

Southeastern LMSC Board Meeting – Q4 2020

The Southeastern LMSC met on **December 10, 2020** for its Q4 meeting. It was determined that a quorum of Board members were present. Rick Schumacher was absent, Top 10 Records.

Board Members and Committee Chairs Present:

- Michelle Smith, Chair
- Sara Wolf, Membership Coordinator
- Helen Naylor, Treasurer, Open Water
- Laura Ladd, Secretary
- Frank Odell, Officials
- Barbara Calhoun, Newsletter
- Conner Bailey, Sanctions
- Cheryl Corvo, Fitness Chair

Old Business

1. Review/Approval of Prior Minutes
2. Review Action Items from last meeting and clean up any remaining actions.
3. Continue discussion on newsletter, timing, format, helpers, etc.; logo contest as article.

The Board reviewed the October minutes. After a few corrections, Conner motioned to approve the minutes, with corrections; Sara seconded. The amended minutes were unanimously approved.

Agenda/Current Business

- Discuss any outstanding sanction requests or further sanctioning discussions. (Conner)
- Board reports-current numbers as of Dec. 2020: Helen, Sara.
- Other reports- Frank, Rick, Barbara, Cheryl.
- Discuss invitation to Claire Letendre from Florida as Coach's Chair, Membership Coordinator or Secretary (her choice).
- Discuss need for strategic plan, mission statement/Review Georgia strategic plan

Action Items (October 2020 meeting)

1. **Reach out to LMSC membership to solicit logo ideas/input; determine prize or incentive to submit** (TBD)
 - **Action item:** Michelle will move forward with this as an action item between now and the next meeting. Board suggested as incentives/prizes recognition in the newsletter, an invitation to attend Convention, and a paid year of USMS membership. This will be discussed further via email between now and the next Board meeting.

- It was decided that the logo contest won't be included in this Q4 2020 newsletter because we have plenty of content and we will include in 1st newsletter of 2021.
- The Board will discuss size of blurb in next issue; nothing will be decided on the logo until the next newsletter issue which is Q1 2021.

2. **Update LMSC Mandatory Standards with USMS National Office** (Michelle)

- Michelle and Helen discussed event registrations not accounted for and membership cards.
- Numbers are off – Helen reported the National office thought there were 19 registrations for a recent meet but we only got paid for 14. Helen will follow-up.
- There is also a discrepancy on whether we've printed membership cards. Michelle said 2019 is past tense; there is nothing we can do. We will make sure 2020 cards are printed and in 2021, it may not be necessary to have printed cards based on National Office. You have two weeks to print them or you get flagged.
- Helen and Michelle discussed our two meets that were sanctioned that had unregistered swimmers in them.
- Michelle asked if Sara got any one-event registrations- paperwork from the meet in question; Sara did not think so, but would double check.
- **Action item:** We will have a subcommittee of Helen, Sara, and Conner to address the discrepancy and collect our additional monies. The group will resolve this offline and report back to the full Board.

3. **Determine set process for developing newsletter editorial plan, article solicitation, submission, as well as regular newsletter cadence** (Barbara)

- Continued this conversation from the last meeting to land on set timing, process/outreach for articles, assistance for Barbara.
- Michelle shared the newsletter with the group.
- Michelle asked if Barbara creates the template in Word and then creates a PDF. Does USMS not have Constant Contact or MailChimp for efficiency in sending, or a template that could be customized?
- USMS does have a template, but it is not shared with LSMCs.
- This is standard practice for most national organizations that provide templated information, to not allow local changes to a template to maintain integrity of the template and consistent national branding. This may be worth discussing with USMS to have a newsletter template that is more professional looking.
- Sara commented re: Constant Contact and MailChimp that the only way we have to contact all our members is through the administrative site (with attachments).
- Michelle raised the issue of newsletter timing: if the Board meets the first month of every quarter, does it make sense to do the newsletter come out the first of the month, or the second month? Barbara proposed the newsletter come out in late February, in the middle of each quarter.

- Cheryl and Rick have committed to helping contribute articles for each issue, and Conner has drafted article(s) for the current issue, which is due to come out by the end of this year.
- **Action item:** Helen will draft an article on USMS Convention in September.
- **Action item:** Michelle will talk with Rick offline about his article, as he was unable to attend this meeting.
- Cheryl will work with Barbara on a newly-instituted fitness column, as our Fitness Chair. Michelle suggested that the Board collaborate next time on this column.
- Conner reported that the Kingsport Master's (KAC) contributed a blurb about their March meet (pending meet sanctioning), tentatively scheduled for Saturday, March 13, 2021.
- Conner clarified to Kingsport that USMS is going to issue a new set of guidelines in January for competitions and they should develop a safety plan. If we have new guidelines in 4 weeks, doesn't make any sense to sanction meets now.
- Michelle agreed she had no problem keeping this in as tentative. Conner – went to their webpage and noted it was listed as sanctioned and told them to change the language to sanction pending.
- **Action item:** Michelle asked Barbara to share editorial plan for this and each issue going forward, with the Board, in advance.
- **Action item:** Sara asked Michelle if she would do a column from the Chair in the future, and Michelle agreed to do so.
- **Action item:** Cheryl would like to include Fitness Chair articles or perhaps a column and volunteered to write at any time.
- Conner suggested that if we have new guidelines for pool and open water events, we might highlight those briefly.
- Michelle recapped topics for the December 2020/Q4 newsletter and said we have a good start and asked Barbara to send out a rough draft to the Board.
- **Action item** –Cheryl and Rick will be the subcommittee for newsletter. Barbara will share an editorial plan with the Board in advance, and a rough draft of each issue, going forward.
- Sarah asked if qualifying times be faster or slower for Nationals in 2021 post COVID, and how qualifying times for each year are cumulatively calculated.

4. **Develop Fitness Chair emails on topics of interest to membership; disseminate**
(Cheryl)

- **Action item:** Cheryl will work on some emails with fitness tips between each issue of the newsletter and share with Board for review, then send to membership.

5. **Report back to the group about Sanctioning efforts, pending guidelines under development, requests.** (Conner)

- Conner commented that he is leery of sanctioning an event where things fall through the cracks in the era of COVID. He has his own judgments about what is appropriate and safe to do but he will be a stickler. He won't issue a sanction or he will pull it if the team doesn't submit a revised sanction request.
- Conner reported that he has gotten is a list of events and info on the Kingsport pool but they are not ready for review. Plenty of open water events have transferred over from 2020. Hopefully the new guidelines will address open water events. Helen has been in touch with open water directors as well.
- Helen reported that the sanction for 3 open water events; Swim the Suck, Rat Race, Swim Hobbs Island, were postponed. Bridges to Bluffs was cancelled last year, but is hoping to host their event this year, pending it is safe to do so.
- Frank commented that now, it's even more important to have trusted meet directors. Conner may decline to issue sanctions, but he will share any actions taken with the whole board. He doesn't want to be one person making decision, he will run it by the entire committee.

Board Reports

- Frank gave a report on Officials - without meets the officials haven't done much. He reports that he is now an official USMS referee.
- He would like to make a recommendation to the Board that beginning in 2022, the Board consider adding the requirement that when a sanction is requested they include the name of a qualified meet referee as well as meet director. The meet will not get a sanction until someone approves the meet referee.
- This is another step, but for 2021, all meet directors can start thinking about who their referees are going to be and work with partner to referee to make the meet run smoothly and properly.
- Michelle commented that she is surprised USMS doesn't have this requirement. Should the Board make a motion and vote on it?
- Frank made a motion that the Board add a requirement to the sanction request that the meet referee be added to the request, effective immediately. Unanimously voted in favor.
- Helen seconded. Conner suggested the Board add the amendment "sanction and recognition." The motion was approved as amended.
- Sara announced that she would need to step down from her Board position as Registrar/Membership Chair due to increasing work and personal time demands.
- Laura connected with Michelle individually after the meeting to communicate that she would need to give up her position as Secretary for personal reasons.

- Michelle asked if anyone had suggestions for someone to take over for Sara? Anyone take over for Sara? Claire Letendre, on our docket to ask about serving as Coaches Chair, could fill in. Michelle will can ask her.
- Conner asked about our bylaws, and whether this is an elected office. Our bylaws state that the Chair can appoint until the next election.
- Conner motioned that Claire fill the role and serve the remainder of Sara's position until the next election. He will check the bylaws after this meeting and report back to the Board.
- Helen sent Financials via email prior to the meeting for the Board to review.

Due to time constraints, the below items were deferred until the next board meeting for discussion:

- Discuss invitation to Claire Letendre from Florida as Coach's Chair, Secretary or Membership Coordinator.
- Discuss need for strategic plan, mission statement/Review Georgia strategic plan

Action Items:

1. Update LMSC Mandatory Standards with USMS National Office. A subcommittee composed of Helen, Sara, and Conner will address the discrepancy in meet registrations and collect our additional monies. The group will resolve this offline and report back to the full Board.

2. Determine set process for developing newsletter editorial plan, article solicitation, submission, as well as regular newsletter cadence.

3. Create newsletter subcommittee. Cheryl and Rick will be the subcommittee for newsletter.

4. Create and share editorial plan for each newsletter issue. Michelle asked Barbara to share editorial plan for this and each issue going forward, with the Board, in advance.

5. Include Chairman's Column in newsletter. Sara asked Michelle if she would do a column from the Chair in the future, and Michelle agreed to do so.

6. Add Fitness Chair articles/Fitness Chair Column to newsletter. Cheryl would like to include Fitness Chair articles or perhaps a column and volunteered to write at any time.

7. Convention review from September. Helen will draft an article on USMS Convention in September.

8. Share rough draft of newsletter with Board each issue. Michelle asked Barbara to share a rough draft of the newsletter with the Board, in advance of each issue, for their review and input.

9. Create Fitness topic emails and share with Board. Cheryl will work on some emails with fitness tips between each issue of the newsletter and share with Board for review, then send to membership.

10. Discuss appointments for open Board positions. Michelle will reach out to Claire Letendre regarding open Board positions as well as other Board members, for recommendations.

A motion was made and the meeting was adjourned. The next meeting will be **January, 2021**.