

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

Date/Time of meeting: **March 22, 2016 6:30pm**

Chair: Karen Zemlin

Vice Chair: Krisie Melsen

Minutes Recorded by: Carrie Stolar (Secretary)

Motions Passed:

- 1) EC Approved via e-mail recommendation from Karen Zemlin to approve Dave Kough as Treasurer (replacing Katy Vandam)
- 2) EC Approved via e-mail recommendation from Karen Zemlin to approve Carrie Stolar as Secretary (replacing Dave Kough)
- 3) Board MSA to approve minutes from the 2/23/16 board meeting.

Number of Attendees: 9

Executive Committee members present: Karen Zemlin, David Bergquist, Carrie Stolar, Dave Kough, Krisie Melsen

Executive Committee members on conference call: Marc Anderson, Pam Ogden

Board Members Present: Beth Dalton, Alyssa Walsworth, Mark Kaplan, Aleta Kolan

Visitors/Guests Present:

Minutes:

The meeting was called to order at 6:30 pm

- 1) We discussed the top 5 goals and priorities of the Board, that is, what we are responsible for providing to our membership.
 - a. Support Coaches so that we have vibrant and strong teams and workout groups
 - b. Provide quality meets and open water (OW) events
 - c. Have quality record keeping
 - d. Send/provide accurate and timely communications including website, emails and social media
 - e. Provide outreach for our members i.e. ALTS and fitness

Given our volunteers' busy schedules, of those items on our volunteers' plates, Karen's message was to do those that support these goals first. If other items need to be set aside, let Karen know and she may potentially find someone else to complete those items.

- 2) In order to better respect our volunteers' time and reduce outside meetings, we walked through the list of board and member service committees with each chair stating if a

committee needs to complete its business via email or in person. The following committees will continue to meet in person: IT and website, Member Engagement (seasonal meetings), Coach Services (seasonal), Fitness (occasional meetings), LCM 2017 Nationals. The remaining committees can complete their business via email or at the end of the monthly Board meetings.

- 3) We are still waiting for word from USMS on the required training for the independent safety monitors for OW events. The training is still being fine-tuned by USMS. Two of our officials are interested in attending the training.
- 4) See appendix 1 and 2 for complete Meeting Agenda and Committee Reports.
- 5) Quick Facts: 1). Current registration: 1036 members, about 100 ahead of last year
2). The coach contact list has been generated and is being refined. Over 100 coaches are now on the list.
3.) National team for spring nationals currently has 3 swimmers signed up; 7 swimmers from our LMSC are registered for the meet.

Action Items:

- 1) Committee chairs to get all voting members of their committees to sign the Conflict of Interest Certification.**
- 2) Complete logo design for 2017 LCM Nationals.**
- 3) The officials chair will secure officials for the July 9 meet and will have a laminated one-pager completed that outlines the differences between USA Swimming and USMS.**
- 4) Orders due on March 28 for the state meet and national team t-shirts.**

Date of next meeting: Tuesday, April 26, 2016

The meeting was adjourned at 7:45 pm.

Respectfully submitted,

Carrie Stolar (Secretary)

Appendix 1: Standing Agenda

Minnesota Masters Swimming

Board of Directors – Standing Agenda Items

Updated March 2016

EXECUTIVE BOARD & BOARD COMMITTEE REPORTS _____

EXECUTIVE BOARD REPORTS

1. Secretary's report – Carrie
 - Minutes of the previous meeting
 - Action item status
 - Board Planning Calendar
2. Treasurer's report – Dave K
3. Registrar's report – Pam
4. Chair's & Vice-Chair's report
–Karen & Krisie
 - Chair Agenda Items
5. At Large Directors' report
– David B & Marc A

BOARD COMMITTEE REPORTS

6. Marketing & Communication – Tom & Pam
 - Marketing Postcard - _____
7. Volunteers & Awards – Karen (Chair)
 - Develop "How to Committee" Binder – Tom & Karen
8. Merchandise – _____ & Marc A
9. IT & Website (Admin.) – Brian C & Dave K
 - Collaboration Tool Project – Brian C & Krisie
 - "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 & Krisie

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
–Hannah
 - Develop "Marathon Swim Resource"
– Sandra & Landon
18. Pool Competition Event Coord.
– Krisie & Dave K
 - Compile Meet Director Binder
– Krisie & Tom
19. Records & Results Reporting
– Marc A & David B
20. 2017 LCM Nationals
– Tom & Krisie & Dave K

RECENT AND UPCOMING EVENTS _____

21. Event Calendar Review / Updates – Tom

ACTION ITEMS & NEXT MEETING _____

22. Action Item List Review / Updates – Carrie
23. Date of Next Meeting (typically 4th Tuesday of the Month @ 6:30pm)

24. RECENT AND UPCOMING EVENTS

1. Starts & Turns Clinic – 12/5
2. Burnsville Meet – 12/12
3. Social Event – 12/12
4. SCM Meet @ U of M - 12/13
5. January Fitness Event - TBD
6. Icebreaker Meet @ U of M – 1/24

OLD BUSINESS

7. 2016 Committees
 - Core Members
 - Goals
 - Budget
8. 2016 Marketing Postcard
9. 2016 Budget

NEW BUSINESS

10. Any Additional Items?

1. Karen Zemlin
2. Krisie Melsen
3. Katy Vandam
4. Dave Kough
5. Pam Ogden
6. David Bergquist
7. Marc Anderson

8. Landon Ascherman
9. Hannah Cohen
10. Brian Cohn
11. Beth Dalton
12. Sandra Frimerman
13. Brian Holthus
14. Nachiket Kale
15. Mark Kaplan
16. Aleta Kolan
17. Tom Moore
18. Carrie Stolar
19. Alyssa Walsworth

20. Randy Schlicting
21. Barb Scouler
22. Scott Tripps

23. Brian Jacobson
24. Bethany Dickert
25. Ken Fischer

26. Tom Hodgson
27. Pete Magee

Carol Frimmerman

Appendix 2: Committee Reports

Date: Sunday, March 6, 2016

Time: 6:30 – 8:30 PM

Place: Big Louie's Bar and Grill

790 County Rd D West,

New Brighton, MN 55112

Attendees: Karen, Amy, Hannah, Landon, Beth

Meeting Minutes

25. Independent safety monitor (ISM) update

- **Karen** to continue to contact Bill Roach and ensure that we have ISM at races

26. OW workout progress

- Insurance info: good to go!
- Logistical info
 - .i. Dates: **June 11, June 18, July 23, July 30**
 - .i.1. 10:30 AM to noon (11 AM start time in the water)
 - .i.2. **Beth** to speak to Tyler to confirm dates, # swimmers per lifeguard, advance notice needed for # swimmers, cost
 - .ii. Registration
 - .ii.1. David B needs blurb for clubassistant registration online
 - .ii.2. **Amy** and **Beth** to work on blurb and post to google drive for collaboration
 - .ii.3. Questionnaire about experience/expectations as part of the registration process
 - .iii. Advertising
 - .iii.1. **Amy** to get a list of local triathlon publications
 - .iii.2. Possible save-the-date announcement
 - .iii.3. Will plan on having flyers at OW workout to advertise for masters' teams
 - .iv. Volunteers on day of event
 - .iv.1. At least 1 on the beach, 1 helping with drills in the water by the shore, 1 extra
 - .v. Caps/other equipment?
 - .v.1. Will borrow large buoys for course marking
 - .v.2. **Hannah** to look into cost of swim buddy/caps/goggles through swimoutlet.com

- .vi. Workout plan – 1 or 2 groups? Open water drills or just swimming? Coaching?
 - .vi.1. Area near beach working on open water drills with coach
 - .vi.2. Longer/shorter course depending on the day. Can swim multiple times
 - .vi.3. Will go out to Lake Phalen when it gets warmer to look into course route
 - .vi.4. <100 people

27. Everyone should have access to OW google folder. Please review System and Methodology documents (OW Workouts, Race, Marathon Swim Resources, etc.) and edit if time. Use OW google folder to post relevant documents.

28. Miscellaneous action items

- **Karen** to follow up with Pam to determine what follow-up exists with people who sign up for a free one-time 30-day membership
- **Mara** to sign up for Minnesota Masters 😊

29. Next meeting date/location: **Sunday April 10, 6:30 PM** at **Big Louie's Bar and Grill**, 790 County Rd D West, New Brighton, MN 55112

ALTS Update

- 1) Fifteen enthusiastic volunteer instructors were trained to teach the ALTS participants on Sunday, March 13. We allotted two hours for training, and it was tight to fit in all the content. In the future we will schedule 3 hours. Thanks to Amy Krauss Mead for co-leading the training and for the in-the-pool demonstrating!
- 2) Our ALTS sessions start April 3 and run every Sunday through May 1. April 3 is a non-water session. We currently have 5 participants.
- 3) We emailed all of the coaches in the Minnesota Masters database (thanks to Aleta for compiling!) Beth Peterson from St. Paul YWCA is interested in running ALTS in the future.

Registrar's report:

Individuals are at 1019 on March 13.

Historical note: We continue to run ahead of last year as we hit 1019 on April 13, 2015.

On March 13, 2015 we were at 936.

One Workout Group added to MINN: Edina Swim Club now has a Club on its own and a workout group under MINN.

RECORDS: LCM and SCM: Up to date. SCY: Published through February 2016 Edina Gators meet. Being review for the March NSAC meet (3 new individual records and 2 new relay records).

TOP TEN LISTING: The annual FINA Top Ten Lists for LCM and SCM has been released for 2015. A summary of MN LMSC swimmers is published on our website. Seven individuals made 16 individual placements. Four relays made placements.

Coach and Club Development Committee Meeting Notes

Attendees (March):

Aleta Kolan

Krisie Melsen

Carrie Stolar

Mark Kaplan

Goals:

- Improve Coach Communication (regularly publicize news and events to coaches, solicit input from coaches) via a monthly or every other month e-newsletter.
- 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
- Develop a coach corner on the MN Masters website
- Publish a one-time flyer about MN Masters for facilities to use as a resource.
- Update Places to Swim on the USMS and MN Masters websites
- Host Coach Development Workshop

1. E-newsletter

28. Finalized our list of coach contacts for our first edition of the e-newsletter. This is a live list and we anticipate updating it as we hear back from people about who else should or should not be on the list.
29. We sent out our first newsletter on March 14th with the following message:
I am contacting you as the chair of the Coach and Club Development Committee for Minnesota Masters Swimming. **It is our understanding that you are a coach of Minnesota Masters swimmers or have expressed an interest in coaching Masters.** If you believe that you are on the list in error or believe that someone else from your

team or workout group should be receiving this email, please let me know and I can make that change.

We plan to send out a newsletter for Masters coaches every other month and include information that is important to you. **If you have any ideas about what you would like to see in the newsletter, please respond to me and let me know!** We have discussed including upcoming meets and fitness events, educational opportunities, favorite workouts/sets/drills, and other useful information.

In addition, we are planning to put together a "Swimposium" for Masters coaches to take place over a couple of hours on a Sunday in September-stay tuned for more details!

- We have received some great feedback about what coaches would like to see from this e-newsletter and how happy they are that we are doing this.

30. Some items we plan to discuss in future e-newsletters:

- a. Include a "Did you know" like "to be covered by USMS insurance, you and all of your swimmers need to be members of USMS".
- b. Include information that coaches have asked for in their feedback in response to our first email to them.
- c. Upcoming meets and fitness events
- d. Educational opportunities and information
- e. Soliciting help for Masters events
- f. Favorite workout or set/drills

2. MN Masters 101

- We reviewed this at our meeting and created a GoogleDoc as a way to collaborate. We are going to continue to work on this and hope to finalize it at our next meeting.

3. Coach Corner on Website

- This is on hold until we have more information about the future of the new website.

4. Masters Flyer

11. This is on hold right now.

5. Updating Places to Swim

- We are planning to use our coach and club development newsletter contact list to ask people to review what is currently on the website and let us know how we can update it so that it is more accurate.
- We'll probably send this out next month.

6. Hosting a Coach Development Workshop

- We mentioned this in our e-newsletter to coaches this month.

- We are looking into dates in September: maybe the 10th or 17th.
- We are going to come to our next meeting with ideas about what this would ideally look like, who we might have as speakers, etc.
- We envision at least one session where more veteran coaches and newer coaches can learn from one another.
- Another need we see is to have conversations about where people find qualified and willing Masters coaches, as this seems to be a constant struggle for programs.

Appendix 3: Master Meeting Calendar

MN Masters: master meeting calendar (contact Carrie Stolar with additions or updates)

Committee Name	Date	Time	Location
Board Meeting	4/26/2016	6:30pm	8200 Humboldt Ave. S. Bloomington
Meet Committee	3/28/2016	6:30pm	Walker Library, 2880 Hennepin Ave S. Mpls
USMS Peer-to-Peer call for Open Water	4/10/2016		
Board Meeting	4/26/2016	6:30pm	8200 Humboldt Ave. S. Bloomington
Meet Committee	5/2/2016	6:30pm	TBD
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 March 28, 2016

Appendix 4: Recurring Annual Tasks

MN MASTERS RECURRING ANNUAL TASKS – (contact Carrie Stolar 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).
- Annual Conflict of Interest certification forms due

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
- Review dues

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
- Update USMS/USA Swimming rule differences document (quick reference)

DECEMBER

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

(Last updated 3/28/16)

Appendix 5: MN Masters Committee Goals

Minnesota Masters Swimming Goals – 2016 PROPOSED

BOARD / BOARD SUPPORT COMMITTEES

Board of Directors / Governance

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

Volunteers & Awards

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

Membership

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

Marketing & Communication

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

IT / Administration

45. Deploy collaboration tools
46. Implement Risk Management / Audit process. Perform software audit
47. Perform website refresh project

National / USMS

48. Continue to actively participate in USMS National Committees & Webinars & Training & Conventions
49. Work to meet USMS “LMSC Required Standards” and “Suggested” Standards

MEMBER SERVICE COMMITTEES

Member Engagement Committee

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

Coaches + Club & Workout Group Development Committee

56. **Improve Coach Communication (regularly publicize news and events to coaches, solicit input from coaches) via a monthly or every other month e-newsletter.**
57. **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**
58. **Develop a coach corner on the MN Masters website**
59. **Publish a one-time flyer about MN Masters for facilities to use as a resource.**
60. **Update Places to Swim on the USMS and MN Masters websites**
61. **Host Coach Development Workshop (most likely in October)**

Fitness Events & Clinics Committee

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

Open Water Competition and Open Water Clinics Committee

66. **Continue to support "Open Water Half Marathon" Series**
67. **Create "Marathon Swim" Resource**
68. **Create and support at least one new OW event**
69. **Create system and methodology for formal open water workouts**

Pool Competition Committee

70. **Document processes and train multiple volunteers who are knowledgeable about each task and share task load across multiple volunteers.**
71. **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)

- 72. Collect feedback from participants to determine where we are effective and where we have opportunities.**

Results Reporting & Top Times Committee

- 73. Fast reporting of results and record-setting times while maintaining the integrity of the Records**
- 74. Continue “Record Breakers” Lists**
- 75. Support uploading Records to Meet Manager prior to any upcoming event**
- 76. Support annual submittals for Top Ten to USMS**

(MN Masters Planning: Draft 2/21/2016)



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.