

Meeting Name: **MN Masters LMSC Board Meeting**

Date/Time of meeting: **Feb. 23, 2016 6:30pm**

Chair: Karen Zemlin

Vice Chair: Krisie Melsen

Minutes Recorded by: Dave Kough (Secretary)

Motions Passed:

- 1) EC Approved via e-mail recommendation from Karen Zemlin to approve Hannah Cohen as the new Chair of the OW Committee.
- 2) Board MSA to approve minutes from the 1/26/16 board meeting
- 3) Board MSA to approve Committee Goals (see appendix 5)
- 4) Board MSA to approve the new Conflict of Interest certification form and process
- 5) EC MSA to approve recommendations of HOF Committee regarding complimentary dinners and relay entries (see specific recommendations in the attached HOF Committee report)

Number of Attendees: **10**

Executive Committee members present:

Karen Zemlin, Krisie Melsen, Dave Kough, Dave Bergquist, Marc Anderson

Board Members Present:

Tom Moore, Nachiket Kale, Mark Kaplan, Alyssa Walsworth, Hannah Cohen, Carrie Stolar

Visitors/Guests Present:

Minutes:

The meeting was called to order at 6:30pm

- 1) We discussed the new Conflict of Interest certification process, along with an overview that Landon put together. After some discussion over the certification verbiage, the form was approved. The intent is for all voting members of the EC, Board, and Committees to sign the form annually. The idea is to get people actively thinking about potential conflicts of interest without creating an undue burden. We need to make sure that we have good governance policies and practices in place to ensure that people are making decisions based on the best interest of MN Masters. (See appendix 6).
- 2) Karen reviewed her recent Peer-To-Peer call for Chairs and Vice-Chairs. They covered a number of interesting topics and Karen encouraged other board members to participate in their respective Peer-To-Peer calls this year. See the master meeting calendar (appendix 3) for dates.

- 3) We discussed the HOF Committee recommendations regarding complimentary dinners and relay entries. An amendment was proposed and seconded to reduce the family and friends comp from 3 persons to 1. The amendment was defeated. The full recommendations of the committee were then approved.
- 4) We discussed the sentiment of some volunteers who have expressed a feeling of being overwhelmed by the number of committee meetings, the volume of goals, the demands for time, and the number of organizational events. From a volunteer perspective, we may be spreading ourselves too thin and from a membership perspective, our participation levels may be negatively impacted because we are drawing from the same pool of people. Organizationally, do we perhaps look at hosting one event per month, whether it's a meet, a fitness event, or a social, rather than having multiple events per month? Karen emphasized that we all need to manage our energy levels and stay focused on what we are really interested in. Other board members added the desire to use the monthly board meeting as a time to get some committee work done, suggesting that this would be more efficient than having numerous e-mail conversations throughout the month.

Organizationally, over the past couple of years, we have moved most of the "work" out of the board meetings and into the committee meetings but we may need to look at a different balance.

We agreed that going forward, we would try to keep board meetings as short as possible, keep committee verbal reports at a very high level, and then allow time at the end of the meetings for breakout discussions as needed by the committees.

- 5) See Appendix 1 and 2 for complete Meeting Agenda and Committee Reports.
- 6) Quick Facts:
 - 1) Current registration numbers for 2016: 979 members,
 - 2) The annual postcard has been mailed
 - 3) LMSC records are up 24% and Top Tens up 44% compared to 2014.

Action Items:

- 1) **Karen to send e-mail to all new volunteers who have not yet been contacted and let them know that their committees will be contacting them at the appropriate times.**
- 2) **Committee chairs to get all voting members of their committees to sign the Conflict of Interest Certification.**

Date of next meeting: Tuesday, March 22, 2016

The meeting was adjourned at 8:20pm.

Respectfully submitted,
Dave Kough (Secretary)

Appendix 1: Standing Meeting Agenda

Minnesota Masters Swimming – Board of Directors Meeting Standing Agenda Items Updated January 2016

BOARD & BOARD COMMITTEE REPORTS

EXECUTIVE COMMITTEE REPORTS

1. Secretary's report – Dave K
 - Minutes of the previous meeting
 - Action Item status
 - Board Planning Calendar
2. Treasurer's report – Katy
3. Registrar's report – Pam
4. Chair's & Vice-Chair's report –Karen & Krislie
 - **Key Agenda Items**
5. At Large Directors' report – Dave & Marc

BOARD COMMITTEE REPORTS

6. Marketing & Communication – Tom & Pam
 - Marketing Postcard - Katy
7. Volunteers & Awards – Karen (Chair)
 - Develop "How to Committee" Binder – Tom & Karen
8. Merchandise – Katy & Marc A
9. IT & Website (Admin.) – Brian C & Dave K
 - Collaboration Tool Project – Brian C & Krislie
 - "Website Refresh" Project – Dave K & Aleta
10. Audit – Brian C & Dave K
11. Legal – Landon
12. Hall of Fame – Marc A & Brian H
13. National Team Coordination – Alyssa & Krislie

MEMBER SERVICE COMMITTEE REPORTS

14. Member Engagement – Carrie & Nachiket
 - Develop MN's "Adult-Learn-To-Swim" Program – Carrie & Tom
15. Coach Services + Club & Workout Group Development – Aleta & Carrie
 - Develop "Masters 101" Program – TBD
16. Fitness Event Coordination – Alyssa & Tom
 - Develop "Lap Swimmer Progression" Program – TBD
17. Open Water Event Coordination –Karen
 - Develop "Marathon Swim Resource" – Sandra & Landon
18. Pool Competition Event Coord. – Krislie & Dave K
 - Compile "Meet Director" Binder – Krislie & Tom
19. Records & Results Reporting – Marc A & David B
20. 2017 LCM Nationals – Tom & Krislie & Dave K

CALENDAR, ACTION ITEMS & NEXT MEETING

21. Event Calendar Review / Updates – Tom
22. Action Item List Review / Updates – Dave K
23. Date of Next Meeting: Tuesday February 23, 2015

Appendix 2: Committee Reports

Various FEBRUARY Committee Reports

HOF Committee (Marc):

At last Board meeting, I was asked to discuss with the HOF Committee and make a recommendation on whom should be free and whom should pay for the dinner and the relays at our annual meeting. Here are our recommendations:

1. Current year's inductees should receive dinner and relays for free.
2. Current year's inductees' family and friends should be free for dinner, possibly limiting to 3 persons (to avoid someone inviting their entire swim team), but they should pay for the relays.
3. Past year's inductees should be free for dinner, and free for the relays. We have had no takers for the relays in this category, but would like to encourage some participation.
4. Past year's inductees' family and friends should pay for dinner and the relays.

We did not get into how any of this would be implemented through Club Assist. We do not know how that works. But now, with recommendations, those in the know can discuss with Club Assist if such is possible.

HOF COMMITTEE con't (Marc): 1) Recommendation re: annual dinner already sent; 2) still waiting on 2015 inductees to be added to the website. Understand the Website Committee will not be making immediate changes and therefore the HOF update can proceed.

RECORDS COMMITTEE (Marc): Up to date, (except for today's meet results).

Treasurer Report (Katy):

Second Harvest Donation sent out
I will be filing our 990 and account info for USMS Monday.

Marketing (Katy):

Postcards sent out

Fitness Committee (Alyssa): No report.

Spring Nationals Committee (Alyssa): (Greensboro), all i have to report is that Team MN registration is open, but we are just awaiting people to sign up. The merchandise team is working on t-shirts and is ironing out a design. That is all for this month, and we will have more to report once the event gets closer.

Merchandise (Katy):

State shirt designed
Nationals shirt designed.... both will be sent to meet committee this week for approval

Pool Competition Event Planning Committee Update (Krisie):

- Have split out committee tasks and are in the early stages of training and taking over our respective tasks.
 - Mark has inventoried each of the meet containers.
 - Early feedback from Sunday's Edina meet was positive from participants as well as Edina. Will have more of a summary at the next board meeting.
 - NSAC meet is Saturday, March 12. Extended early registration to allow for individuals to participate in Edina meet and use their results to enter in NSAC meet.
 - Have started work on the April 9-10 State meet. Thank you to all who volunteered to help. Will follow-up soon.
 - Next committee meeting is Monday, March 7 at Hosmer Library at 6:30pm
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Minnesota LMSC Masters Swimming Records & Top Ten Summary

Course	Type	2014		2015	
		MN LMSC + Natl Records	USMS Top Ten Swims	MN LMSC + Natl Records	USMS Top Ten Swims
Short Course Yards	Individuals	83	96	100	108
	Relays	9	15	23	34
Long Course Meters	Individuals	52	55	53	67
	Relays	6	5	1	1
Short Course Meters	Individuals	79	33	96	75
	Relays	2	0	13	9
TOTALS	Individuals	214	184	249	250
	Relays	17	20	37	44
GRAND TOTAL		231	204	286	294
as of 2/27/16				+24%	+44%

2/29/2016

H:\Dave\MN Masters\Board Minutes\
Copy of MN Masters Record Summary 2015-12.xls

Date: Monday, Feb 8th
Time: 6:30 - 9pm
Place: Landon's house
3411 Maplewood Drive
Saint Anthony MN 55418

Attendees: Karen, Beth, Amy, Hannah, LeeAnn,
Landon, and Mara

Absent: David B, Shannon Schwartz

Agenda:

1. Committee roles: Reviewed committee structure.
 2. Reviewed Budget
 - Swim caps – Caps labeled with Half Marathon Series: donate rest of caps to Half Marathon Series
 3. Goals discussion
 - 2016 OWC Goal proposal to Board:
 1. Continue "Open Water Half Marathon" Series
 2. Create "Marathon Swim" resource
 3. Create and support at least one new OW event
 4. Create system and methodology for formal open water workouts
 4. OW race progress:
 - Peer-to-peer call: Sunday April 10th for Race Directors
 - Committee decided to table OW race to focus on OW workouts.
 - ACTION ITEMS:
 - Karen will contact (Bill Roach) national OWC to get update on ISM training
 - Karen will work with Beth (MN ISM Coordinator) on logistics
 5. OW workout progress: Leads: Beth and Amy
 - ACTION ITEMS:
 - Beth working with city to gather insurance info
 - Amy contacting USMS with questions about insurance coverage and how it relates to OW Workouts
 - Amy contacting Marcia Cleveland in Chicago about her OW workout program
 - Hannah contacting Marcia Anziano (Colorado) for more info about how Colorado works with USMS on their OW workouts
 - Landon will contact OW participant app creators about how the program works and gather info about getting a copy for us to track workouts and sanctioned swims
 6. Set regular committee meeting date: 1st Sunday of the month at 6:30; St. Anthony area
Next meeting: March 6th
 7. Other?
 - Landon creating 3 System and Methodology documents (OW Workouts, Race, Marathon Swim Resource). As we are working through new processes; please include Landon on discussion and emails to facilitate adding detail to these documents.
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Minutes from Website Refresh Core Committee kick-off meeting

February 15, 2016

Present: Dave Kough, Aleta Kolan, Dave Bergquist

Goals:

The core committee established the following goals:

- 1) Design and implement an updated website
 - a. Determine the best development platform based on ease of use, accessibility, and cost
 - b. Determine the best web hosting service
 - c. Establish the look, feel, and page structure
- 2) Determine the number of individuals who should have access to make updates
 - a. Create training documents and provide training to the appropriate individuals
- 3) Assist with developing processes and standards for updates (e.g. what is the time frame for posting meet results, board meeting minutes, etc.)
- 4) Assist with content development

Key Discussion topics:

Background: Our current website was developed on Dreamweaver. We paid a on-time license for this software and we believe we have a permanent license. The software includes Adobe Photoshop and other tools so it's powerful but it also requires a certain level of knowledge to use (e.g. html programming) and it requires software to be loaded onto a PC. Currently, Dave B. and Pam O. have the software. There is a desire among the organization to move to a more user-friendly platform (ease of use) that can be accessed on-line (accessibility). This will allow us to spread the maintenance and update responsibilities among several individuals.

We currently own rights to our domain name MinnesotaMasters.com and we don't want to change that. We may want to also register MinnesotaMasters.org and then point it to our .com website. This would prevent someone else from registering that name. This will require further discussion.

Via GoDaddy, we have paid for MinnesotaMasters.com through 12/1/2019. We believe that all of the fees total around \$20 per year. We believe we also use GoDaddy as our hosting service and pay around \$48/year.

The committee discussed using WordPress as an alternative to DreamWeaver. They offer a free version but we would likely need to use the premium version (\$8.25/month). Not sure if that includes hosting services. Aleta will further consult with her contacts regarding this option. Dave B. and Dave K. will explore other options as well and we will reach out to other interested volunteers for additional input.

Coach and Club Development Committee Meeting Notes

Attendees (December and February combined):

Alex Kuhn
Kristie Melsen
Carrie Stolar

Other Committee Members for Future Meetings:

Amy Krauss Mead
Kris Swarthout
Mark Kaplan

Goals:

1. Improve Coach Communication (regularly publicize news and events to coaches, solicit input from coaches) via a monthly or every other month e-newsletter.
2. Use the Colorado Masters 101 as a basis for a "MN Masters 101" 1-page document to educate lap swimmers about how to participate in a masters workout
3. Develop a coach corner on the MN Masters website
4. Publish a one-time flyer about MN Masters for facilities to use as a resource.
5. Update Places to Swim on the USMS and MN Masters website.
6. Host Coach Development Workshop (most likely in October)

1. E-newsletter

- We are planning to put together a regular e-newsletter for the coaches of Masters swimming
- We discussed how often it should be sent out and decided on either every month or every other month
- The distribution list may change as we have a better understanding of who does and does not coach masters/who should be on the receiving end of the newsletter; so this will be a live list of contacts
- In our first newsletter we will ask them about ways in which we can best support them
- We plan to include the following on a regular basis:
 - o Upcoming meets and fitness events
 - o Educational opportunities and information
 - o Soliciting help for Masters events
 - o Favorite workout or set/drills
- We plan for our first newsletter to go out during the month of March in order to promote the state meet and other upcoming meets as well as asking coaches what they would like to see at the fall coach clinic.

2. MN Masters 101

- We are going to use the Colorado Masters "Swimming 101" as a basis for this document. It will include information on how to read a clock, how to circle swim, terminology, etc.
 - We are going to try to keep it to one-page because we don't think it will be used if it is much longer than that.
 - Alex is going to come up with a draft of this by the next Coach/Club Development meeting in March.
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3. Coach Corner on Website

- We thought it would be nice as we update the website to include a "coach corner" tab where we could include the e-newsletter, other coach information, etc.
- We envision this being in place by November 2nd.

4. Masters Flyer

- We plan to develop a one-time flyer as a resource and do not see the utility in spending the time to develop a flyer on a monthly basis. We see our time better spent directly supporting the coaches via the newsletter and other communication.
- In this flyer we plan to include:
 - o A list of meets/events for the year
 - o A blurb about "What is MN Masters?"
 - o Notes on how to develop your team

5. Updating Places to Swim

- We see the need to update this as it will help us to truly determine which Masters workout groups are active, which need help, and which are doing well. It will also help us to ensure we are reaching out to all of the coaches of Masters in MN.
- We plan to reach out to club and workout contacts individually and try to update it as much as possible based on the information that we already know. Then on July 1st we plan to send a blast out to everyone in the LSC via Pam's blast to have everyone view it and let us know of any other changes they see that need to be made.

6. Hosting a Coach Development Workshop

- We have struggled with the USMS Coach workshops and think that Masters coaches need different information than what is being offered through USMS. Because of this we are not working to bring a USMS training to MN during 2016.
 - Instead we plan to host our own, with October or November as a target date.
 - We think this event could include resources for swimmers and coaches-we envision it as more of a "swimposium".
 - We think it would be nice to do some in the water and out of the water components.
 - Perhaps it will include stations with different information to keep it interactive, fun, and informative.
 - We are considering asking the fitness committee to partner with us because we see that there could be some overlap in the workshop.
 - We will ask for input about what MN Masters coaches would find useful via our e-newsletter.
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Appendix 3 Master meeting calendar

MN Masters: master meeting calendar (contact Dave Kough with additions or updates)

Committee Name	Date	Time	Location	Contact
Open Water Committee	3/6/2016	6:30pm	Landon's house	Hannah Cohen
Meet Committee	3/7/2016	6:30pm	Hosmer Library	Krisie Melsen
USMS Peer-to-Peer call for Officials	3/13/2016			
Board Meeting	3/22/2016	6:30pm	8200 Humboldt Ave. S. Bloomington	Karen Zemlin
Meet Committee	2/28/2016	6:30pm	TBD	Krisie Melsen
USMS Peer-to-Peer call for Open Water	4/10/2016			
Board Meeting	4/26/2016	6:30pm	8200 Humboldt Ave. S. Bloomington	Karen Zemlin
Meet Committee	5/2/2016	6:30pm	TBD	Krisie Melsen
USMS Peer-to-Peer call for Coaches	5/8/2016			
USMS Peer-to-Peer call for Top 10 & Records	6/12/2016			
USMS Peer-to-Peer call for Registrars	7/10/2016			
USMS Peer-to-Peer call for Communications / webmasters	8/12/2016			
USMS Peer-to-Peer call for new member recruitment	9/18/2016			
2016 National Convention	9/21-9/25		Atlanta, GA	
USMS Peer-to-Peer call for Chairs and Vice Chairs #2	10/9/2016			
USMS Peer-to-Peer call for Secretaries	11/13/2016			
USMS Peer-to-Peer call for Fitness	12/11/2016			

last updated Feb. 28, 2016

Appendix 4: Recurring Annual Tasks

MN MASTERS RECURRING ANNUAL TASKS – (contact Dave Kough with additions/updates)

JANUARY

- Approve Goals List
- Approve Budget
- Publish event planning postcard
- Submit SCM times for Top Ten consideration (Top Ten Recorder)
- Send 1099-MISC forms to all officials / others paid \$600 or more (Treasurer).

APRIL

- Submit annual tax return (Treasurer)
- Send Year End Financial Statements to USMS (Treasurer)

JUNE

- Submit SCY times for Top Ten consideration (Top Ten Recorder)

AUGUST

- Banquet Planning / Advertising

SEPTEMBER

- Assigned delegates attend USMS convention
- Publish ballot for elections
- Design volunteer interest survey
- Submit LCM times for Top Ten consideration (Top Ten Recorder)

OCTOBER

- Hold Annual Meeting
- Send minutes from annual meeting to USMS Membership Director (Secretary)
- Publish USMS convention report
- Conduct volunteer interest survey (after elections)
- Assign committee leadership based on election results & survey results

NOVEMBER

- Form new committees
- Begin Committee goal setting and budgeting

DECEMBER

- Committee goals due
- Committee budget requests due
- Committee event calendar due
- Send list of updated officers to USMS Membership Director.

Last updated 2/1/16

Appendix 5: MN Masters Committee Goals

Minnesota Masters Swimming Goals – 2016 PROPOSED

BOARD / BOARD SUPPORT COMMITTEES

Board of Directors / Governance

1. Maintain structure of BOD + Committees + Project Teams/Task Forces
2. Implement volunteer assignments & cross-training program for continuity and succession planning
3. Implement a Board of Directors Planning Calendar to track action items throughout the year
4. Implement a Conflict of Interest program to help ensure continued integrity of decision making

Volunteers & Awards

5. Maintain participation on Board of Directors (at least 18 active board members)
6. Increase participation of non-board members on Committees (6 active committee members)
7. Increase number/variety of volunteers helping to run Events (ability to rotate job assignments)
8. Create more visibility for recognition of volunteer service (recognize volunteers more publicly)
9. Create "menu" of awards from various sources (eg "if you do x then you can get y") as a reference

Membership

10. Increase Total Number of Members from 1319 to 1350 (2 ½% growth) [& focus on triathletes and under-30]
11. Continue to grow MN Masters Hall of Fame program with integrity & style and standardized policies & process
12. Increase attendance at 5th annual Awards Dinner, by advertising earlier and inviting more award recipients & families

Marketing & Communication

13. Print a Marketing postcard with listing of scheduled events and send to all members in January
14. Publish a Monthly "e-Newsletter"
15. Coordinate & Standardize communication across platforms (email blasts, website, social media)

IT / Administration

16. Deploy collaboration tools
17. Implement Risk Management / Audit process. Perform software audit
18. Perform website refresh project

National / USMS

19. Continue to actively participate in USMS National Committees & Webinars & Training & Conventions
20. Work to meet USMS "LMSC Required Standards" and "Suggested" Standards

MEMBER SERVICE COMMITTEES

Member Engagement Committee

21. Host 6 Social Events throughout the year
22. Host 3rd annual Habitat for Humanity build day
23. Host a free April Adult Learn-To-Swim lesson event in 2016 in coordination with USMS national effort
24. Provide more opportunities to volunteer as support swimmers for triathlons
25. Host 4th annual Thanksgiving charity swim
26. Develop and host 24 hour or other swim charity event

Coaches + Club & Workout Group Development Committee

27. Improve Coach Communication (regularly publicize news and events to coaches, solicit input from coaches) via a monthly or every other month e-newsletter.
28. Use the Colorado Masters 101 as a basis for a "MN Masters 101" 1-page document to educate lap swimmers about how to participate in a masters workout
29. Develop a coach corner on the MN Masters website
30. Publish a one-time flyer about MN Masters for facilities to use as a resource.
31. Update Places to Swim on the USMS and MN Masters websites
32. Host Coach Development Workshop (most likely in October)

Fitness Events & Clinics Committee

33. Host 8 "smaller" fitness events (group workouts and/or group postals and/or racing workouts)
34. Host 4 "larger" fitness events, i.e. clinics (eg. starts & turns, open water, stroke technique, etc)
35. Host at least one Triathlete-Specific Clinic
36. Create "Lap Swimmer Progression" program to help fitness swimmers set goals not related to racing

Open Water Competition and Open Water Clinics Committee

37. Continue to support "Open Water Half Marathon" Series
38. Create "Marathon Swim" Resource
39. Create and support at least one new OW event
40. Create system and methodology for formal open water workouts

Pool Competition Committee

41. Document processes and train multiple volunteers who are knowledgeable about each task and share task load across multiple volunteers.
42. Continue to host at least one meet of each course type: SCY, SCM, LCM, while identifying our limits & effectiveness (rather have fewer great events than many mediocre events)
43. Collect feedback from participants to determine where we are effective and where we have opportunities.

Results Reporting & Top Times Committee

44. Fast reporting of results and record-setting times while maintaining the integrity of the Records
45. Continue "Record Breakers" Lists
46. Support uploading Records to Meet Manager prior to any upcoming event
47. Support annual submittals for Top Ten to USMS

Appendix 6: Conflict of Interest certification form



MINNESOTA MASTERS (LMSC)

CONFLICT OF INTEREST POLICY AND CERTIFICATION

Minnesota Masters (LMSC) requires each Board member and core Committee member to annually review the Minnesota Masters (LMSC) Conflict of Interest Policy, and to certify their understanding of this Policy.

CONFLICT OF INTEREST POLICY

The standard of behavior for Minnesota Masters (LMSC) is that all officers, board members, committee members, and other volunteers shall maintain the highest level of integrity and ethical behavior and scrupulously avoid conflicts of interest between the interests of Minnesota Masters (LMSC) on one hand, and personal, professional, and business interests on the other. This includes avoiding potential and actual conflicts of interest, as well as perceptions of conflicts of interest.

I understand that the purposes of this policy are to protect the integrity of the Minnesota Masters (LMSC) decision-making process, to enable our members to have confidence in our integrity, and to protect the integrity and reputations of volunteers, officers, and board members.

Before engaging in discussions and decision making on behalf of Minnesota Masters (LMSC), I will disclose any interests, relationships, or holdings where I (including my business or other nonprofit affiliations), my family and/or my significant other, employer, or close associates could receive a benefit or gain.

After disclosure, I understand that I may be asked to recuse myself from voting or otherwise participating in the decision making. The decision making body (EC, BOD, Committee, or other) in its sole discretion shall determine if any conflict or potential conflict of interest exists and the extent to which I shall be limited in my privilege to participate in discussion and voting.

I understand that this policy is meant to supplement good judgment, and I will respect its spirit as well as its wording. I certify that I have reviewed, and agree to abide by, the Conflict of Interest Policy of Minnesota Masters (LMSC) that is currently in effect.

Signed: _____
USMS Member
Printed Name: _____
Date: _____

Note: This annual certification will be kept on file with the secretary.
