

LMSC for NC
FINAL MINUTES OF BOARD OF DIRECTORS CONFERENCE CALL
8:15pm EDT September 27, 2010

Present: Greta van Meeteren, Jennie Rogers, Andrea Stevens, George Simon, Jon Blank, Don Gilchrist, Matt Davis, Jerry Clark

Not Present: Chris Bowker

Registrar Report: At the present time, we have 1,131 registered members, some 40 more than at this time last year. 88 (7%) of our registrations have been paper.

Treasurer Report: The NCMS Club has \$430.31 in its checking account and the LMSC for NC has \$16,258.20 in its checking account. The cost of sending four coaches to SwimFest '10 was \$1,939.92 and the cost to date for sending delegates to the USAS convention in Dallas, TX is \$1,943.44; a few more items for reimbursement have not been received.

Greta and George led a discussion about creating a letter to former members who did not renew for 2010 and a second one to send out around November 7, 2010 to encourage people to renew for 2011. Jon suggested some health benefit items that should be included, and everyone agreed they would enhance the letter. Jon suggested some health benefit items that should be included, and everyone agreed they would enhance the letter.

The next item discussed was how to improve communications in our LMSC. Greta posed a question – do we need something beyond our website? Should we consider creating something like USMS Streamlines or perhaps using the social media sites? The general feeling about using Facebook was negative although Don mentioned that it is growing larger as time goes by and he will look into this further for possible utilization. In general, we agreed that more frequent email blasts is a good way to pep up our membership and draw them to our website.

Jerry explained the collection of information about all our workout groups. The locations, times of workouts, the contacts to email or telephone, etc. is listed in an excel file which can be posted on our website. There will be an ongoing need to update this information.

The Goldsboro YMCA has inquired about hosting a long course meters meet in June 2011. We all are in favor of adding that to our calendar.

Jerry announced that Chris Bowker has decided to drop off our board. Greta announced that Andrea Packard in New Bern would like to come on our board; Jon

brought up Erika Braun's name, but we all think it best to not have too many Raleigh people on our board at the same time, so Erika's name was withdrawn. Don said we need someone in Winston Salem who will try to get the adult swimmers there to join USMS. Jerry was asked to call Bob Jennings in Winston Salem and ask him to serve. POST MEETING NOTE: that was done and Bob has agreed to join our board.

We began a discussion about encouraging more open water events, but we agreed that what is needed are more individuals who have experience at hosting open water events. We, as an LMSC, don't intend to host OW events ourselves.

New business items were discussed. George brought up the idea of a new one event fee beginning with the 2011 registration process. The one event fee has been \$18.00 for many years, with \$10.00 going to USMS and \$8.00 to the LMSC. For 2010, the USMS fee increased to \$12 and the LMSC lowered its fee to \$6. It was MSA that the one event fee will be \$20.00 for any 2011 sanctioned events, with \$12.00 going to USMS and \$8.00 to the LMSC. We also discussed the need to solicit contributions to the NCMS Club so it can build up its bank account. We expect to have lots of NCMS swimmers participate in the 2012 SCY nationals in Greensboro, which would require a large payment if we continue to pay for relay events at nationals.

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We then adjourned the meeting.

Jerry Clark
Secretary