

Middle Atlantic Swimming Long Range Planning Meeting
Saturday, October 5, 2002
One Liberty Plaza
Philadelphia, PA

Moderators: Burt German, Mark Daum, Elly Lawlor

Attendees: Burt German, Mark Daum, Elly Lawlor, Fred Killian, Pete Nellius, Bob White, Tom Southmayd, Cherita Gentilucci, Dan Sullivan, Ann Engle, Dale Petranec, Terry Peterson, Chris Belair, Patric Mills, George Breen

George Breen, General Chairman of Middle Atlantic Swimming, opened the second Long Range Planning meeting at 10:15. He thanked Tom Southmayd for allowing us to use the JP Morgan/Chase facility. Moderators for today's meeting were introduced. The goal of this meeting is to derive an action plan for the items under discussion. This plan will be passed on to the appropriate committee or committees. MA accomplished most of the goals set at the 2000 LRP, with the exception of some of the financial aspects.

FINANCIAL – Burt German, moderator

Managing our investment portfolio must take top priority. Losses over the last two years top \$30,000 in our mutual funds. Balancing the budget for fiscal 2002-03 will take \$11,000 from reserve funds and \$10,000 from income on investments. Budget for current fiscal year is \$545,000 with approximately \$240,000 passing through the account for registration, leaving about \$300,000 as operating funds. This is consistent with guidelines from the IRS for non-profit organizations.

Individual committees need to be aware of income and expense figures and stay within the budget. Burt recommended a monthly budget guide, rather than the yearly method we are currently using. The finance committee needs to analyze our cash flow and develop a monthly plan. The Middle Atlantic Board of Directors has a fiduciary responsibility that we must take seriously.

Current registration includes approximately 115 clubs and over 8,300 athletes. The \$15.00 dues increase from USA Swimming will impact our membership. Will our numbers hold? Clubs may need guidance on incorporating this increase into their fee structure. Insurance coverage for clubs and athletes is the major risk associated with not being registered. Some facilities, such as GCIT, are covered by outside insurance. ASCA and Risk Management both offer "learn to swim" insurance.

Seasonal membership needs to be investigated and a decision reached before next April. Fifty of the fifty-nine LSCs offer some type of seasonal membership. Under USA Swimming rules, each LSC may offer up to two periods, each 150 days in length, as seasonal membership. This is in addition to the regular yearly membership. The Open Water national committee would like to offer a one-day membership, as Masters Swimming currently does. How would these changes affect our income? Middle Atlantic will not be in a position to increase our portion of the registration fee in the next few years. The General Chair should appoint a committee to study seasonal membership and deliver a recommendation before the presentation of the budget to the Board. Ad hoc committee should have representatives from Finance and Registration and Kim Southmayd, who handles all the registration for MA.

MA finance committee, along with their responsibilities, is defined in the by-laws as the General Chair, the Finance Chair, the Administrative Chair and the Treasurer. Tom Southmayd and Burt German will also attend a meeting of this committee set for

Wednesday, October 9, 3:00 pm at the Middle Atlantic office. The committee will address the investment issue and move forward to lessen the risks we are taking with our investment capital. The funds need to be monitored and money removed if the value goes below a specified amount for each. The MA budget should be changed to a monthly form.

TRAVEL

The Ad Hoc Travel Committee, currently under the guidance of John Carroll, should continue to develop a tiered system of assistance for our upper level athletes. The MA travel policy was based on airfare for many years, but this is no longer the case. The policy relies on 2000 Junior Championship time standards to award athletes attending sectionals and the current Junior National meets. These current Junior meets have qualifying times that are less than Nationals, but tougher than the 2000 Junior standard. Olympic Trials will be held in 2004. This Ad Hoc committee is requested to review the travel policy and consider separating Junior and Sectional awards. A clear policy should be developed for each, if this idea is beneficial. The committee is also asked to contact Sue Anderson for information regarding other LSCs in the Eastern Zone and how they handle their travel assistance.

SAFETY

Emergency plans for facilities, both practice and competitive, are basically non-existent. Safety codes are different for each of our three states. Regulations are different for government, recreation and private facilities. MA should develop a "basic requirement" sheet and let each facility know what they are expected to provide. A good starting point is the ARC Lifeguard plan. Meet and safety directors and meet referees should be familiar with emergency plans at each meet facility. Should Middle Atlantic require lifeguards on duty for club and/or MA hosted meets? (In this instance, a coach cannot serve in two capacities.)

An emergency action plan should be attached to all meet bids.

SWIMPOSIUM

This is a forum for sharing financial ideas and "best practices." The difficulty lies in getting people to attend. MA had one successful meeting (Commique) several years ago and nothing worth noting since. Middle Atlantic needs to find someone who is not otherwise involved to take on the task of organizing this event.

WEBSITE

The website has facilitated information exchange, but we still need to communicate directly with our clubs and members at times. Information is updated on the site in a timely manner and the site is easy to navigate. Recommendations include changing the "fuzzy" letters on the home page, restructuring the OnLine database and meet results more like Potomac Valley, updating some of the out-of-date areas (records) and allowing the "news flash" popup to appear only once (not every time you return to the home page.) The General Chair should appoint a Website Committee to provide ideas and assistance.

MEETS

Club Hosted- The bidding process has gone smoothly for the last two years under the leadership of Al Berardocco. Site selection and interested parties meet before the HOD meeting and iron out any issues. The officials committee has made the

process advancement from Stroke and Turn to Referee an easier one. Clubs who host meets should have a minimum number of officials.

MA Hosted – Most of our district meets are profitable, particularly the Age Group meets. Volunteers are becoming more and more scarce. Middle Atlantic has no penalty for failing to provide meet workers. A suggestion was made to rotate key positions (computer and Colorado) throughout the clubs that host meets.

The spring schedule should be in development stage, particularly for the key meets. The Site Selection Committee, Technical Planning Committee, Senior Committee and the Age Group Committee should begin work on the summer schedule and the 2003-04 short course schedule. More Senior meets are needed. Commitment is the key and coaches and athletes are not willing to make it. It was suggested that JOs be a 14 and Under meet. MA has to work around/against three different high school schedules.

Middle Atlantic should consider long course meets leading into the Olympic year and extend an invitation to teams outside our LSC. A quality Senior meet in March of 2004 (LC) was suggested. Site Selection, Tech Planning and Senior should begin work on LC 2004 Spring Senior meet. Keep in mind the qualifying deadline for the US Open. Ideally, this meet should be presented to the Eastern Zone at the May meeting in Philadelphia.

CAMPS

Athletes representatives would like to see "focus" camps, built around senior practice environment. Age group camps need several ingredients to be successful: 1) overnight housing in a college setting 2) personal invitation based on selection criteria 3) get the word out to parents and swimmers. Dan Sullivan asked that the Age Group Chairman contact him regarding a possible camp at the University of Delaware.

ZONES

Middle Atlantic is usually successful at winter zones, but not a summer. We take a totally different approach and would like to make them more similar. The General Chair should appoint an Ad Hoc committee which will be charged with developing a plan for the summer team. This plan should be presented in time for the April budget. Within the budget constraints, what can MA finance that will make the summer trip more attractive? Although anyone with qualifying times can attend, the "All-Star" team could be composed of the top 2.

ATHLETES

Kudos to our current athlete representatives for their attendance at the BOD and HOD meetings. These athletes should also be invited to committee meetings (with the understanding that daytime meetings are impossible for them to make.) Julie Gorman, former national athlete representative lives in Dover. Would she be willing to meet with our reps and offer advice/support? The General Chair and the Executive Committee is charged with finding a "sponsor" for our athlete representatives. This person will offer guidance and support.

COMMITTEES

Well-staffed committees function best. Suggestions: 1) Talk to people personally. 2) Assign jobs, not positions 3) Be specific 4) Ask people currently involved to help with task assignments 5) Committee chairs must know what needs to be done before they ask someone else to do it. 6) Break large jobs into small tasks. 7) Develop ad hoc committees within the committees for specific jobs. 8) Team representatives to HOD are

contact points for finding others at their club to serve on committees 9) Bring a friend to the HOD meeting and win a prize.

Several years ago MA reduced the number of HOD meeting to 4 per year, with the Board meeting an additional 4 times. Notices should be sent to clubs about our meetings. A website poster could be linked to the notice. The meeting schedule should be included with the renewal letter for nonathletes.

HANDBOOK

Everyone still has an old handbook around somewhere. It is important to have something "portable" in addition to our website. Delivery methods include "consignment" sales at meets. The General Chair should appoint an Ad Hoc committee to do a feasibility study on producing a new MA handbook.

GOVERNANCE STUDY

George Breen raised several important points regarding the direction that the governance study is taking on the make-up of the USA-S house of delegates. Since this will be an issue at the San Diego convention in 2003, it was suggested that we line up delegates and alternates for this convention now. At some point we, as an LSC, have to decide on what position to take on the governance issues. Pete Nellius pointed out that there is much that we can support for the good of our LSC. Facilities are scarce and MA needs more long course pools, especially in light of the move toward LC championships, both nationally and internationally. Supporting this in a credible manner lends credibility for the areas about which we have concerns.

Adjourned at 2:45 pm

RECAP OF ACTION ITEMS

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Delegates and alternates for the San Diego convention in 2003, should be chosen now to give them time to research the issues, specifically the governance study.