



482 Norristown Road Suite 110 Blue Bell, PA 19422 484-246-9595

BOARD OF DIRECTORS MEETING – November 13, 2023

Minutes

CALL TO ORDER

MIDDLE ATLANTIC SWIMMING MISSION STATEMENT- Read By Mary Poleto

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

CONFLICT OF INTEREST STATEMENT Read by Mary Poleto

ANNOUNCEMENTS

Holiday Dinner for Board Members December 18 at Blue Ball Inn 7pm. Invitation to be sent.

Scholastic All-American- 49 Middle Atlantic athletes earned Scholastic All-American status.

Club Excellence Program- 8 Middle Atlantic clubs earned Silver or Bronze status.

APPROVAL OF AGENDA Move New Business A to C and New Business C to A- approved as amended

APPROVAL OF MINUTES- September Minutes approved as submitted.

ATTENDANCE: Kate Scheuer – General Chair, Rob Jorgensen – Operations Vice Chair, Brian Elko – Performance Vice Chair, Brian Walters – Administrative Vice Chair, Andrew Austria – Coach Representative, Gabriella Sherman – Athlete Board Representative, Taiyler Tegler – Athlete Board Representative, Will Gallagher – Safe Sport Chair, Mary Poleto – Governance Committee Chair, Jamie Platt – Executive Director, Mike Seip – Director of Competition, John Lyons - Comptroller, Amy Steeves – Director of Member Services
Missing: Samantha Mittman-Besnoff – Finance Vice Chair, Anthony Powell – DEI Chair

BLOCK ONE

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

AREAS FOR IMMEDIATE ACTION

ELECTIONS AND APPOINTMENTS

- A. Committee appointments – K. Scheuer
 - a. Safe Sport Committee appointments was submitted by Will Gallagher and approved as requested

FINANCE

- A. Finance Report – S. Mittman Besnoff—approved as submitted
 - a. P&L Statement for Sept- October was presented
 - b. Balance Sheet presented

EXECUTIVE DIRECTOR REPORT—Jamie Platt

- A. Organize
 - a. 50 for Nemours raised just under \$18,000
 - b. Attended the USAS Annual Business Meeting in CO
 - c. Attended the Eastern Zone Fall Meeting
 - d. ASCA Fall meeting at PSU received high praise but low attendance

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- e. Speedo Contract
 - i. Provide for outreach athletes
- f. Age Group is selecting sites for the Champs Series and settling on Time Standards.
- g. Tri-State Cup-NJ has pulled out. Will be a dual meet or possible add another LSC to maintain the Tri.
- B. Connect
 - a. Audit and Procedures are being established with new company
 - b. OT Tickets to be shared with clubs
 - c. Presented a General Chair workshop at Annual Business Meeting
 - d. Attended event at Greater Brandywine YMCA for the new President and CEO
- C. Reestablish the Brand
 - a. Elected as the Non-Coach Director for the Eastern Zone
 - b. USAS symposium to be held in Middle Atlantic
 - c. Use Constant Contact for all committee communications, so emails are consistent.
 - d. GC Workshop will be incorporated into the USAS University
 - e. LSC Operations Manual

NEW BUSINESS

- A. Olympic Ticket Package
 - a. MA has purchased a suite for Olympic Trials
 - i. Give MA clubs the opportunity to use tickets at club level
 - ii. Meet and greet opportunities through the week
 - iii. MA Swag giveaways
 - iv. Travel and hotels will not be included
 - b. Requesting a Variance of \$60,000 for Suite and Food—Motion is approved
 - i. Sell tickets and reduce the total needed to \$30,000
 - ii. 112 Clubs and two tickets per club. Get 1 day in the Suite
 - iii. Cost is \$44,000 just for suite and tickets, no food
- B. Swimposium- April 13-14, 2024

USAS approached MA to host a Swimposium for 12 and Under athletes and families and a Leadership Academy for 13 and over athletes. Officials Training for parents in attendance. 100-125 people from MA. Will include other LSC's. Cost is approximately \$8000 per LSC to participate. USAS will provide ADM training for Coaches, College talk, Sunday will include a sanctioned meet between the three LSC's at no charge to athletes. Intended to engage and educate parents.
- B. Middle Atlantic Committee Policy presented by Governance Committee. Gives job descriptions and directives for each committees. Clarifies member size and number of meetings to be held. Motion to accept the policy as presented passed.

UNFINISHED BUSINESS

- A. Water Safety Day
 - a. May 15 (Wednesday)
 - b. National Water Safety Day
 - c. Focus on planning in Sanuary
 - d. Hope that teams will be open to teach swimming that day.

BLOCK TWO

Submitted Reports will be summarized to the group at the meeting

DIVISION REPORTS (Specific Reports in Board Effect)

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Administrative

Registration
Personnel
Marketing
Admin Review. Board
Awards

Performance

Senior
Age Group
Zone Team
Open Water
Tech Planning
Director of Competition

Finance

Audit
Budget
Tax/Insurance/Investment
Treasurer

Operations

Operational Risk
Officials

DEI

Safe Sport

Athlete

Coach

Governance-

NEXT MEETING January 8, 2024 @ 7:30pm
ADJOURNMENT 8:40pm

Board of Directors Annual Schedule

(topics, events, etc.)

May	June	July	August
- New officers take over - Renew banking relationships - EZ May meeting - Appoint/reappoint Committee chairs & members - Board & committee chair orientation - Board Book update (if needed) - Conflict of interest - New meeting schedule BOD Meeting	No Meeting	- Lifetime recipient nominees requested - Approve committee membership - Select USAS ABM Voters - Set Governance Policy's Means/Ends - LC Championship Meets BOD Meeting	End of fiscal year No Meeting
September	October	November	December
- Beginning of fiscal year - USAS Annual Business Meeting - Strategic plan review - BOD self-assessment & review BOD Meeting	No Meeting	BOD Meeting	No Meeting
January	February	March	April
- SC schedule review - Budget discussion - File 990 by Jan 15th - April HOD plan approved - USAS Workshop plans BOD Meeting	No Meeting	- SC Championship meets - HOD legislation prepared - Slate of BOD nominees presented to BOD - Budget presented to BOD - Delegates to EZ May Meeting - Nominees for Outstanding Volunteer discussed & selected - Policy, by-laws & mission review BOD Meeting	Meet Hosts meeting BOD Elections HOD Meeting