

**OWENSBORO MARLINS SWIMMING, INC.**  
**BOARD OF DIRECTORS**  
**MEETING MINUTES**

The Board of Directors of Owensboro Marlins Swimming, Inc. met on Monday, October 17, 2011, at 6:00 PM at the HealthPark. Mike Leathers, Kathy Hornaday, Jeff Carmon, Mike Bell, Julie Warren, Robin Phillips, Heidi Dees and Coach Wes Sinclair were in attendance.

Directors shared great things and they included enthusiasm of the coaching staff, good early season swims at the Cardinal meet, proposed revision to the records policy and the new assistant coaching staff.

Coach Sinclair announced the hiring of assistant coaches Devin Lott and Katie Ashley. Both are college students and swam in high school. He announced that at practice immediately prior to the commencement of the Board meeting that he had distributed to the senior swimmers a Training Group Application and Commitment form that is to be completed by the swimmers and returned to him by Monday, October 24, 2011. Swimmers must elect to be a member of the Makos or Marlins group.

The meeting continued with questions from concerned parents directed to Coach Sinclair regarding former assistant coach Leslie VanWinkle. He stated Coach Vanwinkle chose to leave the team and that hiring, firing and supervision of assistant coaches was a responsibility delegated to him by the head coach job description and his contract. One parent expressed concern that Coach Sinclair is not coaching the swimmers in the 9-10 age group. Coach Sinclair stated he works with every group from time to time. He conducts monthly meetings for assistant coaches and meets with them on a daily basis before and after practice. Further, Coach Sinclair is available to meet with swimmers and/or parents before or after practice. The Board requested that parents be patient as everyone adjusts to new programs and personnel.

The minutes of the September 2011 board meeting were approved.

Jeff Carmon submitted the treasurer's report and a proposed solicitation for team sponsorship. The team has 118 swimmers, checking account balances of \$3,827.74 and a certificate of deposit with a balance of \$2,517.38.

Robin Phillips reported one parent attended the new certification clinic (Karen Holbemann) and several existing officials attended the re-

certification clinic on Friday, September 23, 2011, conducted by Julie Floyd, the Kentucky LSC chair of officials. She and Mike L. will coordinate the signups for the November meet. The Board will approve fee payment for team officials at the next meeting.

Julie Warren proposed we collect \$5.00 from each family to cover hospitality and concession expenses in lieu of donation of specific items. She will do the shopping. We will have a table in the lobby staffed with a parent volunteer to collect the meet entrance fee and sell heat sheets. Julie will try to reserve the party room at Roca Bar for the reception for coaches and officials on Saturday, November 5, 2011 at 7:00 pm. Zetta has contacted Swimville to see if they want to sell items at the meet.

Heidi Dees reported we had run an ad in the September Scoreboard magazine.

Mike Bell reported the no entries were submitted for our team for the Cardinal meet October 7-9, 2011 but he was able to get our swimmers entered prior to the start of the meet. We nearly missed the entry deadline for the Newburgh meet to be held October 22-24, 2011. It was confirmed that Coach Sinclair will assume responsibility for submission of entries for all swimmers for all meets from this point forward.

We have received entries from Georgetown and anticipate receiving entries from Vincennes for our November meet.

Forty-five swimmers are signed up to attend the Newburgh meet. For the third year in a row, the Newburgh club has slated a meet in direct conflict with our January meet date.

Finally, Mike B. met with a representative from Brite Way Sign at the HealthPark about the proposed permanent record board.

Mike L. and Coach Sinclair attended the House of Delegates meeting in Louisville on Saturday, October 15, 2011. The dates for our spring meet are May 18 – 20, 2012. It was noted at the meeting that five records were broken at the 2011 BBQ Fest meet. A new policy regarding use of cell phones in locker rooms is going to be put in place by the Kentucky LSC. The spring HOD meeting is April 21, 2012 in Elizabethtown. The dates for spring championship meets are March 16-18, 2012 in Lexington for ages 13 and over and March 23-25, 2012 in Louisville for ages 12 and under.

The next board meeting date is Tuesday, November 15, 2011 at 6:00 pm.

Kathy Hornaday  
Kathy Hornaday  
President-Elect  
Date Approved: 11-17-11

Treasurer's Report  
October 17, 2011

Membership Dues Billing

- October 2011 - \$6,305
- October 2010 - \$7,617 (we were still billing some inactive swimmers)
- 22 accounts still have outstanding balances for October

Active Swimmer Totals

- Mini – 16
- Minnows – 32
- Nemos – 21
- Manta – 13
- Mackerel – 6
- Mahi Mahi – 12
- Makos – 7
- Marlins – 11
- Total – 118

Bank Account Information

- Checking Account #1 - \$2,827.74
- Checking Account #2 - \$1,000.00
- CD - \$2,517.38
- Next Health Park payment – December 31<sup>st</sup>

Fundraising

- Corporate Sponsorship Program (see attached)

Good afternoon Marlins Families:

As we mentioned in the parents' meeting, we are seeking corporate sponsors to offset some of the club's expenses.

To that end, we have established the **Owensboro Marlins Corporate Sponsorship Program**. This program is intended to provide an opportunity for local businesses to support the Marlins, while receiving exposure for their business. The following highlights the program:

- Cost is \$400 for a one year sponsorship (Nov. 1, 2011 – Oct. 31, 2012)
- Corporate sponsors receive: (1) logo on the Marlins Website, (2) mentioned at each of the home meets, (3) advertisement in heat sheet packet for each home meet, and (4) logo placement on Marlins banner.
- We are seeking businesses that would benefit from this type of exposure. The following is a partial list of businesses for which we would like to partner:
  - Bank
  - Realtor
  - Insurance Agent
  - Sporting Goods Dealer
  - Gift Shop/Trophy Shop
  - Doctor's office – pediatrics, walk-in clinic, sports medicine, optometrist, etc.
  - Restaurants
  - Motels
  - Investment Representative
  - Hair Salon
  - Car Dealership
  - Photographer/Studio
  - Private School
- Due to the administration involved with handling sponsorships, we would like to offer this a somewhat limited number of businesses. Our goal is 20-30 corporate sponsors.

Action steps for Marlins families:

- Jeff Carmon has an "Owensboro Marlins Corporate Sponsorship Program" document that you may provide any business that you feel would be a good corporate sponsor. Please email Jeff at [jeff@osmond.com](mailto:jeff@osmond.com), and he will forward this document to you.
- If you have a business in mind, and have a contact email address for that business, you may simply forward that email address to Jeff with a contact name and he will make contact with the business
- If your business would like to be a corporate sponsor, you may drop off your check in the "Treasurer" folder at the Health Park. Please label the envelope "Corporate Sponsor"
- We would like to have as many sponsors as possible for the meet in November. As such, you may begin to approach businesses immediately with this offer.
- If you are able to assist (graphic arts skills) in the creation of ads for the heat sheet packet, please contact Jeff Carmon at the email address above.

### **Our Team**

The Owensboro Marlins is a USA Swimming club offering year round competitive swimming for all ages and abilities. Dedicated to providing every member an opportunity to improve swimming skills and achieve success, the Marlins provides a great place for swimmers of all abilities. To maintain the quality of the program, all Marlins coaches are members of the American Swim Coaches Association, a sanctioning body that provides the most comprehensive training and certification program for youth coaches of any sport in the United States.

The Marlins are a nonprofit (501c3) club that is ran exclusively by a volunteer board of directors. The Marlins are based out of the Owensboro Medical Health System's Health Park. Currently, the Marlins have over 150 active swimmers representing roughly 120 families.

### **Our Need**

The majority of the costs for the swim club are paid by the member families through monthly membership fees. The primary costs of the team are our coaches and the expense of renting pool space at the Health Park. However, we are seeking selected corporate partnerships to help offset some additional costs associated with team operations.

### **The Opportunity**

As a corporate sponsor, the Marlins will provide your business an opportunity to support our team and its families, while gaining some exposure at our home meets and on our website. Below are the details of the corporate sponsorship:

- **Placement of your business on the Owensboro Marlins Website** – The Marlins website is powered by Team Unify, and is the primary means of communication with Marlins families. As such, the parents of Marlins swimmers access the site frequently for schedules, updates, and notices. Your logo will be prominently displayed on our website from Nov. 1, 2011 – October 31, 2012
- **Recognition at Marlins Home Swim Meets** – The Marlins host three swim meets annually at the Health Park. At each of these events, your business will have a full page ad in our meet "heat sheet", will be recognized at the meet as one of our corporate sponsors. These events attract parents and swimmers from Louisville, Paducah, Evansville, Madisonville, Bowling Green, and other areas in the Tristate region. Attendance for our two-day meets is approximately 400 people.
- **Sponsorship Banner at the Health Park** – Your businesses name/logo will be prominently featured on our "Home of the Marlins" banner that is displayed at the Health Park swimming pool on an ongoing basis.

**The Marlins are seeking approximately 10-12 business partners for the upcoming swim season – November 1, 2011 through October 31, 2012. The sponsorship package described above is \$400 annually.** Our desire is to partner with business with an interest supporting swimming in this community, and those who wish to receive exposure to these families and the visitors to our meets and the Health Park.

If you are interested in this opportunity, please see the details below:

- Make checks payable to: Owensboro Marlins Swim Team
- Mail to: PO Box 296, Owensboro KY 42303, or email Jeff Carmon, Treasurer @ [jeff@osmomid.com](mailto:jeff@osmomid.com) and we will come to your place of business to receive your check.
- Logo/Artwork: You may email your logo, and advertisement for the "heat sheet" to the email address above.

## Proposed revisions 10/2011

### OWENSBORO MARLINS SWIMMING, INC. RECORDS POLICY AND CREATION OF TEAM RECORDS COMMITTEE

1. Team records for Owensboro Marlins Swimming, Inc. shall be established and maintained commencing March 23, 1998 (the date of incorporation of the team) up to and including the date upon which the team is officially dissolved, if ever, by the filing of Articles of Dissolution with the Office of the Kentucky Secretary of State.
2. Team records will be maintained on the team web site ([www.owensboromarlins.com](http://www.owensboromarlins.com)) and published for display on the team bulletin board in the events for which a Kentucky Swimming, LSC state "A" time standard has been established. Records shall be maintained for short course events and long course events. The age groups shall be as follows for girls and boys: 8 and under, 9-10, 11-12, 13-14, and 15-18. The team is not required to publish or otherwise recognize the claim to a record by an age group swimmer in an event for which no Kentucky State "A" time is established for that particular age group, except as stated below in paragraph three.
3. Records shall be maintained for boys and girls 200 free and 200 medley relay events in each age group.
4. **Only times achieved in USA Swimming sanctioned meets will be eligible for consideration to establish an Owensboro Marlins Swimming, Inc. team record. Further, the swimmer must have been competing for the Owensboro Marlins team or be participating on a select team that shall include, but not be limited to, the state quad team or state zone team. Times swum at high school meets, even though the meet is sanctioned by USA Swimming, will not be eligible for consideration for an Owensboro Marlins team record. Verified times refer to times reported to Kentucky Swimming, Inc. and USA Swimming.**
5. The team will purchase, display and maintain permanent team record boards for the age group 15-18 listing all events for which time standards exist for short course and long course as established by Kentucky Swimming, LSC and shall include relay times as set forth paragraph three (3), above.
6. The first compilation of team records occurred in August, 2010. It is acknowledged that archived meet information has not been

perfectly maintained since March 23, 1998. The team records established and first published in \_\_\_\_\_ 2011 may be modified retroactively when proof of a verified time is submitted to the Owensboro Marlins team records committee and approved by the Board.

7. The president of Owensboro Marlins Swimming, Inc. shall appoint a committee consisting of not less than three members of the club who shall prepare a report of proposed records to be established pursuant to the above guidelines based upon verified times. One member shall be designated as the chair of the committee. The committee's report of proposed records shall be reviewed and approved by the Board. Board approval of the committee's report may not be unreasonably withheld due to the circumstances described in paragraph six above. Once approved, the records shall be published in the manner described above.
8. The president-elect to the Board of Directors shall be the chair of the records committee. The Head Coach shall serve on the committee along with one additional parent member appointed by the president.
9. The chair of the team records committee shall present a report to the Board at least semi-annually or more frequently, if needed, to update the list of team records. The report shall list the name of the swimmer, the event swum, the verified time (once the time has been reported to Kentucky Swimming, Inc. and USA Swimming) and shall specify if the new record time is to be included on the permanent team record board and/or the age group list published on the web site and printed for display in the pool area. The Board shall approve the record upon receipt of the committee report and may not unreasonably withhold approval for the claimed record based upon the circumstances described in paragraph six above.

Adopted and approved by the Board of Directors of Owensboro Marlins Swimming, Inc. on this the \_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_, President  
(name)

\_\_\_\_\_, Attested, Board Secretary  
(name)





OWENSBORO MARLINS



KENTUCKY  
SWIMMING

Owensboro, KY

## **Board Meeting Agenda**

**October 17, 2011 6:00PM**

**Share Great Things**

**Review and approve minutes from last meeting**

**Coaches Report**

**Treasurers Report**

**VP On-deck**

**Communications**

**Entry Chair**

**VP Off-deck**

**Old Business**

**New Business**

**Update from House of Delegates**

**November Meet Planning if not covered in other reports**

**Records Policy**

Next Meeting Date \_\_\_\_\_