

**Meeting Notes**  
**Midlakes Swim League**  
**Fall General Meeting Agenda**  
Tuesday, October 18, 2016 at 7:00 pm

Meeting called to order: 7:12 pm

Board members present: Jonathan Alford, Nancy Anderson, Cindy McGee, Neil Butler, Lynne Matthes, Rebecca Thornton, Laura Halter, Candis Brink, Misty-Dawn Cunningham

The following clubs were represented: EB, KGG, KGM, KGR, KLA, MH, MIBC, MICC, MSC, NHST, NYC, NW, PL, RHST, SAM, SS, SW, TOS, TPCSR, WR. The following clubs were not represented: FW, HW, OL, PLAT, STC

1) Overview

- a. League Champs Heat Sheet letter - Jonathan asked that every read the letter.

2) Board Positions

- a. Vote – Treasurer, Neil Butler – MICC
  - i. Motion and seconded – no opposition
- b. Open - Secretary and Division IV Rep
  - i. Jonathan asked again for volunteers and did an overview of job description
  - ii. No one interested or spoke up
- c. Merchandising transition?
  - i. Asking for volunteers for 2018
  - ii. Rebecca has 8 years of information to share

3) Tentative Swim Calendar (Division Alignment targeted to Spring per Bylaws)

Presented records – will discuss alignment later and will be firmed up by Spring meeting  
KCAC only offered the one date of 7/23

- a. Dual meets begin – June 13/15
- b. Division Champs – July 15
- c. Prelims – July 17-19
- d. League Champs – Sunday, July 23 at KCAC

4) Reports – 2016 Season Review

- a. Coaches' Reps
  - Candis – 1<sup>st</sup> thru 4<sup>th</sup> place last season for Div 4 and encouraged all teams to do this
  - New coaches – be ready to help them – encourage them to ask for help
  - Champ entries are difficult so make sure they have help
  - There will be only one mandatory coaches meeting
  - Remind coaches to settle down during champ meets...back down on competition intensity
  - Laura - Div 1 added Sunday meets for younger swimmers for large teams – very successful (4 total and did cross divisional) low key, 2 hours, family oriented
    - Don't forget to budget for extra ribbons
  - Laura & Candis will gladly offer their assistance for new ideas and setting up hitek for extra events. Offer advise
- b. Merchandise
  - i. Covered costs w/ profit but down \$3000
  - ii. Merchandise available to all in attendance (7 t-shirts and 1 sweatshirt available to each)

- c. Financial (Nancy)
    - i. Overview of handout (ask Nancy for e-copies)
    - ii. Dive was down to 109 (150)
    - iii. Polo normal
    - iv. Swim – 3000+
    - v. Average income from shirts
    - vi. Swim ads - \$5700 which is immediately split between the host teams
    - vii. Everything within budget
    - viii. \$24,000 minimum in the bank
    - ix. \$44,000 needed for another rebate...probably 2 or three years from now
  - d. Communication – make sure you signed in.
- 5) Board Administrative issues – Jonathan reviewed the following
- a. Operating Plan and By-Law proposed changes
    - i. Completed - 2016 Spring meeting
      - 1. Eliminated protest process redundancy and inconsistency
      - 2. Objective meet schedule by seeding
    - ii. Current - 2016 Fall meeting
      - 1. *On hold* - Establish objective Division Alignment formula
      - 2. *On hold* - Eligibility language  
*May be taken care of with Jonathan's new ideas for structuring how we score meets*
    - iii. Targeted - 2017 Spring meeting
      - 1. Inclement weather policy  
Check with health department and come up with an umbrella policy for the league.
- 6) Board Mission / Operating initiatives / issues
- a. Survey feedback (see attached)
    - Overview of Handout with answers
    - Improve Board communication & transparency
    - Comments from members: none
  - b. Champs hosting
    - i. Financial calibration / best practices
      - Guidance in the OP – expectations seem to be different
      - Asked Champ hosts to provide specific information to develop best practices
      - High level of fixed efforts for all meets
      - No definitive conclusions yet so we will continue to look at that
      - Opportunities to make money:
        - Concessions
        - Hospitality
        - Parking
    - ii. Improve / consolidate League Champs coordination materials  
Board looking at how to improve
  - c. Committee formation and initiatives
    - i. Competitive Structure review (with Eligibility effects)
      - Jonathan presented an overview of how he feels about bringing in new ideas for the League competitive structure
      - Scoring system – Midlakes on one extreme end so they are lots of options that can be considered
      - Actual swimmers in the water competing with like swimmers

Talked with board and members and would like to go through an organized process

What works well

**What are the pain points** – example:

Because of scoring too few kids have an impact on the score

Domination by year round swimmers

All of the champ meet entries due at the same time

Trying to get volunteers – especially for champ meets

Travel time

Eligibility for larger teams

**IDENTIFY ROOT CAUSES** of pain points

**BENCHMARKING**

What new ideas or what do other teams do to relieve these pain points

**EVALUATE POTENTIAL SOLUTIONS**

Experiences

Impact

Pool physical setup

Create committee – coaches, parent reps, board, different divisions, etc.

Please let Jonathan know if you are interested in participating

May take many seasons

May not make any changes

Ask teams to volunteer to ‘test’ different scenarios

Speed categories

Change scoring

Data points – what our numbers look like compared to others

Take actual data from our meets and reorganize in MM and see what that looks like

\*\*\*Jonathan also shared that due to the current structure he thinks we lose older swimmers. Shared the age group distribution for the league showed that we don’t seem to keep older swimmers (see member comments)

Create an impact we can do for the younger swimmers coming up

How can we take what we have and build upon it

**Please send Jonathan your thoughts and comments**

\*\*\*Nothing is going to keep the older kids there

Use rebate to create programs to keep older kids

Culture can do more to keep older kids

Older kids set the example and the younger kids look up to them

**MEMBERSHIP COMMENTS:**

- Hard to visualize
- Would like to see what some of those ideas might be
- Lots to digest and think about
- What other leagues are you looking at?
  - Northern Virginia
  - Atlanta (17,000 swimmers)
  - Northern California
  - Midlakes is the only one he found that ran 2 meets a week
  - Seasons are similar in length
- Take into consideration 1&2 divisions versus 3.4.5 divisions so we need volunteers from all divisions
- What is the commitment?
  - A handful of meeting before Spring

- How to make the older swimmers feel valued when they don't contribute to the team because they do not score
- Look at teams individually to see what improvements can be made

ii. Midlakes / Club Swimming / PNS relationship

Jonathan looking at some issues

Opportunity for growth within the league

PNS has 6900 swimmers

Strengthen the bond between swimming & Water Polo

Remember that the smaller clubs don't have room to grow and don't have many year round swimmers

7) Water Polo & Diving update

Revamping water polo operating plan

Referee situation – young refs, parents yell,

Requiring parent volunteers to keep the peace

Need more communication with WP and Diving

Midlakes needs to standardize the co-ed issues with Water Polo – mainly the older swimmers

8) New business – none discussed

Surplus League shirts were given out to all who were interested.

\*\* Note that comments from the membership are indicated in green.