

GA SWIMMING BOD MINUTES

November 19th, 2015

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

Meeting called to order at 8:36pm by Stu Hixon, General Chair.

2) Approval of the September 12th Board Meeting (presented by Stu Hixon)

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

3) Discussion of the LSC Strategic Planning with USA Swimming Consultants

(presented by Jessica Cooper)

- Jessica provided the BOD background on how this suggestion for a Strategic Planning meeting came about as well as what was recommended as the best option for the LSC.

- **What it is:**

USA Swimming offers these strategic planning meetings as a resource to support and aid

LSCs in assessing where they are and what they might like to do moving forward to become even better. This is NOT part of USA Swimming's review of the LSCs.

- What was recommended for our GA LSC:

During a conference call between Jessica, Stu, Jane Grosser (USA Swimming Consultant), and Arlene MacDonald (USA Swimming Consultant), the suggestion for our LSC was to have 2 total sessions or phases as follows:

- Phase 1 is to be a Pre-session survey to determine needs and goals of the LSC/Board/Committee.

- Phase 2 is to be a focused time of strategic planning on achieving those goals as an LSC.

- 2 Main Discussions then ensued regarding:

1) The DATE of the Meeting:

Discussed the suggested date for this planning meeting which was February 7th from 8:30 am – 4:30 pm: Determined that this date is likely one of the best options where the athletes would be able to attend the meeting without meet conflicts – However, issues of it being Super Bowl Sunday and other conflicts came up

Outcome: Determined to have Jessica discuss other date options with Jane and Arlene and then send out another Doodle Poll (Stu suggests the Doodle Poll is a great tool to use for scheduling) to the BOD again for a potential alternate date for the meeting to be set. Jessica will email the final date to everyone as soon as it is determined.

2) The BOD's DESIRE for the Meeting:

Gary asked if we were sure that the overall idea of this meeting was desirable to the BOD for us to pursue as an LSC. While Arlene's viewpoint is always viewed as valuable, we may not truly want to participate. Also, he noted that we have enough facilitators in our own LSC to potentially do our own retreat instead. Jessica encouraged us that she feels it would be a valuable experience for the LSC and the fact of it being free to participate in was also beneficial.

Outcome: Gary was on board. There were no other issues from anyone with moving forward as planned.

4) Discussion of the Suggested Timeline and Changes to our April LSC Meeting
(presented by Stu Hixon and Jessica Cooper)

- As this topic begins, Stu first noted the somewhat disappointing fact that we had a Quorum on the conference call since we were missing 2 Committee Chairs. Even still, the discussion over this needed to take place. We discussed the following:

1) Requiring Committees to meet PRIOR to the LSC Meeting:

This suggested change would require all committees (except Technical Planning) to have their committee meetings via conference call prior to the LSC Meeting. Minutes would need to be taken by a Committee Member during each meeting. All decisions made in those individual committee meetings would then be reported at the HOD meeting.

Discussion regarding Jonathan's needs as Technical Planning Chair followed. His awareness of all Committees' (most especially the Coaches, Senior, and Age Group Committees) decisions is crucial to his facilitator role for our Technical Planning Meeting. Options for how to best inform him of the important updates and decisions from the Committee Meetings followed. Gary also helped ease the concern by pointing out that, since Jonathon does not have the authority to override decisions made by the committees, he might not need to know as much as he has always been so gracious to provide us with. Extreme details may just not be necessary even though Jonathan has always been so thorough and excellent in communicating in his role when those details were easily available.

Outcome: All viewed this change as a good idea to save time and increase efficiency at the LSC Meeting. Best option for communicating Committee decisions to Jonathan was determined to be through sending him the committee meeting minutes / summary of key points discussed and decisions made.

2) The suggested Timeline of the April LSC Meeting, including:

- Athlete's Social:

Hannah first mentioned the confusion over who was to go to the social. She then noted that the Athletes came to a consensus to keep the social as a small gathering that only includes the Athlete Reps from each team and the BOD Athletes.

Stu then brought up the placement of the social on the suggested timeline for Saturday night. He voiced his concern that having it then might affect the attendance of the athletes at the HOD meeting on Sunday morning. In order to meet the required percentage of athletes at the HOD meeting on Sunday, Hannah suggested the social be moved. Stu provided suggestions for alternate times for the social.

Outcome: The best time for the Athlete Social seems to be after the All-Star Banquet on Sunday. Hannah will double check this change with the other athletes and follow up with Jessica after that.

- Athlete Sessions on Saturday:

Jessica asked Hannah if she felt athletes would participate on Saturday if there were 2 Athlete Sessions offered on Saturday. Hannah believed that the local athletes would likely participate IF those 2 sessions were well advertised beforehand.

Nate then asked if these 2 sessions would be for all athletes or only Athlete Reps. Jessica answered saying that the goal of these 2 sessions is to bring all athletes together so they would be open to any athletes (NOT just Athlete Reps).

Outcome: The 2 Athlete Sessions for Saturday were agreed to be worth doing.

- Officials Lunch and Learn:

Jessica mentions how she observed a lot of repetition at September's LSC meeting which inspired her to increase efficiency where possible to then create options like this Lunch and Learn (as well as the Athlete sessions) to make the Saturday portion of the weekend well worth the attendees time. Rob agrees that this opportunity would be beneficial and appreciated by the officials.

Outcome: The Officials Lunch and Learn was agreed to be worth doing.

- Club Presidents / Coaches Roundtable:

Beth asked for clarification on the Roundtable plan for Saturday. She was not opposed to the idea; however, she was unclear on who would be participating and what the goal would be.

Jessica responded saying that the idea is not yet fully developed but that her

general goal is to create an opportunity for Club Presidents and Coaches to get together and have an informally facilitated discussion on hot topics. Gary mentioned the importance and benefit of having Club Presidents in attendance. Stu mentioned the importance of having Coaches of coach owned teams in attendance at the roundtable as well since that would provide a great time to hear all perspectives from every angle.

Outcome: The Club Presidents / Coaches Roundtable was agreed to be worth doing.

- Suggestion for Coaches' Educational Sessions for future consideration:

Beth brought up some of her observations from being a part of other LSC meetings as a guest speaker this past year. She noticed that other LSCs were offering low-cost educational clinics for coaches as a part of their LSC. She felt that an educational track like this was missing from our LSC meeting and may be valuable to incorporate moving forward.

Stu liked the idea; however, he asked for further elaboration on what that might include specifically since he is not a coach himself. Beth gave examples of basic educational classes that she taught for the other LSC meetings as suggestions. Stu liked the idea and said it may be worth expanding the September LSC meeting back to 2 days if the coach educational offerings did not waste people's time but rather enhanced the schedule. Other thoughts were discussed regarding the need for 2 days in order to achieve this goal as well as the potential for having the LSC meeting in locations outside of Atlanta.

Outcome: Rob made a motion to adopt a 2 day format to the LSC meetings that involves an educational day on Saturday and an HOD / Party Function day on Sunday (similar to the suggested timeline provided). Stu accepted the motion. Beth seconded.

● **Motion-Second, Vote-approved no opposition.**

5) Discussion of Sponsorships

(Presented by Jessica Cooper)

- Jessica introduces the sponsorship packet that she created and sent to businesses for the 2015 – 2016 year which only affects Long Course State meets (since there was not enough time left before Short Course State). The primary response of interest for discussion was regarding:

1) American Swimming's reply for the Title Sponsorship package for \$10,000.

For the \$10,000 (which would be very useful for the LSC athletes), American Swimming would gain naming rites for the State Meets, a page in the Heat Sheet (covered by the LSC, NOT host team), and a Banner (also covered by the LSC).

Jessica mentioned the benefits that American Swimming has provided to Illinois Swimming in a similar sponsorship partnership which are very appealing. Jessica also emphasized the goal of the LSC is to support our clubs so we would never want to do anything that would hurt any

one of them. As such, she asked for input on this from the BOD specifically regarding the effects this might have on pre-existing club vendor partnerships.

Beth asks if the LSC would consider sponsorships from brands that are in conflict with certain club team's already existing partnerships. Jessica reassured everyone that she was not planning to ever consider a brand sponsorship that puts our club teams at risk of their existing contracts with other vendors. American Swimming was viewed as a neutral company since they are able to sell many different brands.

Steve then offered to look into this and any issues we may have now or in the future given exclusivity clauses in contracts given his experience in contract law. Jessica said we would want to revisit that each year too.

Stu then asked if having such sponsorships would deter teams from wanting to host the championship meets. Input from frequent championship meet hosts was as follows:

- Jonathan / ABSC: He did not think it would deter ABSC from bidding.

- Beth / Dynamo: (recognizing that it is not her place to make these decisions for Dynamo but that she believes they would want to know any such information on sponsorships affecting meets prior to the bidding process opens as it may affect their decision to bid)

Outcome: Agreed that these details need to be established in advance so teams know before bidding. In order to move towards that establishment, the following motions were made:

1) Have Steve create a GA Swimming Agreement for Sponsorships that will be bid on this spring for 2016 – 2017 SCY.

Stu asked for a Motion. Gary made the motion. Rob seconded the motion.

Passed.

Other discussion?

Beth made a friendly amendment that other frequent championship meet host teams be asked for their input once Steve has the blueprint ready. If those other teams were on board, we would have a much easier time selling the sponsorships in the future. **This amendment was agreed to.**

2) Empower Jessica and Stu to talk to Gwinnett Aquatics and Hurricanes about the Title Sponsorship for Long Course State meets in 2016.

The goal is to benefit both of the clubs and still be able to get the sponsor for the 2016 LCM season.

Rob made the motion. Gary seconded the motion. **Passed.**

6) Final Thoughts and Action Items moving forward:

(Presented by Stu Hixon)

1) Pick a Night for the recurring BOD conference calls moving forward.

Stu suggested either the 1st or 3rd Thursdays of each month at 8:30 pm with a renewed resolve to insure that these meetings only last 1 hour (as this meeting tonight went too long past the 1 hour plan for the meeting).

Outcome: The 1st Thursday of every month was settled upon which means that our next meeting is: **Thursday, Jan. 7th @ 8:30 pm.**

2) Steve mentioned the need for Time Trials officials on December 10 – 12th.

Steve asked for everyone to share the need to all officials they know. We need to monitor any payment requests with this though. Suggested route to solution:

Outcome: Steve to get in touch with Rob to get in touch with Ed to request officials.

3) Motion to Adjourn the Meeting @ 10:21 pm.

Outcome: Motion to Adjourn. Stu accepted the motion. None opposed.

Meeting is closed at 10:21 pm.

Meeting Adjourned at 10:21 pm by Stu Hixon, General Chair
Submitted for approval by GA LSC Secretary, Kim Seaman