

**MINUTES OF THE INAUGURAL MEETING OF THE
NADADORES SWIM COMMITTEE**

**November 10, 2014
7:00 pm PST**

**In-Person
Location: 22197 Westcliff, Mission Viejo**

The following are the minutes of the meeting of the Nadadores Swim Committee (the “Committee”) held at the above time pursuant to notice duly given to all members of the Committee. Present at the meeting were committee members Duncan Houldsworth (Chair), Miguel Ramierez (Vice Chair), Alexander Arrow (Secretary), John Parker (Development), Jim Santy (5 am Workout Captain), Nora Gard (6 am Workout Captain), and Audrey Viers (9 am Workout Captain). Also present by invitation of the Committee were Alex Gard (son of Nora Gard), and Mark Moore (Head Coach of MVN Masters and 2005 USMS Coach of the Year). Audrey brought pizza and Miguel and John brought wine.

Duncan Houldsworth called the meeting to order and Alex Arrow kept the minutes of the meeting.

Miguel described the genesis of the committee, including the example set by his previous masters team newsletter.

The Committee then moved on to its first substantial order of business: Planning the holiday party. The Committee determined that the date of the holiday party would be Thursday December 11th, from 6pm to 10pm.

Alex volunteered his house as the venue for the party. There being no other venues suggested, the Committee decided to confirm this location.

Upon discussing the food, the Committee pointed out that previous hosts have cooked a main course with some guests contributing a \$5 door fee and guests encouraged to bring a side dish.

However, Mark expressed concern about there being too many desserts.

The committee then discussed options for catering, charging at the door, or attaching the fee for attending the party to online accounts.

Duncan asked the Committee members to describe the food choice they most thought appropriate for the holiday party.

Audrey: Prime rib or a couple pot roasts.

John: A food truck, which could park in the street in front of the house.

Mark: Woordridge is a possible catering choice.

Duncan: Mark could play Santa, or “Santa meets Hemingway”

Miguel is checking on Taco cart prices

It was suggested that the best way to encourage attendees to both (a) bring desserts, and (b) avoid bringing un-appetizing store-bought cupcakes is to hold a Dessert competition

The dessert competition idea was met with enthusiasm, and adopted.

The discussion then turned to holiday decorations for Alex’s house.

Miguel: Asked what is the nature of the holiday decorations being planned

Alex: Noted that his new girlfriend has some ideas about decorations

Audrey: Pointed out that she knows Alex’s new girlfriend and that she is pretty cool.

Mark: In the past, we did gifts, the White elephant game.

Alex: Voiced his opinion that white elephant gift exchanges are fun and that this party should have one.

Jim: Asked how a white elephant gift exchange worked. Audrey and Alex gave a brief explanation.

Miguel: Volunteered Kim Burton to be the party photographer.

Duncan: Let's just let Kim design the T-shirts

Miguel: Kim should also design the newsletter. She is a talented graphic designer, so our newsletter will "win awards"

Duncan: The newsletter should probably be a social media vehicle

The discussion then turned to the best way to invite attendees.

Mark: Suggested that for the invitation, eVites work well. Mark will provide all the emails to whomever puts together the eVite.

Duncan: We can promote the party through the Nadadores Facebook page.

Mark: Pointed out that of the 230 members of the Nadadores, only about 80 are on Facebook

Duncan: Asked Mark if he is the admin of the Nadadores Facebook page. Duncan asked if he could instead become the admin. Mark said yes.

Miguel: Kim is going to come up with a fabulous flyer, which will be posted to Facebook

John: Wanted to know how many people replied to the eVite last year.

Audrey: It might be worth using some paper flyers, which Kim B. could design and create.

Miguel: Kim will create the flyer

Audrey: Does not want to run the risk of flyers being left on the ground at the pool.

Miguel: What if we printed swim caps with a party message, such as "Are you going to the Christmas party?"

Duncan: Suggested that we could hand-write those caps, which would be kind of cool.

Duncan: Voiced an epiphany that the most effective kind of promotion is us simply sending emails those in the group whom know & trust us.

Miguel: We are going to advertise the White Elephant gift exchange – that will draw people in.

Duncan: Asked Alex about the music/sound system of the house. Alex gave a brief demonstration of the Bose Soundlink system controlled by the same compute on which he was taking minutes notes, playing an R.E.M. song. Duncan ruled that the music system is satisfactory.

Duncan: The first email about the Xmas party should go out this Friday, Nov 14th.

This concluded the holiday party discussion.

The Committee then turned to its second major item of business for the evening: The polar bear club.

Audrey: Declared that the polar bear club runs Dec 12 through Jan 1.

Duncan asked what are levels, and pointed out that to his dismay, he has never achieved the polar bear club in all 13 years that he's been a Nadadore.

Alex pointed out to Duncan that in consolation, Duncan should know that the swim cap Alex received last year for achieving Polar Bear status proceeded to melt on his other swim caps, leaving a gluey, difficult-to-remove, bright blue stain on virtually everything that touched it, ruining several of Alex's articles of clothing, so there was actually a disadvantage to being a member of the club.

Nora asked what were the number of days needed to achieve each level of Polar Bear awards.

Audrey: Answered that the three levels are 6,12, and 18 days, respectively

Jim: Pointed out that you can still buy your way into the polar bear club pizza party

John: wants to know if a double workout counts as two days.

Jim: Argued that people who show up late to practice should not get credit

Alex: Speaking as someone who often shows up 10 minutes late, he thinks that half a point is appropriate for a late arrival workout.

Duncan: Motion from the floor that Double workouts (such as swimming from 5:00 am straight through to 7:00 am) should count as two points

Voting in favor: Audrey, John, Duncan, Alex, Jim, Miguel, Nora

The one abstention: Mark

Therefore, it was duly motioned, seconded, and RESOLVED that double workouts shall count as two points in the 2014-2015 Polar Bear Club point system.

Mark: Suggested that if we count doubles, you have to pay for your shirt.

Alex: Mentioned to Mark that there is no “if” – we are in fact going to count doubles, since the resolution just passed.

Duncan: Asked how many people are really going to do doubles in the winter?

Audrey: Suggested that she would do one double during the season.

John: I might to several.

Duncan: If we’re going to do doubles, let’s have an uber-level

Mark: We could call it the Grand Poo-Bear.

Mark: No more than two per day.

John: Another challenge could be doing all 5 workouts in one day. 5,6,9,12, 7

This concluded the discussion about the Polar Bear Club.

The Committee then turned to its third major item of business for the evening: Marketing for upcoming swim meets.

Miguel: Emphasized that we should be seriously marketing for the upcoming Commerce meet. Audrey determined that the dates of that meet are December 5th-7th.

Mark: Pointed out that the Commerce meet registration closes on Nov 17th

Duncan: Asked how many swimmers do we need to make the meet interesting? Mark said it would take 24-30 swimmers.

John: Suggested that send an email or even an evite.

Audrey: Suggested that Facebook might be a better way to invite Nadadores to the Commerce meet

Miguel: As the admin, I can change people's names

Audrey: Said she does that with my contact list all the time.

John: Asked Mark if there is a way to see all members from the Nadadores site. Mark said yes, but there is not a way to email everyone from there.

Audrey: When we send out evites, do we send them to our satellite members as well?

Miguel & Jim: Answered sure; they pay dues.

Mark: We can offer the following incentive for attending the Commerce meet: If you are at the commerce meet for at least one day, you get a cap. For two days, you get a shirt.

Duncan: The San Antonio April 23-26th meet is a good one that we should plan ahead for.

John: Expressed that it can't be too expensive to stay in San Antonio.

Miguel: Suggested that we should get a team hotel there.

Additional meets that we should consider designating as Nadadore team focus meets include:

Vegas: Jan 17

Mission Viejo: March 15th

Miguel: One meet per month that we are going to focus on. It will be the designated team meet.

Mark: That has worked for other clubs.

Duncan: Who is going to make a calendar of all the meets. This should be the job of the secretary (Alex). Alex agreed to take the action item of circulating a list of upcoming swim meets for the committee's considerations for picking focus meets.

Audrey: SPMS would have a lot of meets, but maybe not all. Who is the webmaster of the Nadadores?

Mark: I'm the webmaster.

Miguel: Alex will prepare a calendar of meets and circulate it for consideration of which meets will be meets of the month.

Miguel: The Vegas meet in January should be a good one. We are going to have more luck in getting people to go to that meet.

Duncan: We have to tell people well in advance.

Miguel: Going to a team meet should be like a cruise, with everything taken care of.

Audrey: Said she would be up for a team cruise

This concluded the discussion about marketing for upcoming swim meets.

The Committee then turned to its fourth major item of business for the evening: Determining when Committee meetings would occur, and in particular when the next meeting would be.

Jim: Kicked off this topic by simply asking: when are we meeting next?

Duncan: Suggested that we should we meet before Thanksgiving

Miguel: Proposed that Committee meetings should be the 2nd Tues of each month

Jim: The next meeting could be Dec 9th, and be a decorating party, given that it would be just two days before Dec 11th, the day of the Christmas party.

Duncan: We are going to send out a calendar appointment for the 2nd Tuesday of each month at 7 pm. This is delegated to the Secretary.

This concluded the discussion about the dates for future committee meetings.

The Committee then turned to its fifth and final item of business for the evening: Random additional topics.

Miguel: Suggested that a fridge magnet of Nad focus swim meets would be awesome.

Mark: We vote on the schedule at the annual meeting of SPMS. That meeting will take place in El Torito restaurant, with free food, November 20th. To attend, click on the SPMS website and go through a ClubAssistant process. The group that meets there will have the power to approve the meet schedule there through 2016.

Mark: For food trucks, we have to have a guarantee, like 300 burgers

Duncan: Asked about budget for the year, fund raising.

Mark: We are not handling money; everything goes through the office.

Duncan: Next time we meet, we should talk about fundraising

Jim: Fundraising, and volunteering

Audrey: Other meets, people go for relay records

Duncan: Relays get people to come in for meets.

Duncan: What about attrition. How many people do we lose each year?

Mark: We lose some people, but we gain a few.

John: As a fundraiser idea, how about Sunday morning pancake breakfast?

Duncan: We have an immediate need, to tell everyone about the Commerce meet in the next few days.

There being no further business, the meeting was thereupon duly adjourned.

Alexander K. Arrow, MD, CFA,
Secretary of Meeting