



# BOARD OF DIRECTORS MEETING

April 2014 Minutes

	<input checked="" type="checkbox"/> <b>KEN CHRISTENSEN</b>	<input checked="" type="checkbox"/> <b>KIM CROUNSE</b>	<input checked="" type="checkbox"/> <b>KILE ZELLER</b>	<input checked="" type="checkbox"/> <b>ROD CARR</b>
<b>JESSUP SZATKOWSKI</b>	General Chair	Admin Vice Chair	SDD	Age Group Vice
Senior's Vice Chair				Chair
<input type="checkbox"/>	<input checked="" type="checkbox"/> <b>TIM COOLEY</b>	<input checked="" type="checkbox"/> <b>KAREN ALEXANDER</b>	<input checked="" type="checkbox"/> <b>BETH OHLHOFF</b>	<input checked="" type="checkbox"/> <b>JESSICA BENNETT</b>
<b>ROY DESSLOCH</b>	Coach's Representative	Sanctions Chair	Secretary	Treasurer
Technical Planning				Chair
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <b>ASHLEIGH BENNETT</b>	<input checked="" type="checkbox"/> <b>HANNAH ROBBINS</b>	<input checked="" type="checkbox"/> <b>KEVIN CRUM</b>	<input checked="" type="checkbox"/> <b>MAREN CHRISTENSEN</b>
<b>KRAFT</b>	Sr. Athlete Rep	Jr. Athlete Rep	Athlete Rep	Athlete Rep
Financial Chair		At Large	At Large	
<input type="checkbox"/>	<input checked="" type="checkbox"/> <b>COLLEEN MILLER</b>	<input checked="" type="checkbox"/> <b>JIMMY SMITH</b>	<input checked="" type="checkbox"/> <b>CAROL HAMMOND</b>	
	Safety Chair	Legislative Chair	Official's Chair	

Called to order 12:20

ANNOUNCEMENT MEETING RUN WITH ROBERTS RULE, REPRESENTING THE LSC AND NOT THE INDIVIDUAL TEAMS.

## OLD BUSINESS

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Minutes from April meeting: Motion to approve, second, no discussion, Minutes approved

Review Strategic Planning meeting.

Review Vision Statement. Focus our efforts as a board to improve SC swimming for the better.

GC asks that in our discussion we need to remember our mission: develop promote and lead.

Review of our goals from Strategic Planning Meeting. See hand out. Attachment A.

### Focus Area: Performance Goal:

- Zone performance, scored more than we had in a long time, had a zone champion
- Have not monitored retention and growth. We can get that from registration. Per Kile Zeller we are at 2800 swimmers. We can get those numbers from USA swimming.

- Jimmy Smith – how often do we update time standards. Brooke Carr stated that she was planning on looking at this every year. Time standards is an area that still needs work.
- IMX score: SC had highest average of IMX scores across the nation. How have we promoted this? Select camp we used IMX scores.

We can set incremental goals, would hold us to a standard.

TG holds IMX meet. Few SC teams attend.

We could use the Web site as a banner re: this accomplishment.

BOD feels this is still a strategic area and would want to put resources toward.

#### Assignments:

- Zone Performance: to age group committee as area of focus
- Time Standards: to Time Standard Committee
- Growth and Retention to SDD
- IMX: Sr and age group committee

In January, we would like a proposal of how to implement this at LSC level and any resource that you would need.

#### Focus Area: Governance

- To improve the functionality of the committees. Will address this today and consider a task force for this.
- Improve efficiency and functionality
- Increase participation by Clubs in HOD

LEAP 2 achieved due to Kile and Mary, recognized those individuals.

Gen Chair: we need to have a plan to lead nation in governance. How do we do this? Discussion.

In past discussed incentive to attend meetings. We never did this. We were going to raise the fee and then reduce it down when the teams attended the HOD meetings. We never did this.

Make these meetings more efficient. Two days versus one.

Summarize: Going to address committees today and basis would be committee reports in consent agenda, if not received then we will need to decide if we need committee for different leadership.

Instead of cash incentive have meetings that are compelling.

Need outreach and communication.

Move this BOD off of high school state, but then SC meets starts

#### Assignment:

- to Technical planning: Strategy to have a date that is more agreeable. Technical planning can select a date, then we as a BOD need to determine what we do to make is compelling.
  - ❖ The athletes stated that there is not really a performance need for the early October meet, Jimmy there is a financial impact on athletes of money that does not come back to the LSC.
    - Technical planning will consider this and make a recommendation.
  - ❖ Consider video link for meeting.

## Focus Area: Education Strategic Goal

- Expand educational programming throughout all populations of SC swimming

How has this been done?

- Coaching 101 was completed
- Dave Thomas did a club business develop and meet director workshop.

Further suggestions:

- We need to provide more of the education to clubs, swimmers, coaches and parents.
- Kile recommends to LSC 101 for the Fall Meetings.
- We could offer it online. We could address this in the spring. We need this for recruiting BOD purposes.
- Have something at state in between sessions.
- Suggestion from floor, could Kile educate teams that he visits. He does when he has a chance he does talk recruiting purposes. Kile suggests a governance committee.
- From the floor, monthly address from the Gen Chair to the LSC to promote the strategies and purpose.
- Ashleigh will we do some of these at Allstate next year. College 101 Sr. committee has already addressed this college 101. Can have something prepared for spring meeting as a class for college 101.

## Assignments:

Ken will address the content of recruiting and then in January come up with a strategy of how to disseminate – assigned to executive committee.

BOD: content that we should distribute send this to Gen Chair and Kile.

Facebook and Twitter Kile and Ken will monitor this, and can send information to these 2.

## Succession planning

- Need to identify volunteers to serve at the LSC level

Discussion: how to identify new volunteers.

Lynn Williams, nominating committee, discussed possible future BOD, for upcoming position, in the past have had a problem with succession.

Gen Chair: we as a board need to be in more of an outreach mode. He requests that we all come back in January with one name of a possible volunteer at the LSC .

Getting people on committees is just as important as those on the BOD.

Pictures on the website.

Nametags for board meetings. T-shirts?

When recruiting, we should know what each person does.

**Assignment:** Each BOD made a quick bullet point of what their responsibilities are.

## 6. Assessment of Committee Needs

a. **SD Committee:** oversees the SDD:

Discussion: no minutes to reflect this, the committee was supposed to report to the board. The committee has not met since Spring 2013. This is not a functioning committee. The BOD was supposed to approve this committee. There was a committee was approved by the board.

Table this until the original members of this committee come back into the room.

b. Awards **Committee:** oversees the awards that we give.

Discussion: Can this be a subcommittee of the Allstate committee? Coordinate that we are doing the awards and that this is done in a timely fashion. There are awards out there that we are not aware of that USA Swimming awards, example, and Phillips 66 award. If we are going to recognize people we need to define the awards.

Last 10-15 years Jackie has done these awards, she is still willing to order awards.

Committee would be LSC awards and not USA awards. This is a clarification.

Why wouldn't Volunteer of the Year be Phillips 66 award?

We need some person to do all the Allstate award, maybe not a committee, maybe even consider it Sr. recognition at Allstate

Falling under Admin Chair: LSC Committee, Allstate Banquet Awards

Going back to SD Committee: Scott, the SD committee

rep, and athlete rep, Scott Bodine and Lynn Williams, member at large. Motion, second, approved

Amended to include Sr. athlete rep or designate, passes

Amendment: instead of SDD to make it personnel committee, move, and second, in favor, no opposed, amendment passes

Personnel Committee: Gen Chair, Coach's rep, and Sr. athlete rep, Scott Bodine and Lynn Williams, members at large.

Also need employee handbook

Currently under bylaws we have personnel committee and finance,

Voted to create personnel, all in favor,

Clarification: Kile reports to the personnel committee, then personnel committee reports to the board.

Of the standing committees, are any of those committees could they be combined?

Budget and finance?

Motion to combined budget and finance committee,

No discussion, aye, no opposed,

**Assignment:** Jim Smith can adjust the bylaws to reflect the combination.

Safe Sport we have a coordinator, continued with this.

Sanctions committee or do we need coordinator? Karen there is no committee, motion to change by laws in spring to have a coordinator or committee vs. just committee.

Merge finance budge and audit, motion, second.

Discussion: when it was set up sure there was a reason, should there be three versus one. Finance and budget should go hand in hand. Should audit be separate?

Motion to combine audit? Withdrawn.

## **Volunteer Awards**

Already discussed

## **Convention Report**

a. Zone open water championship: Are we going to support this? Open water taken out of the Zones meet. **Assignment:** We need age group and Sr. to come up with selection criteria.

b. Leave a Mark: use stickers to show appreciation give athletes stickers to hand out to the volunteers. Or coaches, could we also do this at the team level, athletes could address this at athlete retreat.

## **Review of LSC Camp Offerings**

List of camps we currently offer at LSC level

- 11-14 Age Group Select
- 15- 18 Sr. Select
- Diversity Select Camp every other year.
- Open Water Select Camp with NC

Discussion

Catch the Spirit camp in GA was not a success. Other statement support the select the Catch the Spirit to support our BB swimmers.

Get a more proactive approach for getting those swimmers. Identify and then recruit them.

We use to do that but had problem due to high school swimming having the senior swimmers attend, and then we went to the application process.

Use an IM Ready approach for the BB swimmers

Might consider paying an athlete or coach.

From floor: timing of camps is an issue. In fall

Can the committees revisit selection criteria and or approach and selection of dates and report in January.

Support of Catch the Spirit camp?

**Assignment:** Start with one, Kile can make a proposal of what he thinks it should entail for January

### **Google Apps for Non-Profit Rollout**

All Bod should set this up.

Ken would recommend to store all data there.

Can use the centralized calendar.

**Legislation: See attachment B**

No.	Description	Location	Recommendation
			Approved Defeated Approved/Amended Tabled Postponed Pulled
R-1	Zone Selection to put back in requirements of 2 AAA times and a process if swimmers do not have 2 AAA times	Zone Selection P and PII, Section E, 8	No oppose Endorsed
R-2	Meet Close out documentation, reducing the return to LSC to 5%	IV.J.2a	Oppose have it. Not endorsed.
R-3	Age group records to include time trials swims	SCS P7P X.B.5(a)	Endorsed.
R-4	Change Outreach Membership		Endorsed

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R1 Discussion: wants to put back in the AAA, did not have a black and white selection for long course, and propose go back to SC to look at AAA swimmers.

Motion to endorse, second,

Discussion: requires 2 triples not matter what. If no triples, then spots will not be filled.

R2 reduces the current 7% to 5%,

Motion to endorse, second,

Discussion, budgetary impact, 12,000, total income for 2013/14 600,000, 7% were 42,000, would bring is down to 20,000. We have to find the income somewhere else. It will help the teams hosting meets. Did not ask for impact on other issues. How much would the average club save, could increase pool fee. Depends on meet. \$150.

Is there a running of numbers of how this would affect the LSC and the teams? At the LSC level yes, but not at the team level.

The numbers go up because we are hosting more meets so the impact is greater each year.

It challenges to be the best if we cut ourselves off financially.

Call the question

Motion to endorse R2

R3 Records to include time trial

Motion to endorse. Second

Time trial, clear water, possible pacing.

National level can break records at time trial.

IN favor, endorsed

R.4

Change to allow other methods to show need.

This does not show levels of need by submitting tax return.

Use national poverty standard.

Propose amendment federal tax transcript,

Can look at this as in the future some get free and some get reduced. Can work on this in the future.

Call for the question.

## **Committee Reports**

### **Anything from the committee reports that we need to discuss?**

- Budget for athlete reports, for athlete retreats. Requesting more money \$ 2,500.
- Athlete report and Meet Guideline Committee will be pulled for discussion
- Accept the other reports into the minutes, motion and second.

Motion to amend **Athlete committee report** to include the \$2500 for athlete rep retreat.

Discussion:

Why would they be more interested in that then the HOD meeting?

From the floor athlete leadership would be great.

Call question: all ayes

### **Meet Guideline Committee Report**

Tech Planning discussed this recommended the following amendments:

1. Meet management committee to also include
  - a. The Head Coach of the host club be added.
  - b. Another SC Swimming officer be added in the following order:  
Age Group Chair, Senior Chair, Coaches Rep. There shall be no more than 2  
Meet Management Committee members from the Host Club.

2. Meet Management to Referee: After discussion, the committee endorsed the below as amended:

Prior to the beginning of the meet, the Meet Management Committee will make the decisions regarding breaks or other changes needed to run the meet in the most efficient manner. Once the meet begins, these decisions will revert to the Meet Referee.

3. Time Trials: After discussion, the committee endorsed as amended:

As the guidelines apply to both short and long course meets, the events unavailable for Time Trials on the last day of the meet are any events 400 meters/500 yards and longer

Move to accept committee report, second with amendments,  
.Adjourn, 3:24

Kile Zeller

SCSDD

Board Report: May through September 2014

Oct 5<sup>th</sup>, 2014

To SCSLSC Board of Directors:

I will go over a handful of highlights from the last 6 months. I have also attached a list of involvement, accomplishments, and achievement from the last year as well. I have had some recent feedback that the Board, and possibly the LSC, does not have a really good idea of what I do. Hopefully this information helps everyone understand what I am doing and what impact this position is having on the LSC. I would like to remind the Board that I give 3 reports per year to the Board, 2 Power Points to the House, and a monthly report to our General Chair. This information is always available to the Board, and the House if needed, all you have to do is ask. Also, I am available via phone and email. If you have any questions about what I am doing, please contact me and I am more than happy to share. Thank you.

Highlights:

Club Visits: 3—TG, CAT, CA, plus multiple communications with clubs at meets

Meets Attended: 8—Ultra Swim, TG x2, YSSC x2, CAT—Open Water Champs, SMRT, LC State

One of the most important parts of my job is to stay connected with our membership and the growing and evolving needs of our LSC. Attending meets, and executing club visits, are two of my most effective ways of staying connected and of helping our LSC get better.

LEAP:

- LEAP (LSC Evaluation and Achievement Program) Level 2 was completed for the second time in my 2+ years as SDD. This was supported and helped along by numerous LSC volunteers, but it is fair to say that the bulk of the time and work spent on this project was done by me.

- We were 1 out of 8 clubs to achieve this accolade, and only 3 clubs have achieved LEAP Level 3, which is the highest possible level. That puts us in a category of 11/59 clubs that have achieved the status we are at or higher. We are in the top 18% of LSC's in the Nation in this category. This says a lot about our LSC! LEAP is also very educational for me to learn how to make our LSC better. We also completed LEAP 1 for the 2<sup>nd</sup> time in this time period as well. We received a \$2800 check from USAS for this accomplishment.

#### Growth:

- I have come to find out that during the 2012-2013 season, SCS was the fastest growing LSC in the Nation. We grew by 24%, which was double the national average. We added 559 swimmers, going from 2388 to 2947, almost touching 3000. We will most likely need to wait until the next Olympic Bump to break 3000, and the 2012 Olympic Bump definitely played a role in our growth. Our Clubs and Coaches doing a great job definitely deserve primary credit here. Here is what I do to help facilitate and support growth in our LSC as well as help actualize our vision of "Leading the Nation in Programming":
  - I go to YMCA's and promote and sell USAS membership.
    - We have two Y's that have joined and I played a major role in this happening. Lynn Williams helped a bunch as well.
      - Anderson Y
      - Georgetown Y
    - This accounts for over 100 swimmers
  - I have also consulted with other clubs to help them come on board.
    - I spoke to the coach at Greenwood about USAS/SCS membership--they have joined.
    - Same thing with I'ON.
  - Future Clubs that I have consulted with during this time period:
    - Summerville YMCA
    - Pickens YMCA
      - I believe both clubs will be on board in the immediate future.
  - I also promote our clubs and the sport by attending Summer League Championship Meets.
    - I attended 4 meets and handed out nice color fliers promoting USAS/SCS.
    - I have had the same fliers handed out at HS Coaches meetings.
  - I consult with clubs about growth ideas, i.e.:

- Swim School feeder program
- A non-competitive bridge program
- How to retain swimmers through proper group structure, proper coaching, proper marketing and promotion, setting up a local meet schedule, and making practice more fun.
- Forming a Developmental Meet System to make it easy to keep swimmers in the sport by offering convenient, low cost meets.
  - The MPSC Board and CAC Board are two examples of clubs that I have done extensive consulting with on this level.
- I have consulted with Clubs on finding alternate pools to train out of with a proper lane rental fee structure that I help educate them on:
  - CAC, LTP, PALM are good examples.
- I have also consulted with clubs on hiring the right coaches as well.
- I have worked with clubs on finding good pool locations to put a structure over to be able to grow their club, and I have assisted in finding the right markets to do this that will support and further their growth.
- I have worked with government officials to find new possibilities for our swimmers to train, and possibly host meets in, promoting growth and offering opportunities for our athletes, coaches, and clubs.

This is some of what I do to help facilitate growth in our LSC.

#### Partnership/Sponsorship/Fundraising:

- Over the past couple months I have worked on and submitted a Partnership/Sponsorship/Fundraising/Advertising proposal to our financial people and GC. If approved, this should allow us to really start to be able to make partners, get sponsors, and raise funds to help defer the costs of our Camps and Zone Team, as well as offer opportunities and better meet the needs of our members.
- I have had unsuccessful negotiations with Speedo on a partnership. Their proposal would have actually tied us into using their product and cost us more money as an organization.
- I am in the middle of what looks like a promising negotiation with Arena. I will know more by mid-November, and hopefully have something substantial to bring to the table by our January Board meeting.
- I have worked with multiple vendors to get the best price on gear for our Camps as well as utilized on a small level the fact that we are a not-for-profit, gaining us small discounts throughout the year.

- To make an LSC wide Sponsorship/Partnership/Fundraising initiative work, we will need full and total LSC support. I cannot do this on my own.

#### Coaches Clinic/Coaches Rep:

- Last night's Clinic was fantastic. We had 3 presenters and had a great flow from Age-Group to Pre-Senior to Senior, which was an overwhelmingly popular request from our LSC—these needs were met and then some.
- I worked with our Coaches Rep, as well as with NCS to make this happen. NCS split the cost with us. This takes a lot more time than people realize. I am glad it was effective. Time well spent.
- Our Coaches Rep and I have been in communications about how we can have more effective communication with our coaches, and how to offer better educational opportunities.

#### Carolina's Cup:

- Jonathan Watson from NCS and myself have put the final touches on the Carolina's Cup. I am proud to say that the first ever Carolina's Cup will be held at the WAC! This is in HUGE thanks to Merv and TG for helping make this happen, at a discount!!! This is a great opportunity for our coaches, swimmers, and LSC!

#### Age Group Chair:

- I work very closely with our Age Group Chair on multiple items. Among these over the last couple months are:
  - SCSLSC Time Standards
  - A little bit with Zones and Zone selection
  - Age Group Select Camp

Brooke does a TON of work for the LSC, and does a GREAT JOB! We need to figure out how to better support her and take some items off her plate and redistribute to other Board Members and Committee Chairs if the Board sees fit. This is an issue that we need to address immediately.

Camps: I work with our Committee Chairs to put on these camps.

- Senior Select Camp: I worked with Peter Wright on putting on our first ever Senior Select Camp, and it went very well this last April. The coaching staff was excellent, and Dave Thomas was a great bonus on Friday night, and so was Kate Zeigler

showing up Saturday morning. Our coaches gave great talks, and so did the USC swim team strength coach. More info was given in my spring report.

- Diversity Camp: I worked with Stanly McIntosh on hosting our first ever Diversity Camp, and we are one of the first LSC's to do so. We had 16 swimmers of multiple ethnic backgrounds participate. We had 2 guest coaches, the head coach from NC A+T, and the head coach from Columbia College. We had a guest motivational speaker, and a nutritionist, all for no charge! Shirts, caps, and kickboard were all given to swimmers, and we have more for the next camp. This was all accomplished on a shoestring budget, and I'd like to see more funding for this camp. I also believe we can get more sponsors for an event like this in the future.
- Open Water Camp: Our 2<sup>nd</sup> Annual Open Water Camp was a huge success! I have been part of 4 out of 5 of the camps, and this year was the best, no doubt. We evolved what we have done over the last couple years and executed everything more efficiently and effectively. There were no guest athletes this year, which we thought would be a negative. It actually turned out better. Putting together this camp with NCS takes a good bit of time June-August.
- Age Group Select Camp: Our 2<sup>nd</sup> Annual Age Group Select Camp also went great! We were not able to secure a guest coach this year. Our last couple years we had great guest coaches. Between Brooke and I, we asked 8 coaches starting as early as late May, and none of them could make it work. My last coach turned me down 2 days before the camp. I do agree that our athletes and coaches deserve a guest coach to learn from, no doubt. But, even without a guest coach, the camp went great! I have never, ever had more positive feedback from swimmers, parents, and our coaching staff in any camp that I have been a part of. This has to do in large part with our great SCS coaches doing a fantastic, high energy job at the camp! The cabins were great, the fun activities were super fun, and the food was excellent. We will make sure to have a guest coach, and hopefully guest athlete, by House of Delegates in the spring, but, maybe we don't need one—thoughts?

To help market our sport and promote growth, I have handed out informational fliers to High School coaches as well as hit up 4 Summer League Championship Meets all in the same weekend—Charleston, Columbia, Florence, and Greenville—Summer League Tour 2014! I felt that these efforts were successful, especially in Florence.

#### Consultations with Boards and Coaches:

I have had pleasure of consulting with a handful of clubs over the last 6 months—here are some highlights:

- Team X (they did not want to be mentioned) on covering an existing pool among other items
- H2A on lane rental costs and coach evaluations as well as coach duties and responsibilities
- Team Y (confidential)—there is a HUGE success story here, and this is all confidential:
  - 18 months ago, Team Y was in the red \$6000. They came to me for consultation, and really for help—they were in a really bad position. I consulted with their Board for 3+ hours in person, and on the phone. We worked on restructuring their business model, and almost everything else. One year later they were \$15,000 in the black. That is a \$21,000 swing in a year—success!
- SMRT—just really getting to know the new coach and letting him know what I can do, and listening to his needs and ideas as well as working on assessing his strengths, and seeing how we can get him involved.
- I'ON on summer league procedures and how to maximize benefit for their club while working with summer league.
- MPSC on a ton of items. A non-competitive bridge program for numbers and revenue. Proper Board operations as well as issues with converting from an Institutional run program to a parent Board run program. Structure for hiring and training coaches.
- CAT about promoting the Open Water State Champs better and getting more teams involved.
- TG to run a butterfly clinic with coach Danyelle.

I have also worked with our Diversity Committee and Outreach Committee members on a couple of items, the most current being how we re-write our Outreach policy.

My daily duties remain pretty much the same:

- Communication and Connectivity
- Top 10/20 and SCS Records updated and broadcasted in a frequent and timely fashion to meet the needs of our members and make us better and more competitive
- SWIMS Database and SCSLSC Database uploads and upkeep
- Website and some social media usage to communicate and promote our sport
- Shining a light on our successes and what makes us great!
- Other admin duties as the job dictates

Future goals that I would like to see focused on and furthered are:

- Partnership/Sponsorship/Fundraising Initiative
  - We have a lot of potential to maximize here. This will take almost total LSC involvement and support.
- Hosting a “Catch the Spirit” Camp
  - This is for anyone in the LSC to participate in. Maybe set the requirement at “below State qualifying times” so the swimmers that pay in over the years get something back besides their day-to-day swimming experience.
- LSC Education on Building a Pool and Covering an existing pool
  - This will be the #1 way our LSC will grow in the next quad and we need to bring the experts in to educate our people.
- I would like to do more to help our Officials.
  - Carol does such a great job with all of our officials’ needs, that I do not feel that I need to do much in this regard. I would like to do more—please let me know what I can do.

These are just the highlights. As always, please let me know if you need any more information—I am always happy to accommodate on that level.

Thank you.

Kile Zeller

SCSDD

