

Meeting Title: Pacific Swimming BOD Executive Committee Meeting
Date: January 24, 2013

Attendance:

John Bitter	X	Veronica Hernandez	X	Zone Reps		Athlete Reps		Guests
Mike Rianda	X	Marie Lin	X	1N - Larry Rice	X	3 – Debbie Tucker	X	Michela Roan
Lehla Irwin	X	Mary Ruddell	X	1S – Mike Picardo	X	4 - Jerry Rudd		
Ron Heidary		Scott Shea		2 - Clint Benton	X	4 - Jim Morefield	X	Office
Don Heidary	X	Steve Hurko	X					Jill Ruppenstein

TOPIC	DISCUSSION - CONCLUSION	RECOMMENDATION/ ACTION	FOLLOW- UP DATE
Meeting Called to Order	Meeting was called to order by John Bitter at 7:30 PM		
Minutes from Previous Meeting	No minutes		
General Chair	<p>John Bitter:</p> <ol style="list-style-type: none"> 1. Indicates that the Executive Committee may conduct most of their meetings via teleconference 2. This initial meeting was convened at San Ramon to launch our work together in this new format, also so we could see the latest update on the web site. 3. Together in this meeting we will be creating a broad set of Goals for Pacific Swimming for the year 2013, with focus on 3 specific areas <ol style="list-style-type: none"> a) Creating new possibilities for athletes b) Club and LSC enhancement c) Administration and Board 4. John is working on creating sponsorships and advertising for some of Pacific Swimming's more notable meets 		
Old Business	<p>Web Site Update:</p> <p>Bryan Levenson and Jill Ruppenstein presented the latest mockups for the new website:</p> <ol style="list-style-type: none"> 1. The Shell Site for the Front End (the HTML layer) was presented and the executive committee is now asked to review it and make suggestions <ol style="list-style-type: none"> a) Example of the Home Page includes large tabs showing the Upcoming Meets (the next 3 to 7 meets), the Latest swim results (the last 3 to 7 meets) and News Updates. The data available immediately will be from the year with links to archived data (data that is collected from the date the new website goes live). We will not be putting in the previously archived data that our present website has, but that will be available from drop box. b) The design of the Program pages was shown using the Disability Program as an example (Jill 		

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	<p>and Bryan will be needing recommendations for content from the various programs)</p> <p>c) Zone Page example was given. (Zone website masters will need to get together with Jill and Bryan's group to indicate what they want in the website)</p> <p>d) A jump page to the Zone pages will be available and we elected to have a graphic map of Pacific Swimming and the Zones which provide a click to each zone page on the map (this will be a slight added expense)</p> <ol style="list-style-type: none"> 2. We will need to be providing our suggestions as to what we want for the tabs and what might be missing in the tabs – with indications of priority from 1 (little importance) to 5 (extremely important) to be completed by January 30. 3. Jill will work with John Bitter to determine exactly what features to request to keep the website cost effective 4. With that information the next step will be to tie in the back end to the front end 5. Administration of the main site will be done by Jill. The Zone webmasters and the Official's webmaster will also have access for administration of the Zone pages and the Official's page. 6. Launch Date is scheduled for April – so content material will need to be completed by March (language and text for the different Zones and Program pages). 	<p>Jill Ruppenstein to send out e-mail requesting feedback by January 30th</p> <p>Jill and Bryan will meet with the other webmasters to get details regarding the back end links</p>	<p>January 30, 2013</p> <p>Sometime this month</p>
Old Motions	None		
New Business	<p>Zone 4 Revenues and Proposed Solutions:</p> <p>Jim Morefield presented Zone 4's financial dilemma:</p> <ol style="list-style-type: none"> 1. In the past Zone 4, because of it's size and features, has always had difficulty generating revenue, but has managed by making some money off Swim Guides, and by getting some money from the co-pays for the annual Zone All Stars Meet. 2. With the changes Pacific made last year (electronic swim guides only, and Pacific managing all the expenses for ZAM) these extra revenues were unavailable to Zone 4, creating a Zone 4 revenue deficit of \$2000 to \$3000. 3. Zone 4 is seeking new sources of revenue to make up for these losses, and is requesting the ability to increase meet fees for swimmers. If they are allowed to charge an additional 10¢ per event entry fee designated as revenue for Zone 4, they feel they can make up the revenue deficit. In discussion it was suggested that it is simpler to increase the splash fee by \$1 (\$9 short course, \$11 long course) with that increase in money designated as Zone 4 revenue. See motion. 1301Z41 		
	<p>Zone 4 Payment to LSC regarding ZAM:</p> <p>Jim Morefield indicated that information regarding fees to be charged to each Zone for ZAM (\$5000) was not available when Zone 4 had to set the co-pay fees for the swimmers. They had anticipated that the Zone fees would be calculated per swimmer rather than a flat fee. Because they will not be bringing a full team (they have never fielded a full team to ZAM) their fee of \$80 per swimmer will be insufficient to cover the flat fee of \$5000.</p> <ol style="list-style-type: none"> 1. Although Zone 3 will also not field a full team this year (an exception for them), it was felt that Zone 4's situation is different. Zone 4 has never brought a full team and often do not bring 8&Us because their 		

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	<p>Zone membership is so small (900+).</p> <ol style="list-style-type: none"> 2. Because of Zone 4's special circumstances (never bringing a full team) it was agreed to charge them \$3750 (the set fee for any team that chooses not to field an 8&U squad). See motion 1301CB1 3. Since Zone 4 will not need all the rooms allocated to them for swimmers, they wondered if they could use some of their designated rooms to house the few 8&U and their parents, since Zone 4 charged all swimmers \$80. For all the other age groups this included housing. It was agreed that the parents could be housed in those rooms with their 8&under child, provided they were chaperones for the team (be registered with USA swimming, pass background check, and take Athlete Safety education). Otherwise Zone 4 might consider returning a partial amount of the fee to the 8&Us. 		
	<p>Creating an LSC Uniform Policy regarding required Officials for Swim Meets John Bitter requested that the Zone Chairs see if they can come up with a common policy regarding Officials requirements for Zone meets. He reports that the Officials Committee was unable to come up with one that would fit the needs across all the Zones, so at this time each Zone has its own distinctive policy. John asks that the Zone Chairs give it a try.</p> <ol style="list-style-type: none"> 1. Clint Benton indicated that he tried to get that to happen many years ago but that the Zones are so different in demographics and needs that they were unable to come up with a functional uniform policy. 2. It was agreed the Zone Chairs would get together in a teleconference to review this issue once more. They will report back with either a recommendation of a common policy that might successfully work across all the Zones or a recommendation to leave the system as it is with distinctive policies for each Zone. 	<p>Jill Ruppenstein to arrange a telephone conference among the Zone Chairs</p>	<p>BOD 2/20/13</p>
	<p>Nomination Process for Age Group Coach of the Year Steve Hurko provided a power point presentation regarding what the Coaches Committee would like as their process for selecting the Age Group Coach of the Year:</p> <ol style="list-style-type: none"> 1. He presented criteria to be used, and weighted criteria, all taken from ASCA criteria 2. A Nomination Committee will be formed with 8 to 10 members, composed of coaches representing each of the Zones, and the PC's coaches' representative. 3. The Zones will then nominate coaches to be considered for age group coach of the year. 4. The Nomination Committee will review the information on each of the recommended nominees (a template will be created to provide uniform information on each nominee), and have a conference call to determine the nominees to be placed on the ballot 5. The ballot will be sent to the Head Coach of every club and they are expected to work with their team of coaches to determine the vote of that club (one vote/club). 6. Steve will create the information template, and he will also create a nomination form 	<p>Coaches Committee to oversee the formation of the Nomination Committee</p> <p>Steve Hurko to generate nomination form and candidate template</p>	
	<p>Goals and Objectives for 2013:</p> <ol style="list-style-type: none"> 1. Creating New Possibilities for Athletes <ol style="list-style-type: none"> a) Don Heidary is working on creating some new meet structures and will present this shortly b) Veronica Hernandez will be working with Age Group to look at what changes might be helpful 	<p>Don to report at BOD</p>	<p>BOD 2/20/13</p>

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	<p>regarding Age Group meets.</p> <ol style="list-style-type: none"> 1) They are already looking at making the 10 & Under Championship meet a 2 day meet (otherwise the times would need to be changed), as the meet is now too long 2) Jenny Malick is working on moving the 10 & Under Camp to a week after the Championship meet and possibly having the application process go on during the Championship meet. 3) Looking for alternative All Star Meets for the 15-18 year olds, because Western Zones will only go up to 14 year olds. 4) We may field an All Star Team composed of 15-18 year olds to go to the Western Zones Senior Meet <p>c) George Cleveland is working on changing the bidding schedule to one that goes from September to August. The plan would be to have a short bidding process for next year that would take us from January to September, and then a second bidding process which would place us into the September to August schedule</p> <p>d) Rick Waterhouse and Don Heidary are working together to look for other travel meets for our Senior swimmers – with the time standards being raised we will have many fewer swimmers going to Nationals, Junior Nationals, and World Trials. Our intermediate swimmers will have no place to go</p> <ol style="list-style-type: none"> 1) Consider sending All Star Pacific Teams to the Grand Prix – with the standards going up for the Grand Prixs, there may be only one or two swimmers qualifying per team. For many teams it might not be feasible for the coach to leave and take those few swimmers to the meet. John Bitter will look into seeing if All Star Teams would be allowed. <p>2. Club and LSC Enhancement</p> <ol style="list-style-type: none"> a) Awards Banquet needs to be redone so that it will attract more interest and attendance <ol style="list-style-type: none"> 1) consider elements that will be attractive to parents and coaches 2) consider having coach of the year, swimmer of the year, volunteer of the year, and relay of the year (to be voted on and winner announced at the banquet) 3) consider showing a recap of the year, with accomplishments, along with pictures showing activities through out the year and music 4) Create a committee to help with this – 2 from the BOD, 2 from outside the BOD, and Veronica Hernandez, Steve Hurko, and Jill Ruppenstein from the Executive Committee and staff b) Retail Sales –we will explore selling items such as Officials clothing and other items. Mary Ruddell will talk with the accountants to see how that should be set up without jeopardizing our non-profit status c) Club Recognition Program – Develop a program that will encourage more participation by clubs in 	<p>George to report at BOD</p> <p>John to report at BOD</p> <p>Veronica, Steve and Jill work on gathering the committee and meeting together</p>	<p>BOD 2/20/13</p> <p>BOD 2/20/13</p>

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	<p>Pacific Swimming activities and recognize them for the things they are doing</p> <ol style="list-style-type: none"> 1) John Bitter reports that Maryland, Indiana, and Illinois have some fairly good programs. They allocate points for various activities the team performs for the LSC, such as putting on meets, and when a team has acquired a sufficient number of points they get a monetary award. 2) Such a program would not start until September <p>d) Pool Improvement Program:</p> <ol style="list-style-type: none"> 1) John Bitter reports that Pacific is now looking at our program for pool improvements in order to consider whether that might be something for them to pursue 2) The Investment committee would like to have an additional level of granting for more extensive pool improvement, \$10,000, or \$15,000 3) The new grants coming in are written quite well, with good documentation, and have strong merit <p>e) Volunteer Recognition Program – focused on recognizing and encouraging volunteer participation in Pacific Swimming and Zone activity</p> <ol style="list-style-type: none"> 1) John Bitter is requesting that each Zone nominate a volunteer each month and from the nominees one will be picked to receive a gift card in recognition of their service, and a letter of appreciation. 2) This is to occur on the 15th of each month 3) Zones can nominate whoever they feel appropriate, and individuals may be nominated more than once. <p>3. Administration and Board</p> <ol style="list-style-type: none"> a) The Governance Committee is finishing up the work in restructuring the BOD and Executive Committee, with definition of positions and separation of duties. b) John Bitter will begin to send out monthly e-blasts that will inform everyone of what is happening in Pacific Swimming c) We are working on having the Coaches' clinic and the annual Officials' clinic in October the day before the HOD meeting. It is hoped that by combining them on the same weekend we will get more participation in all three activities. d) USA Swimming is undergoing a similar redefinition of its Board and looking to go to a Biannual Convention schedule with the meeting scheduled from Sunday to Wednesday. e) We need to continue to work on Communication – information regarding the close of the Pacific Office during the Christmas holidays was not broadcast. The office will be closed again from July 1st to July 5th. 		
New Motions	1301Z41 – Maximum Splash Fee for Zone meets hosted in Zone 4 Motion to allow Zone 4 to increase the maximum splash fee charged in Zone 4 meets by \$1 (\$9 for SC, and \$11	30 day motion to go to BOD	BOD

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	for LC). This extra fee will be designated for Zone 4 revenue. (Jim Morefield, Zone 4) R&R Discussion: The Executive Board unanimously supported that motion and will bring it to the BOD with the recommendation to pass it.		
	1301CB1 – Zone 4 ZAM fees: Motion that Zone 4 pay \$3750 to Pacific as their fee for ZAM. (Clint Benton, 2 nd Larry Rice)	Passed	
Next Meeting	Next meeting of the Executive Board is 27 March (will notify whether teleconference or at Marriott in San Ramon) at 7:30 PM	Notify members of site	
Meeting Adjourned	Meeting adjourned		

RESPECTFULLY SUBMITTED BY,
MARIE LIN
SECRETARY - PACIFIC SWIMMING BOARD OF DIRECTORS