

# Minutes: PNA Board Meeting, October 30, 2010

## I Warm Up

**A. Call to Order & Introductions.** President Steve Peterson called the PNA Board Meeting and Retreat to order at 9:05 AM in a conference room of Timber Ridge at Talus in Issaquah. Sally Dillon, a Timber Ridge resident, graciously provided the meeting space and snacks. Present were Lee Carlson, Kathy Casey, April Cheadle, Herb Cook, Tammy Coulter, Lisa Dahl, Sally Dillon, Josh Dotson, Jeanne Ensign, Arni Litt, Kerry Ness, Steve Peterson, Walt Reid, Ron Rhinehart, Shannon Singer and Sarah Welch.

**B. President's Report.** Steve Peterson reported on a letter from Jan Kavadas recognizing the death of Pat Matthiesen; and on recognition of the World Record (4:24.95) by Charlotte Davis, Lisa Dahl, Alan Bell and Rick Colella in the Mixed 200-239 400 LC Meter Freestyle Relay at the NW Zone LC Championships in July.

**C. Minutes.** Minutes of the August 25 Board meeting were approved as corrected.

**D. Treasurer's Report.** Jeanne Ensign presented the PNA Financial report through September, 2010. Jeanne reported that nine-month operating income for 2010 was roughly \$6,000 more than for the same period in 2009, due primarily to decreases in expenses for The WetSet and for attendance at the USMS national convention. **MSA: To approve the Financial Report.**

Jeanne reported she had renewed PNA's corporate registration with the Washington Secretary of State. **MSA: To reimburse Jeanne \$10 for the corporate registration fee.**

Sarah Welch, Arni Litt & Jeanne Ensign volunteered to serve on a committee to recommend additions/revisions to PNA Operating Financial Policies in January, 2011.

## II Morning Set

**A. Website Design Task Force.** After discussion, it was **MSA: To authorize the Website Design Task Force (Sarah Welch, Ron Rhinehart, Lisa Dahl) to contract with Club Assistant and move ahead with website renovation, at a cost not to exceed the \$3,000 already approved in the 2010 budget.** The Task Force will dissolve after the redesigned website has gone live and a new Webmaster has been appointed.

**B. Membership Card Hardcopy Fee.** After discussion, it was **MSA: That the Registrar not charge an extra \$1 for a hardcopy of a PNA membership card.**

**C. Team Registration Fee.** After discussion, it was **MSA: To set the team registration fee for 2011 at \$12, the same as 2010.**

**D. 2011 Board Meeting Schedule.** Sally Dillon, Jeanne Ensign and Sarah Welch recommended a schedule of seven PNA Board meetings, subject to possible revision if a meeting date conflicts with a sanctioned meet. **MSA: To approve the following Board meeting schedule:**

January 25 (Tuesday) 6:45-9:00 PM

March 12 (Saturday) 9:00 AM—1:00 PM (Mini-Retreat)

May 17 (Tuesday) 6:45-9:00 PM

June 28 (Tuesday) 6:45-9:00 PM

August 23 (Tuesday) 6:45-9:00 PM

October 22 (Saturday) 9:00 AM—4:00 PM (Retreat)

December 6 (Tuesday) 6:00-9:00 PM (Holiday Potluck)

**E. 2011 Budget.** Jeanne Ensign requested that Board members send her their Budget requests by November 7, to allow time for discussion, revision and circulation before the December 7 Board meeting.

**F. Meets & Clinics.** Meets Chair Lee Carlson reported that he expected to receive sanction requests for SC meets at Anacortes (January 23, 2011) and Briggs YMCA/South Sound (February 5, 2011). After discussion of difficulties in timely sanctioning of meets and open water events caused by PNA's less-frequent Board meeting schedule, it was **MSA: That the President of PNA be authorized, after conferring with Board members, to sanction a pool meet, open water swim or clinic between Board meetings, as requested by the appropriate committee chair or coordinator.**

Sarah Welch and Lisa Dahl presented plans for two Clinics in January, 2011, both at Evergreen Pool near SeaTac Airport. A New Swimmers Clinic on January 8 (estimated fee \$25) will offer basic instruction on starts and turns, an overview of how meets are conducted, and a practice meet. **MSA: To sanction the New Swimmers Clinic as proposed.** An all-day Meet Preparation Clinic on January 29 (estimated fee \$125), conducted by Rich Abrahams and Bob Strand, will offer instruction for serious competitors on starts and turns, race training and strategy, race day focus and other tips for achieving maximum performance. **MSA: To sanction the Meet Preparation Clinic as proposed, and to give the Clinics chairs discretion to adjust fees and other details for both Clinics.**

**Online Registration by Seniors.** Registrar Arni Litt explained to the Board that Seniors (65 and older) who begin or renew USMS/PNA membership online receive an automatic \$9 discount (to \$35), even though many Seniors would prefer to pay the full \$44 membership fee. After discussion, it was **MSA: That Seniors be advised of their option to donate \$9 online to Swimmers Save Lives, the International Swimming Hall of Fame, or the Pacific Northwest Association of Masters Swimmers (PNA).**

**G. Newsletter/Website Editorial Planning Calendar.** Editor Ron Rhinehart presented plans for 10 issues of The WetSet in 2011. While some of the newsletter's content will continue to be recurring material such as meet entry forms, registration forms, team lists and meet results, Ron solicited PNA Board members, Coaches, Committee chairs and other PNA members to contribute at least one article annually to an expanded editorial lineup on topics including technique and coaching tips, health & fitness, clinics, long-distance/open water swimming, records, and rules & officiating. Contributors need not be professional writers; Ron will be happy to provide editorial services as requested.

**H. New PNA Logo.** The Website Design Task Force agreed to ask a graphic designer to present proposals for a new logo.

**I. 2009 Retreat Review.** Board members noted with regret that Toby Coenen, whose participation and facilitation greatly enhanced the 2009 Retreat, has resigned from the Board because family and business commitments make it impossible for him to attend meetings regularly. Lisa Dahl said one important issue raised at the 2009 Retreat and still critical to PNA's long-term success is how to attract new members and encourage current members to renew annually.

**Lunch Break.** **MSA: That PNA pay the cost of lunch in the Timber Ridge dining room for those attending the Retreat.**

## **II Afternoon Set**

**J. Volunteers.** Sally Dillon presented ideas on how PNA can capitalize on the services of volunteers, both present and future.

**K. Calendar Year Meet Schedule.** After a discussion led by Sally Dillon, it was **MSA: To change the practice of meet scheduling to the calendar year, beginning in 2011.** Meets Chair Lee Carlson, Open Water Chair Sally Dillon and Coach Tammy Coulter volunteered to develop a scheduling policy for consideration at the December 7 Board meeting.

**L. Coach Training & Incentives.** See Sarah Welch's Notes, appended to the end of these Minutes.

**M. Recruiting Fitness Swimmers.** See Sarah Welch's Notes.

**N. Recognition of Volunteers at Local Level.** See Sarah Welch's Notes.

**O. "Save Pools" Forum.** Sarah Welch informed the Board that Sue Nelson, a program management consultant with USA Swimming, would be in Seattle on November 3 to meet with representatives of Seattle Parks and other pool operators concerning strategies for strengthening the operations of local pools and avoiding pool closures. After discussion, it was **MSA: That PNA contribute \$500 to support Sue Nelson's visit to Seattle.**

**P. LMSC vs. Regional Club.** Lisa Dahl, Hugh Moore, Steve Peterson, Sarah Welch, Lynn Wells and Shannon Singer agreed to serve on a committee to recommend, at the March 2011 PNA Board meeting, a policy on separation of the functions, finances and governance structures of the Pacific Northwest Association of Master Swimmers (the LMSC) and Pacific Northwest Aquatics (the regional Club).

**Q. Strategic Priorities.** See Sarah Welch's Notes.

## **III Sprint Set (Committee Reports)**

**Membership.** Arni Litt reported PNA membership at 1,541. Arni said team registration will be conducted in Fall 2010, rather than January 2011.

## **IV Warmdown (Next Meetings)**

DEC 7: 6:00 PM at Arni Litt's home, Seattle

JAN 25: 6:45 PM, Location TBD

MAR 12: 9:00 AM, Timber Ridge at Talus, Issaquah

The Meeting was adjourned at 4:00 PM.

**PNA October 2010 Meeting & Retreat  
Strategic Priorities Session  
Notes compiled by Sarah Welch**

What Are Our Strategic Priorities for 2011? The following is the rank ordered list of priorities that the October Board meeting participants voted for. The items are described more fully in item II below. These priorities were developed at this October meeting to help guide decision making for our December budget meeting.

I.

Priority Description	Rank	Votes *	Volunteer?
Coaches Training and Incentives	1	415	Shannon Singer, Lisa Dahl, April Cheadle
Fitness Swimmer Challenges and Events	2	240	Sarah Welch
LMSC vs. Club – New Bylaws/structure	3	200	Shannon Singer, Steve Peterson, Sarah Welch
Fitness Swimmers- Fliers, Postcards; Identify and Market benefits	4	195	Ron Rinehart
Program to Recognize Volunteers-Identify awards, Banquet? Display case at Fed Way, Thank yous	4	195	Sally Dillon
Dual Sanction with USA Swimming	5	145	
Strategic Plan	6	125	Shannon Singer, Jeanne Ensign,
USAT-USMS Relationship	7	25	Ron Rinehart

\* A note on 'votes'. Each participant was 'given' \$100 to distribute among the priorities as a way to establish relative priorities for the strategic items. Thus total 'votes' equals number of participants X \$100.

II. How Did We Describe Our Strategic Priorities (This list is the result of the brainstorming session identify a list of action steps we could take that would serve and grow our membership)

**Summer Open Water Challenge Series**-encouraging fitness and open water swimmers: We propose a check off challenge (or 2). It would be a virtual set of swims. The challenge would provide a t-shirt and swimmers would check off their swims. One could be for Lake Washington beaches with a map swimmers could check off. Another could be other Western WA lakes-either fill in the blanks or listed on the shirt. The event could be a fund raiser for the hosting workout group. Sign ups would be at Club Assistant, swimmers would sign up for USMS on the site. We could try to log swimming progress on the site, if possible. Would allow for workout group participation...perhaps participation awards. Would there be sanctioning issues? (check this out)...probably wouldn't want to sanction due to not having control of sites.

**Recognize Volunteers at the Local Level:** Sally gave a presentation about the challenges to award nominations and provided a comprehensive set of ideas for how to develop recognition. Sally researched different LMSC websites for ideas

There has been a decrease in nominations nationally and locally. Ideas include: service awards for length of membership in USMS/LMSC. Some LMSC's make an annual set of service awards recognizing all members for their length of service. Some identify 'non-service' awards for what people contribute. There are many different approaches to award ceremonies or award banquets. (Need notes separately from Sally on this).

**Coaches Training and Incentives** This initiative would provide training for coaches (ASCA training with funds from PNA) and would fun coaches to attend Swimfest, the annual USMS sponsored coaches clinic. Team scoring at swim meets would also highlight coaches' work. It would provide for quarterly coaches clinics locally that will be planned by the coaches committee. The reason for investing in the coaches is that they are the point where masters swimming comes together for the swimmer and probably the resource most responsible for growing and retaining members.

**Dual Sanction Meets** (with USA Swimming). Or, piggyback a USMS meet on a USA swim meet session. E.g. Seattle Senior Open at Colman Pool with USMS meet at end of day. Would help recruitment, retention, team building. Parents and kids participate on same day/place. (March, in Olympia at Evergreen State College)

**Separate the LMSC and Club functions** and bylaws (see notes below). PNA has separated Club and LMSC finances and met some basic principles of separating the functions but needs to go further to be in compliance with our LMSC guidelines.

**Focus on Fitness Swimmers:** Fitness swimmers not included fully in USMS. PNA could pave the way. What's in it for them? How can we offer services and make it meaningful for them.

- PNA fitness challenge (pool). Challenge workout groups. Log in on PNA site and keep track of time/hours etc.
- Who are fitness swimmers?
- Other Swim Challenges: post cards, bid process for hosting challenge events, virtual swim challenges

(Free) Clinics for non USMS swimmer/athletes. Use as recruiting tool for our workout groups. EX 10 free workouts to any group in the LMSC.

Marketing to fitness swimmers: "These are your benefits" flier. Distribute at local pools and programs. Building community—swimming while on the road.

Create new chair/committee for fitness swimmers

**USAT/USMS Reciprocal Relationship:** USAT encourages members to join masters swimming. Does USMS reciprocate? Are we neglectful of an opportunity here? Can PNA reach out to USAT locally and lead the way for masters? Build relationships with local USAT. (Contact Rich Siebert and Zena Courtney for ideas).

**Strategic Plan:** Last year we identified a 3-5 year strategic plan as one of our priorities. Toby took a start at this. Could it help us serve and grow our membership?

LSMC vs. Club

	LMSC FUNCTION	PNAquatics Club
	Governing Body	Club Affiliation for Swimmers
	Registration/Registrar	National Team
	Meet, OW and Clinic Sanctions	Banner
	Convention Delegates (and expenses)	Club T-Shirts, Caps
	Meet Scheduling	
	Newsletter	
	May host meets, Nationals	May host meets, Nationals
	May host clinics, other events	May host clinics, other events
	Awards and Recognition	May sponsor awards