



Mission Statement: Create opportunities and provide resources to promote excellence in Maine swimming.

Vision Statement: Maine Swimming: You CAN get there from here!.

Core Values: Sportsmanship, Excellence, Leadership, Fun

Finance Committee Meeting

via Zoom

December 18, 2019 at 7:30PM

Members Present: Holly, Hatch (Chair), Lia Langeveld, Taylor Rogers, Jim Willis

Members Absent: Olivia Tighe

Guests: Mary Ellen Tynan

Meeting called to order at 7:40PM

1. Bowdoin Open 2020 – Mary Ellen reported that the Bowdoin Open may cut the 12 & under session next year. That is about \$3000 is reduced fees to MESI.

2. Updated file to Betsy – Taylor has been working on the file. Ready to send except for two checks she has in uncategorized expenses. Taylor recommends sending to Purdy first then to Betsy. One check is about \$1600 to Thomas Sullivan and the second \$4300 to Kimbra Peaks. Taylor cannot find and reimbursement requests for either. Lia didn't know off hand as she was driving. Will revisit when Lia gets home

3. Checking Account Analysis – we are down to \$110000 which is down. Mary Ellen says there are only about 600 swimmers registered at this point. Hope to double that. She has \$5000 in checks and \$2000 in Paypal.

- a. Travel: Mary Ellen notes we have been doing a lot of travel. Are we getting out money's worth? Jim noted if we send people away we want them to be invested for a while. We have not been getting that. How do we get it? Taylor suggested that if there is a meeting and someone wants to attend they must present a plan of why they want to go and what they are going to do after. Mary Ellen noted we spent a lot on DEI this year but no new programs instituted. Taylor asked if the money spent on going to clinics would be better spent implementing programs in the LSC. If athletes go to a leadership clinic or camp they should be on a committee. Jim agreed that people should have plans before they go and plan for later. Jim explained the conference set up with USA Swimming including the new workshops, convention, committee chair clinics and conferences – officials, General Chairs, Treasurers, DEI, mighty 2500. Convention is much more costly. Holly suggested we maybe not do as much travel every year. Open water clinic is in April, we won't be sending an official as we are not embracing open water in Maine. Really not feasible. Lia asked about attendees paying half the airfare to have skin in the game.

Proposal: To attend a clinic/workshop through USA-S, attendee must request in writing why they want to attend and plan on what they will do after the clinic to make LSC better.

- b. ASCA coach of the year. Taylor noted that we spend a lot of money for what we get. sending COY to convention. Jim thinks it is too much money for COY and not enough for other people. Jim suggested we have a total budget for ASCA of \$2000. Coach of Year gets 40% paid for, Assistant COY gets 30% and rest divided among total coaches that attend. The teams should be picking up more of the cost. As it is now Assistant COY gets nothing. Should have to present at coaches' meeting or some other learning opportunity.



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Proposal that pool of \$2000 – 40% to Coach of the Year, 30% to Assistant Coach of the Year, 30% split between other coaches that attend. To get reimbursed must provide report and present within three months of the trip. Motion passes.

- c. **Champs and fundraising** - Jim is hoping we can get free food for coaches in exchange for free advertising/sponsorship. Next events sponsors, then gold, silver, bronze sponsor. Free food may be difficult with minimum wage, etc. For event sponsors, Holly would like to see all the teams step up to get sponsors. Task force making cold calls may be very difficult. We have 112 events at Winter Champs and 23-24 teams. Taylor suggested teams get a small cut of what they bring in as incentive. Suggestion to do 80/20 LSC/teams. Discussion about details in process. Give people choice of events to sponsor. Minimum event sponsor is \$50 but people or businesses could give more and team would get the 20% cut. Mary Ellen will check with Christie Batchelor as to how ABF sponsors their meets. Jotform with payment. First come first serve on events. Form will include name, team, amount, event number (three choices). Find a way to note events taken.

Proposal – Meet event sponsorship presented to all teams. Encourage all teams to participate. Thermometer on website. Holly motions to move forward with event sponsorship with teams. 80% will go to MESI and 20% to teams. Motion passes

Free food donations not likely. Zach Gasaway gets free food for YMCA Meet in March. Holly will talk to Zach about working together about food for champs and YMCA States. Third: Gold, Silver, Bronze sponsors. They would be put on the program/heat sheet every single time we print. They would be live streamed and announced every session, listed on website on home page. We have to make sure we are incorporating the stewardship part of it. Holly suggests we got \$1000 for Gold. Lia suggested Platinum for \$5000. Holly suggests \$2500, then \$1000 Gold, \$500 Silver, \$250 Bronze. Mary Ellen suggests naming things after them like LLBean Coach of the Year Award. Maybe Platinum is the 2020... Winter Champs Sponsor.

Proposal – Holly motions we follow Jim’s idea of meet sponsors: Platinum, Gold, Silver, Bronze - \$2500, \$1000, \$500, 250. Motion passes.

- d. **General Fundraising appeal** – Jim sees doing a big quad fundraiser. Mary Ellen can get emails from alumni whose last registration was in Maine. Holly concerned about reaching old alumni. Taylor suggests clubs might have alumni organizations. Holly says two prong approach – alumni and current membership. Biggest thing is 100% support from the Board. Everyone needs to make a donation even if just \$1 to tell membership that our fundraising appeal is supported by 100% of our Board membership. Will that be a problem? Conversation will have to come from General Chair to the Board. Will need a big message as to where the money will go. Taylor suggests task force for where this money is going, how we will reach out, etc. Holly suggests three options to select for donation with third choice “area of greatest need” s hopefully we get some unrestricted money. We are going to need to track this on the financial side to be able to demonstrate that earmarked money is being spent as designated. Need to reach out to teams to find individuals who are good fundraisers by nature.



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Motion by Holly to establish a Task force to work on Fundraising appeal. Second by Taylor. Motion passes.

4. Receipts – Jim discusses how the YMCA does receipts. Issue with receipts from the 11 & over training trip. We lost out on money from mentorship program not having receipts. Mary Ellen create Jotform for receipts for credit card/debit card usage.

5. Registration increases – Mary Ellen brings up registration and we get \$11 each year even though USA Swimming raises amount \$2 per registration. Taylor motions we go up \$1 a year per registration until we get to \$15 surcharge. Holly seconds. Mary Ellen discusses potential for USA swimming to increase seasonal and we can adjust if they do. Motion passes.

6. Meet fees – Mary Ellen notes we are going up for champs \$1 this year and \$1 next year. Taylor asks what other LSCs are doing. Mary Ellen looks at Kentucky. Kentucky is \$5 individual event \$10 relays plus facility fee and LSC fee equaling \$7.50. Mary Ellen notes some LSCs have travel fee for each participant for each meet. Arkansas charges \$20 facility fee per swimmer but only \$2.65 an event. Mary Ellen suggests increasing to \$5 an event. Jim suggests we go to \$5 for a year or 2 and see how it goes. Taylor likes idea of having \$1 fee for travel as we are reimbursing more athlete travel. Mary Ellen notes really important to keep track of this \$1 fee. Taylor makes motion to increase events \$1 and include \$1 LSC travel fee. Holly seconds. Jim asks how much we spend on athlete reimbursement in a year. Taylor reports we spent \$15,800 on athlete reimbursement last year.

Lia home and discusses phishing. We will report it to the appropriate people but they won't be able to get the money back. Discussion regarding policies. Holly asks for copy of check register so Holly can see what Lia has paid. Reviewed possible plans moving forward. So that this cannot happen again. Emails did not come from Jim's email address. Everyone should check HaveIbeenpwned.com

7. Key Bank - Discussed EFT for Mary Ellen's pay. Mary Ellen spoke to someone before about Mobile Deposit but not access to entire account. Holly mentioned access to scanner for mobile deposit too. Holly been working with Kelly at Key Bank to move forward on possibilities moving forward. Maybe stricter financial policies. Dual signature on checks for \$2000 maybe? Need to make sure policies will be upheld.

Would like to meet in January. When should we roll out sponsorship in meet?

Right after we get approval from Board.

Logo? Needs approval from HOD.

Taylor –motion to adjourn. Jim second.

Respectfully submitted, Mary Ellen Tynan, December 26, 2019