

Colorado Swimming Inc.  
Board of Directors Meeting  
DU  
April 21, 2012

Linda Seckinger, Wayne Sherman, Jackie Stiff, Evan Welting, Kathleen Morris, Sara Nash, Joe Novak, Laurie Bossert, Melissa Kralik, Alexis Keto, Andy Niemann, Janet Kralik, Carmen Babcock, and Alice Coffman

Meeting called to order 4:28 pm.

M/S/P minutes from March 2, 2012

Reports:

**GENERAL CHAIR REPORT** – Linda Seckinger  
April, 2012

I attended the Western Zone General Chairs meeting in Phoenix over the weekend of April 13-15 at the JW Marriott Desert Ridge Resort & Spa. Of the 17 LSC's in the Western Zone 16 of the General Chairs were in attendance for this meeting.

This meeting was originally scheduled at the Senior Zone meet last August in an attempt to have two WZ General Chair meetings so that the WZ could lay out a strategic plan to present at convention. Items of discussion included review of the Bylaws and Policies and Procedures of the Western Zone. We were presented with National's plans for meets for the upcoming quad and the delegation present drew up presentations from the WZ as to how we would like to see the plan for the upcoming quad, which will be presented at convention.

The task force for the Western Zone Age Group meet gave a report on how they have been looking into a 3 day format for the Age Group Zone meets in the future. More on this format will be presented at the General Chairs meeting in August at the Age Group Zone meet. Basically what they are trying to do is have the Age Group Zone meet a 3-day 14&U meet with the 12&U 200's of stroke as timed final events in prelims and offering the 800 Free for the women and the 1500 Free for the men. It sounds like the format is very similar to what we have used the last couple of years for our LC State Championships. Discussion was also held on moving the 15&O swimmers to the Senior Zone meet. Also discussed was whether or not to allow swimmers to enter the Age Group Zone meet attached to their respective clubs or keep it as an LSC representation at the meet. All of these items will be presented at the Western Zone meeting at convention for further discussion and we were to bring the information to our LSC for discussion and feedback to present at convention.

The Western Zone directors have also asked for some budget money for the LSC's for shared office staff, registration, combining offices for smaller LSC's. The money would be available in January if the proposal is passed at convention. Also requested was allocating more money from USA Swimming for our sectional, zones and open water meets. Proposed amounts would be:

Sectionals	\$12,500
Zones	\$10,000 each for Age Group and Senior
Open Water	\$5,000

SwimToday.org has started a promotional campaign and web site for swimmers of all levels to give them information they need to make entering the sport easier.

There were also tidbits of discussion about having the Western Zone divided into 3 sections. Not too much was presented on this but it might be something that will be discussed further in the future.

The parting comment of the meeting was to forget the concept for Sectionals and stay tuned.

The coach position for the Western Zone is up for election this year at convention so if any coaches from our LSC are interested in running please get your name in so they can be placed on the ballot for convention.

**Executive Secretary Report**  
**April 21, 2012**  
**Board Meeting**

**Registration – 2012** (As of 4-19-12)

Athletes Year Round	Athletes Season 1	Outreach	Total
5876	76	71	6023
Non-Athletes	Family	Life	Total
496	32 x 2	19	579
Clubs Year Round	Clubs Season 1	Organization	Total
64	4	6	74

**Phoenix Workshop**

Registration – They really stressed that with all of the information in SWIMS and the USA Swimming website it all starts with the registration information. The ID is basically the glue that holds all of the parts of SWIMS together. The integrity of the entire system revolves around the accuracy of how that number is created at the club level for athletes as well as the LSC Registrar for non-athletes.

ID links for

Athletes- Times, deck pass, meet entry, Scholastic All American

Non-Athletes

Coaches – Certification dates, tests, team roster, meet entry, deck pass

Officials – Membership requirements, OTS, deck pass

They really want clubs and coaches to use Deck Pass and the Club Portal

Anyone who changes their account information (phone #, email, address, etc.) on the USA Swimming website does not automatically update their membership record in SWIMS. They must contact their local Registrar to make updates.

**Admin Vice Chair** – Carmen Babcock

Put together a list of all Janet's duties. The biggest responsibility is registration. Another factor is confidentiality is most important. Do we pay for office space in home? Linda to find out. Carmen needs direction on now what to do. Hire one person now and see if need more down the road.

Post the job description and application on the web June 1<sup>st</sup>. make the deadline by July 15<sup>th</sup>. Executive committee will meet at state and will call for interviews 1<sup>st</sup> week in August. Like to have this in place for September 1<sup>st</sup>.

Survey results:

Question 1: What they would like to see online?

- Refresher training (didn't list what group)
- OME w/CC payment -> this was repeated by several responders
- Officials sessions worked
- Meet reviews, pictures, discussion forums
- Times & performance data
- Scheduling, results, live results -> live results was repeated several times
- Training videos (didn't list for what group)
- Athlete registration
- Swimmer, coach, parent ed -> didn't have to be original content, links
- Team registration, numbers & status
- Registration and sanctioning
- Non athlete registration

*Total of 34 responses*

Question 2: Permanent or virtual office?

- Virtual 25
- Permanent 5
- Both & don't care were also responses

*Total of 40 responses*

Question 3: Permanent office location?

- Denver 17
- Don't care 8
- Co Springs / south 5
- North 2

*Total of 36 responses (there were no office needed responses)*

Question 4: Responsibilities of the office (picking top 5 of 10)

- Club & league registration 34
- Athlete registration / meet checks 34
- Coach & official registration 34
- Sanctioning 30
- LSC Communication 27
- Times verification 19

- Official recruiting & training 14
- Club development 13
- Camp development 12
- Sponsorship 11
- Written responses included tracking official certifications and more aide to new teams.

*Total of 39 responses*

Question5: Which of the above could be done by a board member & who?

- Camp development by
- Age group chair
- Senior chair
- Secretary
- New position
- Officials training & recruitment by officials chair
- Club development
- Secretary
- Senior chair
- Age group chair
- Zone reps
- Secretary
- Sponsorship & LSC Communication by secretary
- Sanctioning by Exec Committee

*Total of 21 responses*

#### **Permanent office / virtual office**

39 LSCs have permanent offices, including Colorado. A permanent office can be a physical space or virtual, Colorado needs to figure out what is best for Colorado. If Colorado is going to follow a typical business model then a physical office is the right direction to take. Where this office should be located depends on the person we hire. Colorado has demonstrated with Janet and her Pueblo office that the location is not as important as the person running the office. The wrong person in a good location is not better than the right person in an undesirable location. A home office may not even be a possibility for the person we hire, which would require CSI to rent office space. The money spent on office space could be better spent on a person to do some of the duties listed in the survey to increase numbers, help clubs or develop camps. The LSCs with typical offices have very little foot traffic, mostly late registration drop offs. One LSC comparable to the size of Colorado is not located in a central location and don't find it problematic due to technology. Even with a physical permanent office the staff does not need to work solely from this office due to the ability to network computers. I found an LSC of 10,000+ swimmers does not even staff the office the entire time. The office allows the paid staff a place to work together on a regular basis. If Linda is to continue as the times person and Alan the zones coordinator, then we have to find an office that will be located where it is somewhat convenient to these two paid staff as well as the new paid staff.

A negative brought to my attention by an LSC person I spoke with a permanent office is the volunteer base decreases as the board believes the office should be able to handle some of the duties they do. This person handles some of the zones equipment and preparation, which I guess Colorado has already moved to by hiring a Zones Coordinator. Although the other LSCs I spoke with were 10,000-17,000 swimmers, their base is more centrally located than Colorado Swimming. Their entire membership

would be in the Denver Metro area. Because of the geographical space Colorado Swimming is responsible for, picking an office location makes it difficult. One of the LSCs said it would be counterproductive. With computer networking, the cloud and google docs the ability to share information is readily available. Home offices can certainly work together without being grouped together in a common area. A technical person who can set up and teach others to use this could be more productive than staff working in an office.

#### IV. Direction of Colorado Swimming

CSI needs to figure out the goals of the LSC and find a person to fill those roles. From the survey results a key skill for this person needs to be technical / computer skills. To do everything online and create a website that is “all inclusive” as one of the survey responders said, they will need this knowledge. Certain checks and balances should be developed so the person doing registrations has someone else doing the books on the money. Although there may be a day USA Swimming does online registration, that day is years down the road, they will first take on athletes, then coaches, officials and non athletes. Since USA Swimming will send someone out to train a person on registration, we don't need to find a person right for registration and can have skills that are more diverse. When and if registration is taken on by USA Swimming down the road, then new job duties can be given to this paid person.

#### **Old Business:**

##### [Coaches/Seasonal](#)

Need to look at the term limits for the coaches and seasonal representation to keep it consistent with the board. These are not elected at House of Delegates. These become a 2 year term with a 2 term limit. For the seasonal rep, must be affiliated with a seasonal team at least 1 year before running for the position. This keeps all the elected positions equal.

Need to do some cleanup of by-laws for the athlete portion – this has to be done at House of Delegates.

##### Web Conferencing – Jackie Stiff

Conference calls on the phone from such a large group are and can be terrible, needed to come up with something that works. Here are some options for web conferencing. Skype not large enough can only have up to 10 people. Looked at many options - WebEx, InterCall, Go to Meeting, Calliflower, Microsoft Lync, Adobe Connect, AT&T Connect. InterCall is the cheapest. All offer a trial period. Jackie to try out and get her recommendation to the board.

Next board meeting is June 9<sup>th</sup> in Denver. Need to select conventions attendees. We will also meet at State meet on Friday after morning session.

Budget meeting scheduled for September 22 place TBD.

**New Business:**

Zones: General chair approached by zone committee about team not staying at sponsored hotel? These have shuttle service to pool. Is Alan in charge of this, rooms already booked? When booked? Alexis stated that where booked may be better fit for kids since it is suites. She will try and touch base with Senior Age Group chair, very difficult to get ahold of.

High School Observations: there is a process to getting a meet observed. This is not always adhered to. An example of recent requests – asked to observe a Th & F meet, request came in on Thursday. Another one was a Th & F meet request came in on Monday. There is a deadline for these requests – 10 days prior to the meet. A suggestion is we only observe league and championship meets. Linda will put something together for the start of the season to be presented to the coaches.

May 1<sup>st</sup> is the deadline for the poster contest, use the athlete reps for help on this. Top 10 on display at trials to be voted on.

Janet talked with Shawn, seasonal times are done, Long Course times will be out Monday or Tuesday.

M/S/P Adjourn 5:28 pm

