

Minutes MESI Crisis Management

August 27, 2020 via Zoom



Mission: Create opportunities and provide resources to promote excellence in Maine swimming.

Vision: Maine Swimming: You CAN get there from here!.

Core Values: Sportsmanship, Excellence, Leadership, Fun

Attendees: Kristy Barry, Maddie Buck, Marcel Da Ponte (8:20), Holly Hatch, Taylor Rogers, Jim Willis

Guest: Henry Clauson, Mary Ellen Tynan

Review of SEAL CMA preparation for dual meet this weekend. Henry says they have done the most they can to be preemptive. They even made a video. They have everything mapped out they have asked all the right questions.

Jim said the YMCA had a meeting and they have virtual meets but now at least three teams not swimming. They have set up a window to do virtual meets of seven days. TCST is not swimming right now but hoping to do something soon. Booth Bay (YMCA only) is cutting all staff but having a team with volunteers stepping up.

Review of USA-S Meeting on Exploring Revenue Streams that Mary Ellen and Jim attended. Athlete reimbursements will not be happening so won't have those expenditures, but income from registrations and meets will be way down. Virtual meets hosts may impose a max fee of \$20. We will get about \$2 per swimmer. Holly asked how many athletes we could be down with the 6 YMCA teams perpetually out. Mary Ellen reported that several swimmers have transferred to USA teams. Jim said he, DEFY and BYB will have a severe reduction in USA participation. His team will probably go from 50 to 20. Without USA meets to travel to there is no reason for these kids to join USA-S. Henry said some senior swimmers might but most of the newer kids will not. If there is no championship meet, parents will not spend money on registration. Mary Ellen said we may drop to 700 or less. We need to find other sources of revenue. Holly noted we had wanted to do some general fundraising but pandemic would make this very hard. Not even organizations might want to get behind us at this point. Mary Ellen reported that at the meeting they talked about Corporate Sponsorships as a source. Olympia Sports (went bankrupt), New Balance, WEX and other Maine based companies like Hannaford. Jim said Hannaford locally is outstanding and provide his team \$1000 a year. "official grocery store of Maine Swimming".... Taylor said this could be a perfect time if we push we are trying to keep kids active in their community. Mary Ellen puts links in chat. New Balance is a big supporter of U Maine athletics.

Marcel joined meeting.

Hannafords is very community based. Brainstorming of different companies that give community support – Dead River, Tom's of Maine, Burts Bees, Dicks Sporting Goods. Henry said some are matching grants now. Need to be for a particular mission or purpose. Camden National, Bangor Savings (CMA works with them and they get \$500 twice a year). If needed a cause the diversity initiative could be a cause.

Mary Ellen asked if worth pursuing caps and stickers. Taylor felt worth purchasing caps with the new logo to sell. Jim said to charge double what we pay. IF they cost \$10 charge \$20. Double up. Stickers will sell too. Kids always looking for stickers. Stickers no more than \$2 and sell for \$5. Henry promoted his vendor in Farmington Maine. Said they are really good. They are vinyl. Mary Ellen will reach out. Holly said with new logo we need to reach out to swimmers and get them excited. Holly also said we will be trimming in other areas. Even if we don't sell this year they will sell at the next big meet we have.

Athlete Leadership Summit is going to have to be virtual. Do we want to congregate the athletes or do everything virtual. How do we move forward from this point? Kristy said there will be a Athlete Committee Meeting Saturday night

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but athletes are not responding to Kristy. Jim said if there is no athlete facilitator coming it would be better for them to stay home. Mary Ellen still hoping we can get an athlete to come do the swim clinic in person. Maine is negative test within 72 hours or quarantine for 14 days. MESI would pay for the test.

Jim said high school fall sports are ok in Maine. YMCA meeting still gung ho for YMCA Nationals and put together requirements for YMCA Nationals. They are not changing the cuts and if you had three meets last year you are good for this year. York had a YMCA meet and they had over 200 swimmers at the meet outdoors.

Jim confirmed we are planning to follow the same protocol through October. Have to officially vote here and at Board meeting before September 15th. Taylor targeting a BOD meeting the week of September 8th. We should update out MESI club form for where each team is. Mary Ellen will find the link and send out again. CMA vs SEAL meet this weekend at Westbrook will see how it goes!

Respectfully submitted, Mary Ellen Tynan