



Wisconsin Swimming, Inc.
Board of Directors Meeting
October 28, 2014-5:45pm-7pm:
University of Wisconsin-Waukesha
Room A100

Meeting Minutes

1. Call to Order and Review of Minutes (Consent Agenda Item)

The meeting was called to order by General Chair George Geanon at 5:47pm.

The minutes from the last meeting were approved as a consent agenda item.

Attendance:

George Geanon
General Chair (LAKE)
Troy Engstrom
Finance Chair (WBSC)
Kevin Milak
Senior Chair (PX3)
Drew Walden (BAC)
Past General Chair
Brett Wilson (BAC)
LSC Coach Liaison
Jacob Johnson (BAC)
Technical Planning Chair
Brent Boock
Age Group Chair (EBSC)
Cathie Marty
Safety Chair
Pat Lewno
Treasurer (SEA)
Rick Potter
Officials Chair
Carol Graham
Registration/Membership Chair

Jeanne Drzewiecki
Admin. Vice Chair
Lexi Monty
Athlete Rep. (FCY)
Angela Monty (FCY)
Diversity Committee Chair
Michael White (SPS)
Dale Wisneski (SPS)
Kim Stoll (SSTY)
Rules Committee Chair
Blaine Carlson (WEST)
Secretary
Corey Mukai (TOSA)
David Anderson (SSTY)
Senior Chair
Anna Schwarz
Knight Public Affairs, LLC.
Eric Knight
Knight Public Affairs, LLC.
Jeff Knight
Knight Public Affairs, LLC.

2. Committee Reports

a. Hot Topics

Jeanne Drzewiecki shared information regarding the Leap to Excel meeting. USA Swimming will provide a workshop to help LSCs that are preparing for Level 2 or Level 3. Jeanne Drzewiecki suggested that the

Board of Directors meeting on the Friday night of the Swimposium might be a good time to discuss this process further.

George Geanon shared the following information:

The Governance Committee at USA Swimming was requesting funding for a consultant to review the LSC and Zone structure. The USA Swimming Board of Directors denied this request until more information regarding scope and cost was provided.

The Governance Committee made this request, as there is growing concern about the structure of LSCs and Zones since the policies have not been fully reviewed since the 1970s. The Governance Committee and LSC Development Committee are considering working together on a new consultant proposal.

Zone Board of Review replacing LSC Review Board. WI Swimming has already selected their representatives to the Zone Board of Review: Kim Stoll Non-Athlete Member and Hannah Saiz, Athlete Representative.

WI Swimming needs 3 representatives for the sanction review panel: a coach, an official, and an athlete.

Brent Boock's name was brought forward as the coach representative at the Age Group meeting. George Geanon brought Brent's name for approval. The Board of Directors Approved Brent as the coach representative unanimously.

Rick Potter has volunteered to serve as the official representative. George Geanon brought Rick's name for approval. The Board of Directors Approved Rick as the official representative unanimously.

Brian Borden or Colin Dushane were two names suggested for the athlete representative. George Geanon brought Colin's name for approval with the contingency that if Colin is unable to or uninterested in participating that another name may be brought forward. The Board of Directors Approved Colin as the athlete representative unanimously.

The group of three can meet with Jeanne Drezewiecki to review our sanctioning process compared with other LSC's processes.

b. US Aquatic Sports Convention Report

Reports have been posted online for all those who attended and anyone is welcome to review them and ask those individuals for additional information.

c. Questions

Carol Graham responded to a question regarding athlete insurance coverage during tryouts. She indicated that while the clubs themselves have insurance, the individual athletes that are participating during the try out phase are not really covered.

There were no additional questions during this section.

3. Finance Chair/Treasurer Report

a. Review of Finance/Budget Meeting

Pat Lewno presented the following information:

The Board of Directors approved a \$1,610 grant to a club, \$1,440 was to be used to purchase pool benches for the deck and \$170 for Wi-Fi upgrades. The club has run into an issue with their Wi-Fi update and is asking that they be allowed to utilize some of the bench money to continue with the Wi-Fi update. They are not asking for an increase in the total allocation, just the ability to utilize some of the \$1,440 for benches for the Wi-Fi update instead. The Board of Directors unanimously approved this request with the stipulation that the overall allocation of \$1,610 was not to be increased.

Recap of Travel Fund reimbursement:

Shares equal \$66 and that brings us to \$74,582.47 to be distributed. 1,122 shares were requested. 16 clubs received reimbursements. Some clubs received multiple meet reimbursements; some were just one meet or the other.

Income/Expense Statement

We are looking at the subtotal under income and expenses because that represents the unrestricted funds. The travel funds are restricted and can only be used for those particular purposes.

The Income is \$203,849.44 and Expenses are \$244,628.40 this brings us to a net loss of \$40,778.96. We did plan for a deficit budget and we are on track.

On the bottom you can see the details for the travel account. Carryover is \$9,240.40; contact Pat Lewno for the full sheet if you need to check

Financial Committee (Troy Engstrom):

The Financial Committee met and went over budget line by line. They proposed raising the fee \$2/yr. for 2015-2018. Starting in fall of 2015 for 2016. They also proposed changing the sanction fee from \$20 to \$30. They reviewed this year's budget line by line to create the proposed budget.

b. BOD Stipends Review

George Geanon presented information regarding the need to review stipends in order to cover the significant increase in funds for salary created by the association with Knight Public Affairs, LLC. (KPA) and the increase in compensation for the Treasurer and a new salaried position, Director of Program Operations. Potential options include: discontinuing the stipends to the Board of Directors members, identifying a more cost efficient way to secure awards, including sponsorship, modifying the costs related to officials, and/or reevaluating the grant program.

The costs related to officials are more complex than they may appear at first. The LSC pays for background checks and renewals, and money for assigning meet officials. This has not always been a part of the budget in years past. The officials committee will be reviewing these expenses to determine what can be done in that area.

Both stipends and background checks fall under the Administrative Expense line item of the budget. Pat Lewno will send around an excel document with stipend and official costs included to everyone to review before the next Board of Directors meeting where this item will take up a significant portion of the meeting time.

c. Fee increase proposal

- i. Wisconsin Swimming membership fee**
- ii. Sanction fee**

There was significant discussion about the increase in fees related to swimming including USA Swimming fee increases and WI Swimming fee increases. It is important to keep in mind the level of service provided to athletes in conjunction with the cost per athlete. There are also alternative revenue streams to utilize for athletes instead of increasing fees, such as repurposing stipend monies or increasing host club fees for state championships.

Further discussion on this item in conjunction with the stipend, official's costs, and other financial topics needs to be included in the next Board of Directors meeting agenda. A significant portion of the December Board of Directors meeting will be devoted to the budget.

The Board of Directors indicated that when it comes to items related to finances it is important that that information is sent out to all those in attendance at least one week in advance so that they have sufficient time to review the materials before the meeting.

4. Facilities Survey Update

Kevin Basehart has completed the initial phase of his project. He will be working on the next phase of the project and he is on track with his original timeline. He will be present at the January House of Delegates meeting. George Geanon was asked to communicate with Kevin Basehart to see if he would be able to prepare a short written summary for the next Board of Directors meeting in December.

5. Knight Public Affairs, LLC Update (KPA)

a. LSC Administrative efforts

i. Minutes

KPA has taken minutes from the last two meetings. We are working to streamline the timeline and turn around for minutes every time. The content is great and the formatting is coming along nicely.

ii. Bylaws

KPA will be assisting with review the bylaws and policies and identifying areas that need editing and corrections.

iii. Sponsorships

George Geanon has discussed working with KPA to identify and secure sponsorship opportunities for WI Swimming in the future.

b. Lobbying efforts

Eric Knight from KPA has been working on various items in this arena. He shared three major tasks with the Board of Directors:

Working with the Fox Cities Visitor and Convention Bureau to add an aquatic facility as part of an athletic facility project.

Working with the Wisconsin Dells. The referendum there failed for the 2nd time but because the pool itself was not attached to that referendum KPA did not get involved in that effort. There is funding for a pool outside of the school referendum there and KPA is meeting with various stakeholders to discuss the options.

And finally, KPA has been in contact with Mt. Horeb and they are in phase two and looking into creating a community survey and holding informational meetings with community members in the coming weeks.

Eric Knight also attended the meeting of the Sports Marketing Committee of the Governor's Council on Tourism. This group is working to make further connections with universities to increase public access to university facilities. Eric will be following up with this committee.

The Board of Directors discussed potentially financing a trip for Eric Knight to attend the USA Swimming Build A Pool Conference on behalf of

WI Swimming. After discussion it was decided that this item should be added to the agenda for the December meeting for further discussion.

6. LSC Championship Meets (Age Group, Senior, Tech Planning)

a. Time Standards

All of the new time standards are available online and any questions can be sent to Jacob Johnson.

b. Meet Announcements

Jeanne Drzewiecki is sending around information to various committees and teams. She will put the templates out to everyone around November 7th. The plan is to have the meets sanctioned by the 21st of November so that dates/locations will be available before the holidays. Officials for state meets are being selected through the end of the year.

7. Rules Committee (Rules Chair) (64 minutes)

a. Policy 25: Wisconsin Swimming LSC Zone Championship Competitions

b. Policy 26: Children's Online Privacy and Protection Act (COPPA)

c. Policy 27: Crisis Management Plan

d. Policy 28: Wisconsin Swimming Website Posting of Photographs

e. Policy 29: Inclusion Policy for Swimmers with a Disability

f. Policy 30: Wisconsin Swimming Recognition Program

Kim Stoll shared information regarding the Policies 25-30. All of these policies have been discussed by the Board of Directors previously except for Policy 28. Any mandatory bylaws changes do not require any formal action.

8. LSC Annual Meeting Update

We are on track in terms of selection and a tentative timeline has been put together. The most important next step is to identify speakers and determine how many speakers will be in attendance. No other LSCs are hosting a Swimposium that weekend, so that allows some flexibility with speakers and their availability. The goal is to have a contract signed by December and then the speakers can be finalized. Preferably the contract will be signed before the next Board of Directors meeting in December. A preliminary program will go out to clubs as soon as possible.

9. Strategic Planning Update

a. Facilities-Governance-Communication-Education

Facilities, Governance, Communication, and Education are the main areas of focus for the strategic planning and these will be discussed further at the December Board of Directors Meeting.

b. Schedule Board Orientation Session-February 2015

The date will be finalized and communicated with the Board.

c. Other

George Geanon sent out a document highlighting the separate duties of Admin. Vice Chair and the Director of Program Operations. This document includes a proposal to create the Director of Program Operations position and to hold an election in January 2015 to select the Admin. Vice Chair. The nominations committee would be responsible for this January election and a new nominations committee would also have to be selected for additional elections in 2015.

The Board of Directors approved the announcement of the election of the Admin. Vice Chair in January 2015 unanimously. Nominations will be sought at the House of Delegates meeting.

There was also discussion about potentially making the Finance Chair position an appointed, rather than elected position or removing the term limits for this position to promote continuity of information and expertise. This item will be discussed further at the December Board of Directors meeting.

10. New Business

None

11. Next meetings

a. BOD December 2014

b. BOD and HOD January 27, 2015

The original calendar had Dec. 23rd listed as the next Board of Directors meeting date. The general consensus of the group was that that date would be available for most and that it would be best to choose a new date via email. The next Board of Directors meeting will take place on a Tuesday in December 2014 to be determined.

12. Adjournment

- a.** The meeting was called to adjournment at 7:03pm by unanimous consent.