



## Minutes

### Board of Directors Meeting

📅 Wed April 7th, 2021

🕒 7:30pm - 8:30pm CDT

📍 Remote

#### 👤 In Attendance

#### I. Roll Call

Gulf Board of Directors Meeting called to order at 7:32. Jennie Shamburger called roll. Attending meeting: Charlie Fry, Paige Sikkema, Jennie Shamburger, Henry Clark, Bob Kizer, Dusti See, Erik Cozzad, Ainsley Dodson, Emma Burke, Eddie Adams, John Burke, Kate Zabler. LSC Staff: Tom Hasz, Julie Bachman. Coordinators: Donna Dormiani, Clay Pruitt, Herb Schwab, Travis Sandifer, Kim Audibert, Dana Skelton, Mark Martinez, Seth Huston.

#### II. Mission Moment

Charlie read the Gulf Mission Statement: Gulf Swimming provides opportunities to learn, grow and strive for excellence, developing leaders through competitive swimming.

#### III. Approval of Minutes

**Decision:** Motion to approve minutes from 1.13.21 Gulf BOD meeting. Motion made and seconded. Minutes approved.

#### IV. Old Business

No old business.

#### V. Officer and Committee Chair Reports

##### a. General Chair

Reminder to follow 12 & Under Tech Suit policy from USA Swimming. Several calls were made to Charlie after March championship meets. Question about who enforces this at meet. Charlie stated that officials should be checking that suit is legal - FINA

stamp doesn't automatically mean approved. Coaches should be doing it for their team swimmers and officials follow up at actual meet.

Re: Meets. With Texas opening up and more people getting vaccinated, the Champs meets should be open for discussion. Free market meets have been hosted since October and have been proven. Opening discussion as to what to do for July Champs meets. Keeping the status quo (free market meets) for rest of LC season makes sense, as well as looking at hosting Gulf Champs meets in July. This will be taken to the TPC to work with. Clay has all bids and can share with Gulf BOD members. Clubs who bid on Champs meets will be contacted. It was noted that facilities may still have number limits and suggested that relaxing rule about other clubs not hosting on Gulf meet weekend would allow all swimmers the opportunity to compete. However, this is a complicated issue. Warm up numbers and schedule will be complicated. It was suggested looking at past few years of numbers and then talk to hosts about their allowed facility numbers and build from there - could be one location or three locations. List of teams who would participate would also be critical to meet planning.

Sr Zones will not be at Texas A&M this summer. Southern Zone looking at getting new meet host. As soon as this information is posted, we will share with LSC. Herb Schwab updated that there has been one bid from LAC / North Texas. Deadline for bids is week from tomorrow. Henry waiting on word from Chancellor at A&M about open up date for facilities possibly on June 1st. This may affect them hosting meets.

Charlie asked for names for Gulf Banquet committee chair. Suggestion for chairperson names should go to Julie or to Charlie. Several options are being looked at including outside venues.

Future meetings - Charlie asked about moving to in person meetings / zoom meetings are a combination of both. A hybrid option was suggested. Question if this would pertain to BOD or HOD meetings. Charlie clarified that this would be for our June BOD meeting. There will be a meeting needed prior to June with the planning needed for Champs meets. Charlie agreed and asked for the bid sheet to be presented to look at teams who bid on July Champs meets. TPC page has info and can be opened. Hosts who bid on July Champs meets were shared. Charlie to reach out to teams that bid and find out current status. Meeting date will be set to discuss. Clay said Google Doc could be reopened if new bids are needed.

b. **Executive Director**

Julie said HASTY has Gulf specific medals in inventory and asked for suggestions as to how to get teams to use these awards and continue to support him as a vendor. Paige brought up cost of Championship awards and if host teams are limited to numbers of athletes that can attend, cost of awards can affect their budgets. Julie asked if discussion had ever been held about LSC purchasing awards. Tom stated that a portion of the award costs have been supplemented by Gulf Swimming in the past due to a mix up on ordering. Henry stated that 1/3 of medals needed should be in their inventory and that these awards would be used moving forward into next year. This

plan would save HASTY loss costs because medals don't have year date. Awards are latest design for Gulf Swimming and same as those distributed Fall/Winter of 2019.

He thinks amount of medals in stock will be covered by Champs meets this summer.

Banquet venue and ideas can be put to use with next LSC banquet. Missy Franklin Hayes still booked as banquet speaker and committed. Julie reiterated chair and committee needed to put this together.

1. **Current number of registered Gulf athletes: 7200**

New team being created in Cleveland TX. Chris Collier from TWST working with teacher in Cleveland ISD and bringing HS swimmers onto new team. They are currently using the TWST facility for training.

2. **Coach Survey Results and Wellness Initiative**

3. **Membership Drive (Website build out and advertising)**

**Decision:** Postings and adds to drive new membership. Julie has been working with Kara Lynn Joyce on presentation and ideas. Kara Lynn on call and presented idea during meeting. Purpose to create and increase membership and retention with targeted adds - 80% targeted for 12 & Unders and goal is to run adds for next 5 years. Biggest impact is digital adds and digital conversion / return this summer with Olympics happening. Can be used with current Shopify platform with Swim Team Locator. Can point to Gulf site or to individual teams. Budget presented (see report) includes building of platform and social media ad cost. Charlie clarified that program cost would be for entire process of custom build and Kara Lynn said costs added for new adds and updates to software yearly. Free resources from USA Swimming coming out to tie into Olympic bump were discussed. Julie hasn't heard of any publicity push on national level and any adds they create can be tied into our platform. Costs through 2026 would be approx \$58,000 total expenditure. Clay asked if platform was geared exclusively to FB and Kara Lynn said it would be FB and Instagram for now but not limited only to those social platforms - could also be placed on Twitter and TikTok in the future. Question about Google analytics and integration with Google search engine. Google ad words also very effective. Charlie asked for Motion to approve budget amount of \$58,000 for new membership platform build and cost of adds through 2026. Motion made and seconded. Clarification that if campaign not working after three years or so, can be cancelled. Charlie agreed. Motion approved.

#### 4. **Gulf Club 501c3 programming/Kim O'Shea Introduction**

**Decision:** Julie presented proposal to help 501C3 clubs in LSC. She has seen increase in parent run board turnover, coach/BOD relationship with dry side/wet side issues. Julie introduced Kim O'Shea - she was Exec Director of SoCal Swimming and has worked for USA Swimming. She now has consulting company and is able to bring help to club boards in our LSC. They would like to send out survey to BOD presidents and head coaches asking how they run, what help is needed, is there strategic plan, etc. Feedback from head coaches prior to creating this project is that help in the BOD education / governance arena would be welcomed. Kim would charge an hourly consulting rate \$60 per hour. Julie is asking for permission to create and pursue this plan and present ideas at next BOD meeting. Kim would also be available to individual teams to hire if they need help. She would be partnering with Gulf swimming and then individual teams. Request for \$5000 for Kim's hours in creating/developing and teaching programming for BOD and 501 C3 clubs. Motion to approve \$5000 for initiative to survey and develop educational programming for 501C3 club boards. Motion seconded. Education programming being created by Club Development committee for other club organizational structuring. Tom to add line item for this expenditure. Motion approved pending HOD approval. Herb clarified that if funds not already in budget would need to be created and voted on at HOD.

#### 5. **Scholarship Update**

**Decision:** Jolyn has agreed to offer another scholarship offer for Gulf senior swimmers. Ainsley Dodson presented idea. Jolyn will present a \$2000 scholarship to a graduating female swimmer and athlete committee would like Gulf to match this fee so two swimmers can each receive the \$2000 amount. All communications about eligibility of scholarship planned on being posted by May 1st. Instagram, emails to coaches, and information on scholarship will be included. 500 word essay and short answer questions will be required and deadline to apply will be May 15th. Announcement of scholarship winners will be June 1st. Motion for Gulf Swimming to match amount and contribute \$2000 so two female swimmers can be chosen for Jolyn scholarships. Motion seconded. Tom Hasz asked about this scholarship being limited to females. Ainsley said Jolyn has reached out to FINIS to possibly cover a male targeted scholarship opportunity similar to this in the future. Julie spoke to the Hasty scholarship which is citizenship based, the Jolyn scholarship targets specific characteristics that their company promotes. Possible new scholarships will also have a targeted recipient eligibility. Tom cautioned about our 501C status and discrimination so LSC will pursue setting up additional scholarship for males and then go forward with matching amount. Equality in scholarship opportunities needs too be found. Motion passed.

## 6. **See Report for additional discussion points**

### c. **Admin Vice Chair**

Paige presented report. She sat in on Western Zone zoom call. Discussion focused on aiding teams/cities/counties/states on getting back into facilities. Paige asked how many Gulf teams were not back in home facilities yet. Needs that information. The DCI group has been hired by USA Swimming to help advocate and lobby for opening facilities at legislative levels. Paige sent email to this group asking about steps needed to open school facility for her club. Their help is free via USA Swimming program through the end of April.

### d. **Finance**

**Decision:** Henry presented report. Investment policy statement submitted for LEAP approval. LSC following strategy every year. Policy in place for future BOD members with goal setting, reevaluation of goals with regard to investments. Motion to approve Gulf Swimming's Investment Policy Statement. Motion seconded. Motion approved.

Henry asked for approval of updated Olympic Trials reimbursement amounts for athletes, coaches and officials. Motion to approve OT reimbursements made and seconded. Motion approved and will then be sent to HOD for approval.

Athlete reimbursement amounts with meets listed in report. Motion to approve reimbursements and updated athlete reimbursement schedule. Motion seconded. Motion approved.

First quarter financials were reviewed.

e. **Senior Chair**

f. **Age Group Chair**

Dusti See reported that Ladder of Success was completed for SC 2019-20 only since there was no LC season in 2020. Reports sent to coaches for review, shirts printed and all teams should have received them. Less than 50% coaches reported back to Dusti with info clarifications. Dusti has been thinking about other ways of rewarding swimmers for Ladder of Success accomplishments. Perhaps a clinic format or special programming would be better connection than shirt.

g. **Governance**

**Decision:** Herb stated by-laws require BOD to approve process to elect Officials Chair. If approved by BOD will remain the same moving forward. Per report, if approved, email will be sent to all meet referees accepting nominations for officials committee chair. Any official can nominate meet referee and any meet referee can nominate themselves. Normal election is two weeks from today. Suggestion to hold separate meeting on Wednesday, April 28th Zoom meeting with all officials able to dial into meeting but only meet referees vote. Election would be conducted same way HOD voting will be held. New Officials Chair will take position immediately after election. Motion to accept proposed procedure for Officials Chair election process as presented. Motion seconded. This process is in line with LSC by-laws. Motion approved.

Herb spoke to proposals by USA Swimming to make DEI chair a voting member of LSC Board with proposed effective date approx 2 years from now. If this is passed, will have plenty of time to make BOD changes needed if required.

h. **Safe Sport**

Erik Cozzad reported that 5 teams have Safe Sport certification with 16 teams in process and 37 teams haven't yet started certification process. Keeping Athletes First initiative released from USA Swimming with financial award for LSCs. Need 10 additional teams by May 1st with \$1500 and \$200 coupon matching code (Safe Sport specific items to be passed out at meets), June 1st with 50%, July 1st with 75% and Sept. 1st for entire club list of LSC to be Safe Sport certified. Charlie and Julie to send this information out to all clubs. Erik spoke to issue of parents required to watch educational videos and no way to track who has watched it. Paige suggested a parent meeting and doing presentation at that time and recording names of parents present at meeting. Suggestion to offer volunteer hour for participation and capping at 3 per family. Travis asked if there was deadline to accumulate certificates from parent participation. Erik thought it was expected as part of new parent orientations. Team recognition does expire in 2 year timeline then needs to be recertified / renew.

i. **Nominating**

Henry presented report which was published for review in timely fashion. Henry discussed election process via Zoom with Herb. Herb confident that elections will be easier and ready for nominations from the floor if needed.

j. **Club Development**

**Decision:** Dana Skelton presented report. Tab for Club Development / info now on website. Adrian Gomez to present Officials Recognition initiative with 5 tiers of recognition. Specifics in report. Eddie suggested \$2500 to begin this initiative. Paige asked if there were other awards that could be presented besides plaques. Motion to fund Officials Recognition initiative \$2500 to begin this project under Club Development. Motion seconded. Motion approved.

Dana presented Virtual Education Series for coaches, athletes and parents. Alexis Keto lined up to do first talk with coaches as audience. Calendar listed in report. Requesting \$5000 for speaker fees. Motion to give Club Development committee \$5000 to create Virtual Educational Series. Motion seconded. Motion approved.

k. **Sanctions**

Natalie not on call. Report submitted by Julie. No changes yet to wording required for Sanctioning required from USA Swimming.

l. **Open Water**

**Decision:** Charlie stated that Southern Zone will be hosting Zone Open Water Meet. Decision needs to be made as to travel as a team or will families travel individually and then be reimbursed. Meet will be in Chattanooga first weekend in June. If Tennessee not open as widely as Texas this affect decision. Tom Hasz said reimbursements could be worked up as usual - swimmers usually pay a portion and Gulf covers rest and there is formula for this. Seth said it would be strain on staff to oversee up to 32 swimmers on their own. He thinks block of hotel rooms could be set, meet fees could be covered and ask parents to travel with swimmers. Reimbursement amount would be 2 nights lodging/airfare/meals and estimate of approx \$600 on Gulf end and remainder up to family. Tom asked about previous years - and Gulf has covered up to \$400 in past and meet entry fees. Tom can look back at previous meets and see what was charged to swimmers vs covered by Gulf. Henry noted venue in State park and a 20 mile drive to hotels nearer to airport. Bob wanted to clarify that this would NOT count as one of their reimbursable meets since it would normally be LSC team travel. Swimmers would still have their reimbursable meets. Charlie asked for motion that individuals will be responsible for own travel (with a parent or guardian responsible for each swimmer) as part of Gulf Open Water Zone team and there will be a reimbursable amount posted. Gulf will also send a staff of 3 or 4 coaches. Outfitting representing Gulf Swimming as in the past will be included in budget. Henry said all gear at last meet was all used. Motion seconded. Tom asked for a deadline for team to be set to confirm amounts needed. Seth said there would be a document for qualified swimmers with block of room, date to confirm, etc as qualifiers are named. Motion passes. Tom said there is currently a budget of \$20,000 for this event.

## VI. **New Business**

Mark Martinez got information about LSC DEI camp / will be zoom based vs in person. LSCs can apply for grant of \$5000 to put on LSC DEI Select camp. Mark asked if motion needed to apply for grant to host camp opportunity. Motion not needed to begin grant application process. Charlie said Mark could work with Julie on information needed to apply for Grant for this LSC DEI camp.

Tom said applications had been coming in for Gulf Scholarship opportunities. We currently have two scholarships a Gulf/Hasty scholarships. There are 14 applications and a minimum of two scholarships to be awarded at \$2000 each. Motion to create two more \$2000 scholarships to be added to the Gulf/Hasty Citizenship for a total of four scholarships of \$2000 each to be awarded. Motion seconded. Motion approved.

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## **Parking Lot**

Next HOD meeting will be 4/21/21 at 8pm. BOD meeting on May 12th to look over Champs Meet status and planning. Clay Pruitt stepping down as TPC Chair. His contributions to the Gulf have been greatly appreciated.

Request for BOD reports to be submitted on time prior to each meeting.

Make sure all info being distributed is correct.

Motion to adjourn meeting made and seconded. Meeting adjourned at 9:49pm.