



482 Norristown Road, Suite 110, Blue Bell, PA 19422
Phone 302-861-6760
office@maswim.org
www.maswim.org

2023 House of Delegates
Saturday, April 29, 2023
11:30 am
DoubleTree Hotel, Plymouth Meeting

2023 Minutes

CALL TO ORDER 11:35am by Kate Scheuer

MIDDLE ATLANTIC SWIMMING MISSION STATEMENT read by Crystal Keelan

INTRODUCTION of Middle Atlantic Board of Directors and Staff by Kate Scheuer

APPROVAL OF MEETING AGENDA - approved

APPROVAL OF MINUTES OF 2022 MEETING - approved

GENERAL CHAIR REPORT by Kate Scheuer

In January, Middle Atlantic hosted the second annual Tri-State Cup Meet. The meet included the Middle Atlantic, Allegheny Mountain and New Jersey LSCs. Athletes in attendance were celebrated for their athlete accomplishments and love of the sport.

The championship month of March:

- A third 10 & Under Championship Meet was added, addressing our increasing number of swimmers. With those three meets, we saw over 1500 10 & Under swimmers have a championship experience just for them.
- Junior Championship Meet (the meet formerly known as Junior Olympics)-Our Executive Director debuted the Middle Atlantic t-shirt cannon to rave reviews, engaging the spectators at the meet and having a little fun with everyone.
- Silver Championships were again held at five sites throughout the LSC. Despite four sites having to deal with severe storms, all meets provided a championship meet to over 2000 athletes.

- Senior Championships saw more athletes compete this year than in previous seasons, showcasing the strength of our clubs and athletes.

New this year:

- Middle Atlantic hosted the Elite Swim Camp in Florida, with 40 plus athletes invited to attend a three-day camp to learn, train, and build relationships.
- We also sent athletes to the Olympic Training Center to participate in the Tri-State Senior Camp, again, working with athletes from Alleghany Mountain and New Jersey LSCs. We continue to build cross LSC relationships and partnerships.

Middle Atlantic constituents are thriving, with many new exciting programs on the horizon. As we continue this journey, Middle Atlantic is committed to being there for our athletes, coaches, and clubs.

Goals for this coming year, and the future

1. Build coach engagement within our LSC, as well as offer more coach continuing education
2. Build athlete involvement and programming; creating an athlete committee that strongly represents all our athletes within the LSC, and to USA Swimming.

Middle Atlantic is a large, geographically diverse LSC, but our intention is to continue to work towards being a small, tightknit swimming community.

FINANCIAL REPORT presented by Larry Schwarz – passed

Currently, $\frac{3}{4}$ through the 2023 FY, the Finances of the organization were reported as being strong. A currently, the Profit and Loss report is showing a \$200k profit as of 4/29/23. There will be more expenses as the year closes out, but nothing that are considered detrimental to the finances of the organization.

Question was asked regarding the LSC surplus from annual budget and what occurs. Answered by Jamie Platt – as per Board set policy, the unused funds go back into LSC “general fund” and is not rolled over to the following year.

EXECUTIVE DIRECTOR’S REPORT

Overall review from the Executive Director point of view.

- Everything is led by our organizational mission statement.
- 2023 Review
 - Programs & services (MASI invested into bricks and mortar in FY 22 and programs and services in FY 23).
 - Eg. Tri-State Cup, Elite Select Camp, Tri-State Camp, Championship experience, strategic planning retreat, SWIMS 3.0 clinic.
 - Relationships (built new relationships and grew existing)

- Eg. Philadelphia Youth Sports Collaborative Swim Pantries, Your Sports Resource (The Swim Club Operations Manual), USA Swimming Foundation (Make a splash program)
 - Partnerships (creating connections for organization and our membership)
 - Eg. ASCA, Sporfie, PYSC, AllSport Travel, Kampus Klothes, Nemours Childrens Health
- Goals for 2024
 - Focused investment
 - Increased budget commitment to programs and services by over \$100k – camps, clinics, events
 - Enhancing membership experience
 - Strengthen Clubs through building the base
 - Into volunteers
 - Safety (U.S. Center for Safesport)
 - Enhanced trainings (SS, MD Training, ORD training, etc.)
 - Assistance to clubs in obtaining Safe Sport certification
 - Keeping national Safe Sport Leadership training available if available like 2023.
 - Growth
 - Sponsors (generate monies from outside to invest in programming)
 - Partners (allows us to further reach such as streaming)
 - Visibility (growing reach to greater community)
 - Position
 - Continue leadership role within the sport
 - Connect with our local communities (ex. DIAA, PIAA)
 - Utilize our status with Eastern Zone and USA Swimming to further benefit the sport and our LSC.

FISCAL YEAR 2024 BUDGET PRESENTATION presented by Jamie Platt - passed

Document posted

ELECTIONS AND APPOINTMENTS

Elected to the MA Board of Directors

General Chair: Kate Scheuer

Admin Vice Chair: Brian Waters

Jr. Athlete Rep: Ella Sherman

Coaches Rep: Andrew Austria

2023 – 2024 MEET SCHEDULE PRESENTATION

The meet schedule was presented to the HOD and approved as presented. See the 2023-24 Meet Schedule on the MA website.

PRIZE RAFFLE

RTK\ G	Y KP P GT
ASCA Membership	Brian Elko
ASCA Membership	Lou Petto
ASCA Membership	David Rue
Middle Atlantic Club Membership	EAAC
Middle Atlantic Club Membership	GPAC
Middle Atlantic Club Membership	CBST
2023 ASCA World Clinic Registration	DSA
TV Package	VINY
TV Package	CBST
Pace Clock	LAC
Pace Clock	EAAC
Pace Clock	DCAA
Pace Clock	MLY
Tech Suit (Athlete)	Aaron Taylor
Tech Suit (Athlete)	Ella Sherman

Recognition

A recognition award for his service to the Board of Directors was given to Larry Schwarz by Jamie Platt noting his service as Officials Chair, Governance Chair, Admin VC, interim GC and Admin VC.

ADJOURNMENT 12:43pm.

**MIDDLE ATLANTIC SWIMMING ADVOCATES THE GROWTH AND DEVELOPMENT
OF OUR SAFE AND DIVERSE SWIMMING THROUGH EDUCATION,
INNOVATION AND A COMMITMENT TO EXCELLENCE.**