



482 Norristown Road Suite 110 Blue Bell, PA 19422 484-246-9595
406 Suburban Drive # 172 Newark, DE 19711 302-861-6760
www.maswim.org

BOARD OF DIRECTORS MEETING – June 13, 2022

AGENDA

CALL TO ORDER The meeting was called to order at 7:33pm

MISSION STATEMENT was read by Kate Scheuer

ANNOUNCEMENTS none

CONFLICT OF INTEREST STATEMENT The conflict of interest statement was read by Andrew Austria.

APPROVAL OF AGENDA The agenda was approved as amended

Add committee reports

APPROVAL OF MINUTES The minutes from the March meeting were approved as presented.

BLOCK ONE

These items will be discussed in the order presented, unless amended during the agenda approval process.

AREAS FOR IMMEDIATE ACTION

a. Conflict of Interest/Confidentiality Agreement

a. Annual signing of conflict of interest. Can be done digitally. Return to Jamie.

ELECTIONS AND APPOINTMENTS

a. Committee appointments – K. Scheuer Approved

a. Diversity and Safe Sport Committees submitted members for their committees. Approved.

i. Athletes on committees must be 15. DEI athlete will not be 15 until October, but is a Sophomore in HS

FINANCE

a. Finance Report – S. Mittman Besnoff

a. Items to discuss.

i. 3 months to then end of fiscal year. Better than budgeted.

ii. Increased athletes, and splash fees

iii. Marketing & education and strategic planning in variances.

iv. Travel below budget-reminded moving \$40,000 to Olympic travel.

EXECUTIVE DIRECTOR REPORT

Organize, Connect & Re-establish the Brand

- House of Delegates Meeting
 - Largest turn out in years
 - Incentives (pace clocks, ipads, tech suits, memberships)
 - DoubleTree hotel location
 - Facebook Life
- Strategic Planning Meeting
 - Work with Tom Avichious
 - Coordinate/Organize overnight stays, dinner, etc for 32
 - Coffee mugs and notebooks (branding)

Middle Atlantic Swimming advocates the growth and development of a diverse swimming community through education, innovation and a commitment to excellence.

- Make-a-Splash
 - Represented LSC at USA Swimming Dinner
 - Organized MASI Swag (t-shirts, drawstring bags, caps, etc.) for participants and USA Swimming athletes & Staff
 - “You raised the bar for other LSC’s”
- Kroc Center
 - Facilitated connection with PDR to talk about hosting meets
 - Facilitated connection with Colorado Timing Systems for new scoreboard
- PYSC
 - Partnership with Philadelphia Youth Sports Collaborative, Middle Atlantic Swimming and Philadelphia Parks and Recreation
 - SUIT UP FOR SUMMER
- American Swimming Coaches Association
 - Working with CEO on April 2023 Professional Development Coaching Summit
 - College Coaches, High School Coaches, Club Coaches
 - 3 tracks
- LEAP
 - Facilitate LSC needs to plan for early submission of LEAP Application
 - Work with Administrative VC to evaluate programming/reorganize website, etc.
- Awards & Recognition Committee
 - Reestablish as active committee
 - Set goals for April 2023 & April 2024
 - JO jackets rollout
- Sponsorship
 - Identify Potential sponsors
 - Create 1 page – who what where how why MASI
- Long Course Championships
- Swimming in College Program
 - Athlete portion planning
 - Club Coach portion planning

STRATEGIC PLANNING

- a. Mission/Vision don't have full report back from Tom from May meeting. Send to board members, committee chairs and staff for review and comments.
- b. Will be a focus for board this year. On agenda each month.
- c. Issues at meeting. talk to Kate

NEW BUSINESS

- a. New meeting schedule – K. Scheuer
 - a. In dropbox for June-May 2023 Approved as presented September meeting is 12th.
- b. Board Orientation – A. Austria
 - a. Will send presentation to board members to review to familiarize with process of MA Board. Generic for board not specific to each position. Brian suggests review of position expectations. Each will need to respond to follow up questions.
- c. Lifetime Membership – K. Scheuer
 - a. Asked for nominations for lifetime membership award for going forward. All current lifetime members that received lifetime membership as an award will nominate and vote on the new.
- d. SWIMS 3.0 – A. Steeves
 - a. Workshops to be held this week.
 - b. Pam Lowenthal from IL Swimming & USA Swimming Registration committee to present.
- e. Developmental and Mini Meet maximum fees – B. Elko
 - a. Families/Coaches expressed displeasure that dev and mini fees are high.

Middle Atlantic Swimming advocates the growth and development of a diverse swimming community through education, innovation and a commitment to excellence.

- i. Jason Brennan AGE Group chair recommends fees for dev, mini and 10 & u champs. \$7 for meets and \$10 for champs.
 - 1. 10 &U have no finals. (same fee as prelim and final champs)
 - 2. Dev and mini are kids we are wanting to keep. Typically swim 25yds.
 - 3. Committee responded to complaints from parents
- ii. Brian motion to change 10 & under champs to \$10 and mini and dev fees to \$7
 - 1. \$7 because jumped from \$5 to \$10 and this puts an increment in place
 - 2. Surcharges have been eliminated.
 - a. surcharge is less than the fee increases.
 - b. 99% of LSC have surcharges on meets
 - 3. Meets have expressed concerns about not meeting expenses with the lower fee
 - 4. Meet overhead is the same
 - 5. Dev meets are offered to kids that don't qualify for other meets.
 - 6. Dev and Mini take longer to run although shorter distances
 - 7. Cap event numbers instead?
 - 8. Event fees had not been changed for almost 20 years. Should be more frequent and less \$
 - 9. Are athletes not entering because of price?
 - 10. Suggest gather more information
 - 11. Brian withdraws the motion and will put on agenda for next meeting. approved
 - 12. Larry motion that staff provide analysis of mini and dev meets. No 2nd.
- f. LEAP – L. Schwarz
 - a. LSC evaluation and achievement program. Recertify every 2 years. Self evaluation. Complete by Sept 30, 2022
 - i. Governance
 - ii. Communication
 - iii. Programming.
 - 10 areas in each
 - Pick 5 from each area to work on.
- g. Philadelphia Youth Sports Coalition – J. Platt
 - a. Collaborative not Coalition
 - b. Organization that works with parks and rec, school district. Within Phila city limits
 - i. Suit up for Summer- program overview is in drop box.
 - 1. Drop off suits, or anything related to swimming in collection boxes.
 - 2. Reach out to clubs and Toad Hollow to have a box
- h. Committee Reports
 - a. Hard to keep up with what is going on when committee reports are not submitted.
 - b. Do chairs have access to drop box to submit reports?
 - c. Are minutes being kept?
 - d. Reach out to committee chairs for changes, updates and explain expectations. Possible standing meeting schedule.
 - e. All meetings of board or committees are open to members.

UNFINISHED BUSINESS

none

BLOCK TWO

Motion to approve block two as a group.—approved.

Items requiring discussion to be pulled at the appropriate time. Otherwise, all items in will be passed/defeated as a group.

DIVISION REPORTS

<u>Administrative</u>	<u>Performance</u>	<u>Finance</u>	<u>Operations</u>	<u>Athlete</u>	<u>Coach</u>	<u>DOC</u>
Registration	Senior	Audit	Safety			
Convention	Age Group	Budget	DEI			
Personnel	Zone Team	Tax/Ins/Inv.	Officials			
Marketing	Open Water	Treasurer	Equipment			
Admin Review Board	Tech Planning					

Middle Atlantic Swimming advocates the growth and development of a diverse swimming community through education, innovation and a commitment to excellence.

Recognition
Awards

The Next Meeting will be August 8, 2022 at 7:30 PM

Meeting Adjourned at 8:51pm.

**Respectfully Submitted
Amy Steeves
Middle Atlantic Secretary**