

GA SWIMMING BOD MINUTES

January 7th, 2016

Conference Call

Meeting Call began at 8:30 pm. Time was then allowed for members to call into the meeting.

1) Attendance:

In attendance:	Absent:
Jessica Cooper (Executive Director)	Jamey Myers (Coaches Committee Chair)
Ceci Christy (Safe Sport Coordinator)	Rob Schreer (Officials Chair)
Scot Davis (Age Group Committee Chair)	Nate Wright (Co-Junior Athlete Representative)
Jonathan Foggin (Technical Planning Committee Chair)	Ethan Young (Senior Athlete Representative – At Large)
Stu Hixon (General Chair)	
Hanna Lee (Co-Junior Athlete Representative)	
Nyasha Pace (Safety Chair)	
Steve Potter (Administrative Vice President)	
Kim Seaman (Secretary)	
Andrew Tang (Senior Athlete Representative)	
Gary Theisen (Treasurer)	
Beth Winkowski (Senior Committee Chair)	

Meeting called to order at 8:32pm by Stu Hixon, General Chair.

2) Approval of the November 19th Board Meeting Minutes

(presented by Stu Hixon)

- **Motion-Second, No Discussion, Vote-approved no opposition.**

- Following this approval, Gary made a Motion to have the BOD make approvals by proclamation unless opposed which would allow Stu to only ask for opposition in future approvals (rather than ask for the back and forth of a motion, second, and discussion).

- This was a suggestion made in an effort to save time given our need to stay within the 1-hour time goal for our conference calls.
- **Motion by Gary – Second by Andrew, No Discussion, Vote-approved no opposition**
- Later in the meeting, there was confusion as to whether this motion was referring to ALL motions / approvals or ONLY the approval of the previous BOD meeting minutes.

Outcome: In the future, the BOD meeting minutes from conference calls will be approved by proclamation unless opposed. Stu will discuss the possibility of this applying to all approvals made in BOD meeting conference calls, but it was not clear that this applies to anything other than approving the BOD minutes at this time.

3) Old Business: LSC Strategic Planning Proposed Dates

(presented by Jessica Cooper)

Review: At our November BOD meeting conference call, Jessica presented the idea of having a Strategic Planning Meeting for our LSC with USA Swimming. The decision was made to have Jessica find multiple options of dates to have this meeting, send out a Doodle Poll to the BOD to determine each member's availability for those dates, and email out the final date chosen based on the majority of submissions.

January Update: All of these plans from January BOD meeting were achieved; however, because the Doodle Poll suggested 2 dates as best for the BOD members, Jessica led a discussion about those 2 dates on the January BOD meeting conference call to determine the final Strategic Planning Meeting Date.

The 2 dates discussed were:

Sunday, February 7th

Or

Sunday, March 6th

Discussion of the 2 dates involved noting the conflicts threatening attendance at the meeting for the two separate dates:

February 7th is a Stingrays 10 and under meet that could hinder Kim and Stu from attending the Strategic Planning meeting if set for that date; However, after further review, Stu realized he would be able to miss that event to attend the LSC meeting that day if necessary.

March 6th is the same weekend as Sectionals meet which would make this date very hard for coach participation. Gary and Beth emphasized that this specific date would not likely work for them given their coaching duties that weekend.

Jessica reviewed that our goal is to choose a date where we can get a group of people there who can

have a voice for the LSC.

Because Senior coach leadership and Gary won't be able to attend the March date, Stu comments that February 7th seems to be the best date for the meeting. Andrew and Hannah then said they could be there that day as well, which further supports this date as the best pick.

Outcome: Determined that Sunday, February 7th will be the date of our LSC Strategic Planning Meeting. The specific location is TBA but will be in the Atlanta area.

Further discussion / planning for the LSC Strategic Planning Meeting followed:

Because the meeting date set (February 7th) is exactly one month away from the conference call, we determine that notification regarding the meeting and planning for it needs to occur quickly.

Jessica will send out an email with preliminary notes about the discussions to occur at the Strategic Planning Meeting as well as a list of the requirements we need to meet in order to achieve LEAP 2. Any suggestions for either of these are to be sent back to her as soon as possible.

Discussion followed about whether or not we need to send out a note to all coaches and officials in the LSC regarding this meeting's occurrence. The concern brought up was that we did not want the meeting to be seen as a "secret" meeting, and we could take the chance to ask for their suggestions or considerations prior to the meeting as well.

Stu thinks that 20 days are required in the bylaws to notify of any special meetings – Jonathan looks at the bylaws to confirm. He finds that, since this is not a BOD meeting and we are not taking action at the meeting, we are not required to notify LSC members.

Even still, the concern was raised by a BOD member who was once in a similar situation with another LSC (in Michigan) where LSC members were suspicious about a similar type meeting that occurred even though their BOD were not taking action at that meeting there either.

All things considered, Jessica still wants to notify the coaches and officials regarding the Strategic Planning meeting. Stu points out that, because there will not likely be any actions made from this planning meeting until the HOD meeting in April anyways, we have plenty of time to prepare a proper notification for the LSC.

Andrew asked if it would be beneficial to ask the Athlete Reps if they have any issues or questions they would like to know about from the Strategic Planning meeting. With that, a comment was made to propose that we invite the athletes to the meeting too. Jessica said it was a great idea and that Andrew can put the details of the meeting on the social media boards for athletes to learn what "strategic planning" is as well as determine if they would like to be involved in some way.

Outcome: Jessica will confirm the February 7th date to finalize it with USA Swimming and determine the location. She will also reach out to the coaches and officials to receive input / suggestions before that date. There is no rush in a detailed summary of the meeting to the LSC, but we plan to provide any relevant information to the LSC prior to April's HOD meeting. Andrew will notify the athletes of the meeting to educate them on the process as well as invite their participation if they are interested.

4) Old Business: Sponsorship Update

(presented by Stu Hixon and Jessica Cooper)

Review: BOD discussed the potential of future sponsorships for the LSC. Various concerns and considerations were highlighted at that time. It was agreed that we could move forward with the concept (but that any sponsorships affecting meet team hosts would be established prior to any bidding for those meets).

January Update:

1) Academy Sports Sponsorship - Secured:

Jessica has secured a sponsorship from Academy Sports for GA Swimming for \$1,000.00. It is almost finalized.

Gary asked when the check would arrive. Jessica is not sure on the date (but is hoping before the end of the month). Gary said to wait until the end of the month before following up with them on it.

2) All American Swim Supply Scholarship – In Progress:

Jessica, Steve, and Stu have been working on a title sponsorship with All American Swim Supply for GA Swimming for \$10,000.00. It is almost finished and will hopefully be finished in the next couple of weeks. Congrats to Jessica on this!

3) Future Sponsorship / Growth plans:

- Sponsorship Planning: Jessica is hoping to have a couple more sponsorships prior to the LCM season. She had spent much of December working on LEAP 2 as a priority,

but she will now concentrate even more on the sponsorship pursuit.

- Growth Planning: Gary asked what Jessica's plan was for growing attendance and excitement for the LSC Meetings. Jessica shared that she is working on securing a guest speaker to provide a motivational talk for the athletes at the LSC Meeting. She is also working with the athletes to create more promotional events for the All Star Banquet as well as brainstorming other ideas to make the LSC Meeting more fun to them. With that, other ideas were discussed on the call:

- Photo Opportunity before All-Star Banquet:

Gary suggested creating a photo opportunity like that of the "Golden Goggle" Red Carpet (We could have the GA Swimming logo in the background of the photo op area and place it in the "hover area" in front of the banquet hall before the All-Star Banquet. Stu adds that having a few non-individualized All-Star towels out there to have in the pictures would add to the interest.)

- Add Variety each year at LSC Meeting:

Hannah thinks it will be difficult to increase attendance due to past low attendance, but if we could add variety each year to the LSC Meeting events for the athletes, it might encourage athletes to want to go from year to year rather than only once where they have "been there – done that".

- Fun Event on Saturday Night:

Gary suggests that having a fun event planned on Saturday night specifically might encourage out-of-town athletes to stay overnight and come to the All-Star Banquet. But, input from the athletes on this idea suggests that this option (as well as other fun events at the Meetings) may only help a little bit with the out-of-town athletes, because the travel is still a struggle.

- Increase the Communication about the Banquet to the Athletes:

Hannah also adds that she thinks increasing the communication to the athletes about the Banquet in general is important and may help increase their

participation too.

- Dave and Buster's Plan already in place

Andrew has already been working on a plan to have the athletes go to Dave and Busters to break up the weekend of meetings and attract more athletes. This is thought to be a good idea. Jessica wants to be sure they lock that idea down, and she said that she will continue to work on it with them.

With the discussion of these various ideas, Gary and Stu express their understanding for the need here in order to increase athlete attendance. They remembered their own daughters' experience of not wanting to be involved in the banquet year after year as each year was similar. We will keep brainstorming ideas in order to increase participation of that 15 – 18 year old age group especially, but Jessica does not want to spend too much time on it during this BOD meeting due to time constraints so we agree to move on.

Outcome: We decide to see the results of this year's weekend-long LSC Meeting in April. We may decide after that to shift to a 1-day LSC Meeting in the future. We also think it may be best to focus on adding fun events that are more Banquet-centric rather than Saturday-centric as Stu highlighted the importance of having the athletes at the HOD meeting on Sunday morning.

5) New Business: Senior State Recap

(Presented by Beth Winkowski)

The Senior State Meet was a good meet overall. Ian Goss is working on the new Senior Time Standards to present in February or March, which will allow us to be ahead of the curve and give the athletes plenty of notice.

Beth then adds a side note to discuss with Jessica at a later time:

Beth notes that ASCA is looking to do a clinic in April for coaches in Atlanta. Currently, they are trying to stay away from our GA LSC weekend date, but Beth thinks that there may be reason to consider having the clinic on the same weekend as the LSC Meeting weekend. Jessica mentioned that there is already some talk about using a Swim Atlanta facility to do a coaches' educational meeting so perhaps there is a way to combine it with the ASCA clinic possibility. They determine to discuss more later.

6) New Business: LEAP 2:

(Presented by Jessica Cooper)

Jessica has been researching the requirements for achieving this LEAP 2 status as an LSC. Once we achieve LEAP 2 status, we will be able to get \$2500 in funding.

She has determined that we have about 73 points of the 80.5 points we need. She thinks that we will be able to get those last needed points through the LSC Strategic Planning Meeting in February. This is great!

But, additionally, Jessica had created something for the required LSC Crisis Management Plan. Thankfully, we do not have any crises within the LSC right now, but we need this in place for LEAP 2. She had emailed this plan out in December and it must be voted into place:

Stu opened the floor for a motion to approve:

Motion by Steve Potter.

Second by Beth Winkowski.

No Discussion.

Motion Passed.

Outcome: We've adopted the Crises Management Plan.

Further discussion regarding LEAP 2 included:

- Gary mentioned that he and Stu are going to work on the internal audit over the next couple weeks. As such, he asked Jessica what the timetable for turning in everything for our LEAP 2 status was. Jessica said she would like to have everything submitted following the LSC Strategic Planning Meeting in February and before the April LSC Meeting (since we have to do a budget at that time).

7) Final Thoughts / Other items not on the agenda?

1) Financials Discussion:

Gary and Stu present a potential change in where GA Swimming keeps their financial investments that could benefit the LSC greatly. They provided background on the situation:

1) For years, we have had our primary reserve account with Wells Fargo advisors. This had originally been USA Swimming's investment advisor, but they changed advisors about 5 years ago, moving their accounts to First Western Trust.

2) In addition to our investment account, we have another account at Wells Fargo with a value of approximately \$108,000 which is only earning us about .1 % return, resulting in approximately \$12.00 last year. This is where we can really improve (perhaps earn us around 4.8% return which would be hundreds of dollars) based on this new opportunity that has come up.

3) The opportunity is based on 2 major things that have changed with this situation:

1 – USA Swimming’s account portfolio at First Western has recently surpassed the \$50 million amount due to bringing certain monies back to the US.

2 - First Western is willing to offer the LSCs the same pricing as USA Swimming’s \$50 million dollar portfolio (which is far less expensive than what we can get on our own based on the greater amount of money involved).

Gary would like the BOD’s input and approval to go ahead and transfer our 2 accounts (about \$300,000.00) to the First Western Trust in order to take advantage of these benefits as it is seen to be in the interest of GA Swimming.

Motion by Steve Potter.

Second by Scot Davis.

Discussion follows:

Beth wants to ask for a detailed explanation of the benefits to move the money as well as an understanding of the risk involved in moving the money. She does not want to make a blanket approval to move the money without knowing this.

Stu clarifies that the primary benefit of this is that the FEES we are charged for holding the money at First Western rather than at Wells Fargo will change (it will decrease in cost for us). And, the additional benefit is that, our \$108,000.00 account that has been languishing (not making us any money) will now increase to make us potentially a lot more money.

Gary clarifies that we are not cashing in stock. We are only transferring the money over to another company to hold. We are moving the money from one business to another business; one company to another company. He feels strongly that we should give First Western a chance, and he is confident we will not lose money in doing this. He believes strongly we will benefit from the move, and he will see to it that we do not lose the money.

Beth wants to know what the risks are in moving the money. Gary says there are no risks in moving the money. Stu adds to that answer in saying that our around \$300,000.00 being moved to First Western will likely be managed more conservatively than they are currently based on the specifics, and we would be following the same investment management decisions that USA Swimming has made with their portfolio.

Given that there are a lot of details with this situation, Jonathan says that he feels it would be best to gather the information for the BOD to review and discuss at our next meeting. Stu says that works.

With that, Jonathan asked if we are authorizing Gary to talk with them to gather the information from First Western to see if it would be beneficial for GA Swimming – then let other bod members look over it. Then, once we are on the same page, we will vote on it in the February meeting.

We determine: Yes. That is the plan.

Stu and Gary are good with that and will put it together for us. Gary reinforces he feels strongly that this will allow us to build our financials and make us money.

Outcome: We agree that the approval is to allow Gary to talk to First Western to gather more details and information regarding this potential move of the accounts. Gary and Stu will put together the detailed information and fees to present to the BOD in our February meeting. The BOD will discuss the matter further at that time.

2) Junior Nationals Meet: GREAT showing by GA Swimming Officials

Steve commented that we have spent a great deal of time recently encouraging our officials to spend time on national decks – and, he was proud to report to the BOD that 14% of the officials who were working the Junior Nationals Meet were GA Swimming Officials.

He thinks this great showing enhanced how the country thinks about GA Swimming, and it added to the professionalism of the officials on deck. Some of our officials even worked the entire weekend.

This was a terrific outpouring of GA Swimming officials to support a meet at our local GA Tech, and Steve was very proud and pleased with the turnout.

3) Discussion about next BOD meeting date

The next BOD meeting is planned for: Thursday, February 4th, 2016 at 8:30 pm

Beth and Gary note that there may be conflicts with this date due to the High School State meet that weekend. In some previous years, there have been races on Thursday night. The meet information is not out yet, but Stu did not want to hold the meeting if coaches would be unable to attend.

Outcome: Gary will find out the details for us and let Jessica know. We will know then if there will be a conflict with this date. If that is the case, we will reschedule. As of right now, however, the meeting is still planned for the 4th.

4) Motion to Adjourn the Meeting @ 9:48 pm.

Outcome: Motion to Adjourn (Gary). Beth seconds the motion. None opposed.

Meeting is closed at 9:49 pm.

Meeting Adjourned at 9:49 pm by Stu Hixon, General Chair
Submitted for approval by GA LSC Secretary, Kim Seaman