASCA course is a benefit to all our members because it strengthens our coaching.

5. Swimming Saves Lives – Current progress

Bill Meier is writing a manual for teaching adults to swim that will be available soon for download. The Simons Rock club masters swimmers will be teaching adults to swim using these guidelines. Bill is encouraging us to review the manual.

6. Convert an At-Large board seat to a Coaches' Rep? - discuss

Bill proposed we work toward formalizing a position on the LMSC to be a Coaches' Rep. Tracy said that it is a requirement from USMS that one board position be a Coaches' Rep. Currently Rich Axtell is the At Large member who is the Coach's Rep. Bill appointed Jacki Hirsty as a co-Coach's Rep until the Annual meeting where a proposal to change the By-Laws to include a new position for Coaches' Rep. Bill Rich and Jacky will work together in the meantime to evaluate what coaches need and to provide support to the coaches.

7. Subsidy for coaches registering with USMS – discussion of whether NE-LMSC wishes to undertake

Basically, the consensus of the group is that only ASCA certified coaches would even be considered. This topic will be discussed in the future such as at the 2012 Annual Meeting.

8. Any other business if time allows

No one brought up anything new. Meeting adjourned at 1:28PM

Respectfully submitted

Carol Yunker
Secretary, NE-LMSC