

# AZLMSC Board Meeting Minutes

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**These minutes were approved by email vote on 12/5/2022.**

**October 18, 2022 (via Zoom)**

**Meeting called to order at 5:34 pm**

**Board Members Present:** Katy James-Chairman, Liz Hobbs-Vice Chair, Marianne Rexer-Treasurer, Judy Gillies-Past Chair, Susan Foster-At Large, Kathy Gallagher-Secretary, Lindsey Urbatchka-At Large, Dorothy Breluh-At Large, Terry DeBiase-At Large

**Absent:** none

**Others present:** Lisa Zenoff-Harris, Terry Heggy, Coaches Committee Chair, Marnie Whitley, Open Water Committee Chair

**Quorum present:** Yes

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## **MOTIONS PASSED**

1. Minutes from May 25 meeting approved.  
Motion by Judy, second by Susan, vote taken, all in favor.
2. Creation of Communications Chair, and possibly a committee if other volunteers recruited  
Motion by Susan, second by Judy, vote taken, all in favor.

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## **ACTIONS AND FOLLOW-UP**

1. Katy asked for ideas/help on hosting an annual meeting.
2. Marianne will send revised budget for approval by email.
3. Lindsey will draft a Facebook posting policy and send it to Susan.
4. Susan and Lindsey will create final Facebook posting policy draft for board to consider, considering National office as model.
5. Katy will call Doug Adamavich to see if he can provide information about access to website server for needed back up.
6. Marianne will send website host information to Susan.
7. Terry DeBiase will assume Chair position for the Competition Committee.
8. Dorothy Breluh will assist on the Competition committee
9. Lindsey Urbatchka will send Terry D. the name of Mesa swimmer who might be interested in joining the competition committee.
10. Lisa Zenoff-Harris will begin creating content for AZLMSC website and Facebook platforms, and will chat with Terry Heggy about communications with coaches.
11. Include Jeff Commings on board meeting invites/announcements.

12. Terry Heggy will send Susan a brief summary of the Streamlines article and pics for the AZLMSC website.
  13. Susan will contact Lisa about official action to create Communications Chair position and suggest to her that she can define the role.
  14. Liz will send results of Sedona and Flagstaff meets to Susan for website/Facebook posting.
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## HIGHLIGHTS

1. Board intends to support the Heatstroker LCM state meet again in 2023.
  2. Board will consider adoption of Facebook posting policy in the future.
  3. Terry DeBiase is new Chairperson of Competition Committee.
  4. Dorothy Brelih and Lindsey Urbatchka will assist on the Competition committee.
  5. Jeff Commings is on USMS National Board.
  6. Terry Heggy mentioned he knows of one pool that has closed because the cost of chlorine has increased so much it cannot afford to remain open.
  7. Board created a Communications Chairperson position, with Lisa Zenoff-Harris assuming the role as a volunteer to develop content.
  8. There is a lot of information about USMS National Committee meetings on the USMS website. <https://www.usms.org/volunteer-central/board-and-committees/national-committees>
  9. Terry H. is writing an article for Streamlines on how you write workouts.
  10. The Board is open to providing support for open water competition.
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## CONTINUING BUSINESS

### 1. Minutes from May 25, 2022 approved

#### Motion to Approve Minutes from May 25, 2022 meeting

Motion by Judy, second by Susan, vote take, all in favor. No discussion.\*

\*Minutes were circulated by email for review in the months between meetings. Board members gave feedback at that time and feedback was incorporated prior to approval.

### 2. Treasurer's Report

Marianne reported that the balance sheet looks good. We show a balance of \$7,700. We will incur medal expenses of about \$1,300 and will gain some additional revenue with the Ron John State Meet. Although we owe the National office some dues, we will have sufficient funds based on current registrations and predicted registrations/revenue from the Ron John meet.

We need to order medals for next year, which will be an expense of approximately \$1,300. This expense comes a little earlier than expected due to one extra meet this year, but we have the funds to cover the cost. (Note: Medal expenses are in the Recognition category in the budget.)

Marianne added a line item to the budget for the Heatstroker meet (which the AZLMSC sponsored and incurred expenses and collected revenue for). Overall, there was a loss of \$209 for the meet, which is not a significant amount relative to the overall budget.

Marianne answered questions about where certain expenses appear in the budget. Website expenses appear in the Website and Social media category. QuickBooks expenses appear in the General Administrative category.

### **2023 Budget**

Last year Marianne prepared several budgets based on varying numbers of registrations. For 2023 we are beginning with a single budget. Notable in the draft budget discussion:

- Increase in revenue over 2022 of about \$1,500
- Annual meeting is a separate line item (not included with regular meetings)
- Other meeting expenses budget is \$7,000
- More coaches say they are taking training

**Adjustments to draft budget.** After discussion about the success of the Heatstroker meet, the board suggested increasing the overall budget (expenses and revenue) by \$1,000 in 2023, and more specifically to increase pool rental by \$500 and awards/hospitality by \$500. More detail about the discussion is in the Heatstroker notes.

#### ***Action Item:***

Marianne will send revised budget for approval by email.

### **3. Webmaster Report**

Susan reviewed progress over the past year on the items in the Webmaster's "to do" list. She noted that Celeste Jacroux might chip in to help maintain the website.

#### **Facebook Update**

Facebook seems to be the most-used communication platform for members and interested public to interact with AZLMSC. Therefore, Susan is paying careful attention to how we allow people to interact on the site, to prevent self-promotion, hate speech, scams, spam, impersonations, and other inappropriate and/or controversial posts.

#### **Monitoring Posts/Group Rules/Posting Policy**

If anyone sees an inappropriate post, report it to admin. Click on the ellipses (3 dots) and "Report to Admin".

To date, Susan has only had to remove one post. She will send a note to anyone who posts something controversial or inappropriate.

The board discussed whether we should develop a policy or rules to ensure a welcoming group and have a mechanism to justify removing a member if necessary. Susan suggested

that we don't want to draw too much attention to inappropriate posts, and that we need the ability to use judgment and have some flexibility because sometimes people don't realize they are posting something offensive. The group determined it would be appropriate to have some sort of policy to manage repeat offenders.

**Action Item:**

- 1.Susan and Lindsey will work on drafting some policy that gives guidance on an AZLMSC policy for acceptable/unacceptable posting to the website by members and the consequences of unacceptable posting.
- 2.Lindsey will draft a policy and send it to Susan. She will look for anything the National office might have that we can crib or adopt as ours.

**Structure of AZLMSC Facebook Group**

- AZLMSC is a Facebook group. Joining is automatic. Posting requires permission.
- Susan set up the group so that joining is automatic but posting requires permission. This gives the LMSC some control over posts.
- People with a profile can join the group but need permission to post.
- Facebook pages (different than profiles) can join but not post.

**Issues with website backup – resolution needed**

Susan cannot back up the website because we don't have information on how to log into the server that it is hosted on. We have an email address but aren't sure who Marianne noted that something changed with our server host billing recently. Perhaps this is why Susan got the notice that the site needs to be backed up.

**Action Items:**

- 1.Katy will call Doug Adamavich to see if he can provide information.
- 2.Marianne will send website host information to Susan.

**4. Registrar Report**

Membership is back up to normal levels.

Current registration numbers: 1,059 total registrations (571 men, 588 women).

Note: Because the Ron Jon meet is in October this year, participants have to register for 2022, not 2023. In previous years, the meet was in November and participants' registrations fell into the next year's membership period.

## 5. Competition committee chair position

Terry DeBiase agreed to chair this committee after Judy Gillies suggested he would be really good in the role. Dorothy Brelieh offered to help and will bring an official's perspective to the committee's work.

### **Action Items:**

Lindsey Urbatchka will send Terry D. the name of Mesa swimmer who might be interested in joining the competition committee.

## 6. New volunteer – Communications Chair

Prior to this meeting Kathy asked Lisa Zenoff-Harris to volunteer with the AZLMSC and discussed some ideas/options, and invited her to discuss these ideas with the full board. Lisa shared ideas with the board, coming from her experience as a swimmer and a marketing professional. She would like to help amplify masters swimming, by broadcasting the greatness and diversity of swimming/swimmers in AZ. She and Dorothy mentioned that more information highlighting a range of swimmers might help get more people involved in AZ Masters swimming.

Susan mentioned that we have a website and Facebook platforms, and that while she can keep them functioning, it would be helpful if someone could provide content that would increase our presence. Others agreed, and voiced appreciation for content about swimming and swimmers. Terry Heggy (Coaches Committee Chair) mentioned it would be nice to have help creating coach-focused communications. Lisa is willing to work on these things.

Ideas the board discussed with Lisa included profiles of swimmers to highlight the broad spectrum of "masters" swimmers, a newsletter, and communication with coaches. There are older newsletters on the website, many written by Judy Gillies. They can be found here: <https://azlmsc.org/newsletter-archives/>

The board invited Lisa to begin working on developing content and communications pieces. At this point she will work primarily with Susan and Terry. The board decided to title the position **Communications Chair** and determined the role didn't need to be formalized further as the bylaws allowed the board to create committees as needed. (The issue of whether to name the position or formalize the position further was raised by Susan later in the meeting and was discussed at that point. The notes appear here for content continuity.) Lisa agreed the position should have a title as it would facilitate connection with members looking to help with content, volunteer, or simply feel more connected to the AZLMSC.

Terry requested to chat offline with Lisa about ways to help communicate with coaches.

### **Action Items:**

Lisa Zenoff-Harris will begin creating content for AZLMSC website and Facebook platforms, and will chat with Terry Heggy about communications with coaches.

# New Business

## 1. 2023 State Meet Bids/Award of Bids

Katy will send announcements to coaches and ask for bids to be returned before the holidays. Judy noted to be sure to send the contract with the announcement, so the coaches know what they are bidding on.

## 2. Annual Meeting Recap

Attendees Michael Biondo and Judy Gillies submitted reports that were circulated to board members. Terry H. will submit one soon. Celeste Jacroux's report is pending.

Judy Gillies: People were thrilled to be there. Committee chairs appreciated that they could talk in person to manage change and make decisions quicker. The entire process for conducting business was so much faster. AZ Coach Jeff Commings was voted into a USMS Board position. Judy noted to be sure we include Jeff on the Board meeting announcement list.

It is a rather long-term, time-consuming commitment to be involved as a delegate with the virtual format, in part because it is possible to attend every committee meeting. Each national committee holds meetings in the 1-2 months prior to the actual annual meeting, and sometimes multiple meetings for very active committees. When in person, some meetings are held concurrently so delegates cannot attend them all.

There is a lot of information about USMS National Committee meetings on the USMS website.

<https://www.usms.org/volunteer-central/board-and-committees/national-committees>

For next year, the USMS Board, rather than the House of Delegates, chose to host a hybrid meeting (i.e. possible to attend either in person or via Zoom). In two years, the meeting will be a Zoom only format.

Terry Heggy: Noted that for Zoom participants the process (e.g. voting, discussion) went much smoother than in past years.

## 3. Officials' Clinic

On October 9, Judy held an official's clinic with 15 attendees at Cokie's pool at Sun City Grand. Attendees were given rule books and got to watch a practice. Judy thinks 2-3 attendees will become USMS officials. She is considering another clinic in January, possibly at SaddleBrooke.

## 4. USMS Coaches Clinic

Coaches Committee Chair Terry Heggy reported on the USMS National Coaches Clinic in Las Vegas, which he attended. He will put together a summary of key takeaways and distribute to AZ coaches.

Terry is also writing an article for Streamlines on how you write workouts.

***Action Items:***

Terry Heggy will send Susan a brief summary of the Streamlines article and pics for the AZLMSC website.

**5. Heatstroker State Meet Recap**

Board members who attended the meet, which the AZLMSC co-hosted and financially supported, shared feedback and perspectives on the meet's success and considerations for future involvement by the AZLMSC.

Katy noted the meet was successful financially, considering that the meet was put together quickly and many people could not attend with such short notice.

Financially, the meet almost broke even (-\$209), which board members thought was good considering the attendance and short lead time. The co-host Westside Silver Fins and Southwest YMCA would like to host again in the future and board members agreed it would be good for the LMSC to co-host again next year to ensure a summer LCM State Meet without much cost or risk.

The board discussed the financial considerations with sponsoring the meet in the future, especially the opportunities and risk factors. Committing earlier would allow more lead time, which probably would mean higher attendance. Terry Heggy reported that his swimmers at SaddleBrooke loved the meet and that he would bring a larger team next year, especially if the date is known farther in advance and his swimmers can plan ahead. It was suggested that we try NOT to lose money on the meet and the board discussed several ideas, but generally concluded that any definitive actions would happen in the actual planning for next year's meet. (Note: Because a Competition Committee Chair and committee members were identified during this meeting, these considerations will fall to that committee during preparations for the meet next year.)

The board discussed whether increasing the registration fee, or reducing the medals awarded and offering ribbons instead for places other than first, would be good ways to achieve this. Another option that was suggested was to use some revenue from the short course state meet, which is well-attended, to subsidize the long course state meet.

The increasing cost of chlorine is a factor that could impact costs by raising pool rental rates. So could higher attendance, by increasing the time of the meet and thus pool rental fees. Higher attendance would also increase awards and hospitality expenses, which would mostly be offset by increased revenue from registration fees.

The board discussed whether to cut award costs by eliminating or reducing the medals offered. But, several board members relayed stories about people asking for medals or saying they would come to a meet if they knew medals were offered. The board agreed this situation could be addressed closer to next year's meet and could be considered more carefully by the Competition Committee.

The board did not take any official action other than suggesting that the 2023 budget for co-hosting the meet be increased by \$1,000, and more specifically to increase pool rental by \$500 and awards/hospitality by \$500. A 20 person increase in attendance would result in an additional \$1,200 in revenue if registration fees remain the same as this year.

Members agreed there will be time to re-visit meet logistics and financial considerations prior to next year's meet. (See above Note regarding the assignment of a Competition Committee.)

#### **6. Gruender Award Presentation**

The board plans to present the Gruender Award at the meet on Saturday or Sunday.

***Action Item:***

Katy will contact Jeff Commings to get the plaque.

#### **7. Annual Meeting**

The board recognized the USMS requirement to host an annual meeting but doesn't have the capacity to arrange one at the Ron Jon meet. Jody noted that it should be a meeting where business is conducted. In the past she has prepared sheet with the basics, e.g. general timeline of major events during the year.

***Action Item:***

Katy asked for help and ideas on how to host this meeting.

## **Other Business**

### **1. Challenges with hosting Open Water competition**

Marnie asked if the LMSC might be able to host an open water competition, because lots of swimmers want to do open water competition but no one is willing to host open water competitions right now. Katy mentioned that the LMSC has hosted in the past, but would need someone to actually run the meet. Marnie will talk to folks who have run the event in the past to see if they could help. May, June and October are the best months for open water competitions in AZ.

### **2. Request for content/write ups from people who went to Nationals for website/Facebook**



### **3. Formalizing new volunteer role (Motion)**

The board re-visited the earlier discussion about whether it needed to formalize the new volunteer communications position. The board agreed it could accept volunteer help, but would create a Communications Chair position.

#### **Motion to create Communications Chair position and possibly a committee.**

Motion by Susan, second by Judy, vote take, all in favor.

#### ***Action Item:***

Susan will contact Lisa about official action to create Communications Chair position and suggest to her that she can define the role.

### **4. Request for Sedona and Flagstaff meet results**

#### ***Action Item:***

Liz will send results of Sedona and Flagstaff meets to Susan for website/Facebook posting.

### **5. Challenges with hosting Open Water competition**

Marnie mentioned people want open water competition, but no one is hosting. She asked if the Board could assist somehow. Katy recalled that the Board has provided assistance in the past and could again, if someone else actually planned and ran the competition. It was noted that May, June, and October are the best months for open water in AZ.

#### ***Action Item:***

Marnie will contact people who might be willing to partner with the Board to host/run open water competition(s).

#### **Motion to adjourn**

Motion by Judy, second by Susan, vote take, all in favor.

**Meeting adjourned @ 7:35 pm**