



Eastern Zone Meeting Report May 6 – 8, 2016

Friday, May 6th:

Technical Meeting: See attached that was distributed at the meeting with notations. Tristin updated according to the vote that was taken and sent out updated versions to the Technical Committee members. (Laura has an electronic copy)

Finance Meeting: Paul and I sat on the perimeters and listened into the conversation. Very informal conversation on how to formalize the process and information was outlined. (See attached report distributed at the meeting on Sat.)

Metro & Speedo – Reception at the Courtyard: Very nice event, Jim Sheehan joined the group and mingled for the evening. Excellent food and drink choices.

Sunday, May 7th: General Chairs Meeting

Discussion opened on different opportunities in various area that was shared from the recent Zone Directors Meeting held last Friday. (i.e. Allegany Mt. – Retreat “Build, Promote and Achieve”)

Board Governance and Board Source good information for leading successful boards.

Calendar of events: Next April there will be a zones workshop on Registration.

At the Zone Dir. Meeting, USA Swimming was referenced as an adjective instead of a Noun, looking at changing the view from top down to bottom up (i.e. Ideal = Tree leaves (Membership) Trunk being USA Swimming and Zones were referenced as the Sap that runs through the trunk of the tree. Discussion was held on what will swimming look like in 4-8 years, USA Swimming is doing more “listening with eyes”. More on LSC Studies looking at defining what Promote means and Ed identified that this means different things to a variety of people and asked people to send an email on what Promote means in their LSC or to them. This is an item as a zone there needs to be some strategic initiatives on areas to reach along with promoting ideas for marketing on shared resources.

Engaging local 3 & 4th graders, selling swim lessons programs as a way to build membership.

Discussion of Membership changes, due to competition of other swimming organizations, drawing swimmers away because of the reduce cost of membership they have. USA Swimming is looking at:

Learn to swim program

Pre-Teen concept

Changing seasonal membership

Latter two providing opportunity to move on applying the fee from the initial membership towards the annual fee. This is going to take some programming effort, still to be worked out. Approved by the board moving forward with the pass of the seasonal membership this coming membership year. It will also put a cap on the seasonal membership cost. Memberships will be lower cost to compete with other organizations.

Coaches in the room were very vocal (lots of questions). Voice of hitting the life line was made very clear.

This is all still in draft and will take a lot of infrastructure changes. Being delayed because behind the scenes data info and reprogramming being needed.

Encouraged coaches to drop Pat Hogan a note with additional questions or concerns that they think should be in the consideration of this.

On-line Member registration – name changed to – On-line “Member Services” expected to be rolled out in the second quarter of 2017, there will be training at the Zone level next April, Registration workshop prior to convention has been CANCELLED.

OMR = On-line Member Services, reason for the delay; it takes quite a bit of programming with vendors who provide services. More validation of membership information, protecting the integrity of the data that is in SWIMS checking it. Mary encouraged more conversation separate.

Legislation has been proposed – help to dispel any concerns:

1. Proposed that will require a statement in meet announcements that deck pass or a membership card is acceptable at meets to display their certifications. Apparently there are LSC's who will not accept deck pass. Responses that no Eastern Zone LSC are making this requirement. Additional discussion about infractions – one day to the next, recommended that perhaps they give the coaches something to wear. Recommendation of fining coaches who may expire during the meet. (You also don't know who potentially have who's phone; recommendation to have license checked along with deck pass)
2. No more cards will be printed effective 2017 but will be optional if LSC's want to take on the expense.
3. Legislation proposed on swapping titles between – following current practices of non-profits.

Zone is looking to put together a list of people who can be in the Zone Hall of Fame – Volunteer

Keep an eye out for Education Committee at Convention

Sunday, May 7th: General Chairs Meeting

Eastern Zone Annual Meeting:

Ed opened with introductions:

1. Minutes Approved
2. Financial Report
 - a. Budget Update
3. Approval of Agenda
 - a. Zone Director Report: Mary discussed the conservative numbers of the new Membership proposed.
 - b. What requirements do Clubs have to offer these new Membership – no answer was provided
 - c. “What’s the financial impact to these other membership categories to the general budget”, were there income projections? No answer’s provided.
 - d. Lots of concerns about the impact to the new clubs and membership.

Ed discussed information from the Zone Directors meeting, Role of the Zones Past, Present and Future was discussed at this meeting. Outcome was that the outcome is that USA Swimming is very much interested in keeping the Zones at the base level. Technical and Adaptive Process looking at change. Challenges were discussed around what do we need to learn? Not what you know but what you are willing to learn. Zones or LSC’s aren’t going away. In relations to the membership decline we need to look at the 10 & Under (group seems not to be returning). How do we deal with this and what do we do to make it FUN for them? Ed asked about everyone’s definition of “FUN”

Mary discussed that Swim Today – Is doing a promotional campaign, this is another push to get membership.

Mary updated on - OMR – On its third name – Member Validation, now being called on-line Member Services. Many have been awaiting this, but the anticipated first step is going to be that clubs that use a management software (Team Unify or Hy-Tek), a club will register their athlete through

Phase #2 - Registration Lite – for smaller teams – completed by the end of 2017

Still coming from the clubs to the registrar. They are still having to come through clubs, not from Parents.

Phase #3 final – plan to complete by the end of 2017 to include non-members and Officials

This should all provide a smoother process hoping to give opportunities to Clubs. In addition, there will be Strategic Planning, Educational Workshops including Leap – 1, 2 and 3 currently has someone working on these for additional changes and training to be rolled out.

There is a 2016 Women's Leadership Conference:

1. Ft. Lauderdale
2. Phoenix Late Oct.

Club excellence Grants still available; this Zone has a number of LSC already identified but will need to re-enroll every (2 – 4 years).

Discussion on LGBTQI – We want to be welcoming and have a safe environment, there will be a survey conducted across cultures during the summer of 2016. On the Transgender topic: Full access of the locker rooms (Man in women's locker room), hoping that folks on the National Committee is discussing to provide suggestions. How can we address this with parents? College overrules the club

Suggested there is a ½ hour buffer before club athletes are allowed to enter facility following a college level practice or competition.

Trials: Sold Out – 14,500 seats per session prelims and finals for 8 days is SOLD OUT, if you are one of the good people who have USA Swimming has come up with a solution.

www.primesport.com – Sell or buy tickets on this cost \$67 or \$69 evening sessions 135 and Sat. is a little different \$90??. Announcing the Olympic Team.

Peter: Prime Time is the exchange site; Check name on the site

If you have a qualifying athlete coach is allowed to stay the entire week.

Standing room only tickets will be sold each day, two hours before the session starts.

USA Swimming is going to have a venue for various events during trials "USA Swimming House" (Mattress Factory) Sun. June 26 – Sun. July 3rd

Some open and some closed on the USA Swimming site.

Aqua Zone will be there, Partners Sponsor: Marriot Rewards; #Surf Omaha will be bringing Surf experience there as seen on cruises. Aqua Zone Rewards – bringing a social & data collection component – signing up you will be entered to win a (BMW X1 Lease)

Olympic issue of Splash Mag – May/June & July/Aug. - Preview content for trials as well as the Olympic Games in 'Rio.

Spot lighting "Finding Dori" "The Last Gold" & Swim Today Campaigns, will be doing some spot light things with these in Splash Mag. Marketing in relationship with Olympic Games

Swim jiztu – 4 sites in the Eastern Zone Hosting: Looks fascinating May 21st Tacoma, DC, June 11, New Providence NJ, June 18, Borhase (SP?) NJ, June 26 Gallaway NJ,

Two possibilities – Full course 4 – 8 training games & Lite which is a condensed version.

Full – using for recruiting or retention Lite- Fundraiser flexible and smaller pools

2017

Key Priorities and Objectives for the next quad have been identified More at convention

USA Swimming has a new arm called USA Swimming Production are getting into more Video

Chobani, Blue Diamond

Content creation, digital strategy Pretty talented.

The Last Gold – Documentary – 1976 Olympic Game

World Premier - Show at the LA Film Festival June 1st – 9th, (one of the top 10) after that show July 11th – 13th – 400 theaters

Clubs can then order and show after that.

RIO – Phases are

Pool is done – they are planning a trial

Village is moving along – being reconstructed.

It is not unusual to have most public areas completed at this point, but background areas are still being completed.

Zika(SP?) Virus – Hoping that the weather will slow down or stop the various scenario, working with specialist. Athletes will have protection,

Jim (?) asked to explain what's happening with the doping relative to games. Meeting to step up on the doping control, any athlete will be tested a minimum of 6 times, required by law relative to drug in the specific sport. Testing process began 2 months ago.

FINA themselves is doing the testing themselves in problematic areas.

Question about how long a drug stays in the system.

There's been a Task force put together by USA Swimming on "Age group doping and supplements" (supplements was underlined three times). Identify, if, what supplements and coming up with an education component.

RIO – Open Water: Comment about the Rio and the hills and how thing flow downhill, been testing the waters for over a year now meeting some ok's of the health concerns and some are a bit outstanding. for the most part this will be ok. Some testing has been good and some not there yet. They will have the competition going and it will be safe. Key is that competition will be going and it will be safe.

Foundation:

Fundraising campaigns are going on, Major gifts are up, Olympic VIP Packages is Sold Out!
Annual campaign is up financial overview has over 25,000.

Make a Splash Grants have awarded 30,000 to 52 partners in 23 States, expected to serve more than 399,633 children with swim lessons through Make A Splash, once we hit the 400,000 there will be a big announcement

List of important Dates will be included.

Eastern Zone June 2 -5 at UMBC (28 boys – 13 -14 & 28 Girls 12 - 13)

Sat. at 9:00am - 201 Course will be offered.

Finding Dori – Swim Today camp, no application needed to coincide with the moving

Member Services would like to know dates to Avoid for the Zone workshop next Spring or along with recommended locations.

Sign in for everyone from the various LSC's was requested and include Athlete beside their name.

Meeting Break:

Return to hold Special Election:

Secretary/Treasurer (defer to Zone minutes)

Diversity Coordinator election was held to finish out term and re-election will be held at convention in September, 2016. – Nominations were Peter Maloney and John Yearwood.

Result: Peter Maloney, will complete term.

Nominations were put forth for the Zones meeting at convention (defer to Zone minutes for nomination list of positions and names)

New business was the announcement that Peter Clark will be retiring and the Zone awarded him with a gift of gratitude. Peter addressed the group with word of appreciation and gratitude.

Meeting Adjourned

Respectfully submitted: G. Nadine J.-Jesioneck