

Northwest Zone Meeting Minutes

Committee Name: Northwest Zone	
Committee Chair: Sally Dillon	
Minutes recorded by: Sally Dillon	Date/time of meeting: Sunday, 3-10-19; 5 PM PDT

Motions Passed with financial implications: none

Motions passed: none

Number of committee members present: 8	Absent: n/a	Number of other delegates present: n/a
Committee members present (list all, including chair and vice chair): Ken Winterberger (AK), Matt Bronson (IW), Donn Livoni (MT), Sandi Rousseau (OR), Matt Miller (OR), Sally Dillon (PN), Jim Clemmons (SR), and Aaron Norton (UT)		

Minutes

The meeting was called to order at 5:05 PM PDT.

A. General business

1. Actions taken between meetings: The December 9, 2018 minutes were approved by email, distributed to the LMSC Leadership Teams, and posted to the website.
2. NW Zone Chatter Newsletter: LMSC reports for the next Chatter were due to Chair before Friday, March 8. Gold stars to Matt B. and Aaron for submitting theirs.
3. Zone Chair report: Sally thanked everyone for moving the start time up an hour. PNA is juggling its schedule to accommodate the availability of some board members and to avoid the increasing difficulties with having meetings on weeknights, and the change allowed her to hold a meeting tonight.
4. Financial report: Ken reported that reimbursement expenses for convention delegates (MT and SR) had been paid out. Total cost was \$1379.95, leaving \$4711.17 in the account. He noted that notices would go out in early May to the LMSC Treasurers for the annual per/swimmer surcharge. Ken will use the membership total on the USMS website on May 1. Ken will send copies to both the treasurer chair. He will post a new 2019 reimbursement form on the website. Susan Kuhlman, from the National Office, has simplified the form. Sally noted that she heard at the Leadership Summit that the NW zone is the only zone to have a bank account.
5. Zone Record keeper report: Steve Darnell reported via email that NW Zone records for all three courses (SCY, SCM, LCM) are up to date on the Zone website, with all of the information received from swimmers and LMSC Record Chairs, as of March 7. New Zone records set at the SCM meet at Oregon City March 2/3 should be posted by about March 15. For meets held outside of Oregon, swimmers (or their coaches or friends) should continue to send their new Zone record info directly to Stephen via email, for inclusion in the next Zone records update. This process has been working smoothly for several years now. Once the swim times are recorded in the master USMS swim times online database, no additional documentation is needed.
6. Webmaster report: Hugh Moore reported via email. Most of the activity is posting records. He also posts Zone Chatters, meeting minutes, and championship meet forms. Hugh said that he could be slow posting links to some championship meet info because he is often unaware when the forms have been posted elsewhere.
7. NW Zone At Large Director report: New At Large Director Matt Miller attended USMS BOD conference calls in October, November, December, and January. Dawson Hughes' contract has been renewed for four years. In January the USMS Board approved a new software purchase for the website (community software for forums and other functionality). Matt was unable to attend the February "in person" meeting in South Florida due to the district meet for the High School team he coaches. He reached out to board members and received meeting information and the draft minutes. Key discussions involved: Membership Strategy -

Dawson's strategy for membership growth involves grouping people into four buckets: 1) Acquisition 2) New-member retention (1-2 years), member retention (3+ years) and life/volunteer champions. The focus is on improving incentives/membership value to increase retention. To acquire new members, focus on improved targeted communication and online technology. Much discussion took place on addressing members' needs as well. Volunteers Task Force - There have been changes proposed to some of the established volunteer committees and how volunteers are used. Sally noted that they heard a lot about this subject at the Leadership Summit. There are proposals to eliminate some committees and change the way other committees operate. Standardized Membership Fee – lots of discussion on standardizing the LMSC fee, which varies quite a bit around the country, and having one charge for all LMSCs. Also being considered is different types of memberships, such as multi-year discounts, auto-renewal, non-competition membership, etc. Donn noted that the BOD minutes should be approved at their next meeting and posted shortly after.

Regarding the LMSC fees, Sally mentioned that in PNA, \$5 goes to directly to the clubs. Donn said the discussion included “what do the LMSCs do with the funds they get?” The National Office pays for some delegates to attend the convention; all LMSCs should be paying for their delegates. He also said that some LMSCs have large bank accounts yet they charge the OW hosts the USMS sanction fees for hosting events. The big idea of an LMSC standardized fee is out there; the details are not yet determined. Sandi asked if a proposal will come up at the convention this year. Donn thought likely not this year. Sandi hopes the BOD will question the LMSCs about what they are doing with their fees before making a decision. Donn said we need to understand what services the LMSC is providing; Sandi reiterated that the LMSCs should be polled – collect enough information.

8. NW Zone Championship events

SCY - April 13 & 14 at King County Aquatic Center (Federal Way, WA); Blue Wave Aquatics, host

OW - July 27 at Elk Lake (Bend, OR); Central Oregon Masters Aquatics, host

LCM - August 23-25 at Mt Hood Aquatic Center (Gresham, OR); Oregon Reign Masters, host

SCM – November 8 & 9 at South Davis Rec. Center (Bountiful, UT); South Davis Masters, host

B. New business

1. Review of USMS Leadership Summit: Sally reported that 55 leaders representing 38 LMSCs were in attendance. 16 LMSCs sent two people. There were nine others (five staff, two board members, and 2 LMSC DC clinic organizers) for a total of 64 attendees. She was delighted that our zone was 100% represented. The only other Zone that matched that has only 4 LMSCs. It's a shame that every LMSC didn't attend. Donn said a few LMSCs didn't have the funding to get there. Sally reminded everyone to complete the online survey. A link to the summaries of ideas generated at the summit is here: <https://www.usms.org/gto/lmscsummit>. The Volunteer Task Force suggested changes to the Zones, which included having the chair candidates selected by the USMS Nominating committee. Aaron noted that the other Zones don't connect until convention and he wondered if the Volunteer Survey yielded information about this. Sally will ask Laura Winslow, chair of the Volunteer Committee. Donn mentioned that compared to the NW, other zones are slackers, so the idea is to find ways to improve the others. He thinks USMS should pay attention to and put their resources toward those who need it. Sandi doesn't know why having the nominations committee will contribute to improving that. The recommendations also include having experience requirements for the Zone Chair position, which is not a bad idea. They need to come up with a description of the duties.
2. LMSC Standards: The due date is 3/15; three chairs have not completed it. We need to check to be sure our treasurers have done their surveys.
3. NW Zone Chair – election in September: A reminder that Sally will not be running for a 3rd term. Please help her find others who would be a suitable replacement. She is willing to be a mentor. Sally has developed a “job” description and will send it out to all on the call.
4. Special announcements: The Montana State Meet canceled due to lack of officials and meet personnel. PNA hoping to host an LCM meet on Saturday, July 6 at KCAC in Federal Way. Deadline to enter LCM Nationals is the following day.

5. Other business or announcements: Donn announced that come September, he will run for another term as VP of Programs.

C. June meeting: Sunday, June 9 at the regular time (6 PM Pacific, 7 PM Mountain, and 5 PM Alaska)

The meeting was adjourned at 5:55 PM PDT
