

<b>Committee Name:</b>	LMSC Development Committee	<b>Session #:</b>	
<b>Committee Chair:</b>	Lisa Brown	<b>Vice Chair:</b>	Michael Moore
<b>Minutes recorded by:</b>	Linda Chapman	<b>Date/time of meeting:</b>	January 21, 2020 5:30 PST

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## Motions Passed:

1. NA

<b>Number of committee members present: 16</b>	<b>Absent: 4</b>	<b>Number of other delegates present: 0</b>
<b>Committee members present (list all, including chair and vice chair):</b> Stacy Abrams, Lisa Brown, Paige Buehler, Linda Chapman, Ed Coates (EC), Mollie Grover, Michael Heather, Mary Hull, Nancy Kirkpatrick-Reno, Crystie McGrail, Hugh Moore, Michael Moore, Aaron Norton, Thomas Patterson, Edward Saltzman, Robin Tracy		
<b>Committee Members Absent:</b> Nicole Christensen, Sally Guthrie, Dawson Hughes (EO), Jessica Reilly (EO)		

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## Minutes

The meeting was called to order at 5:32pm PST

1. Lisa Brown opened the meeting, asked if there were any conflicts of interest. Then asked for someone to take notes, Linda Chapman volunteered.
2. Approval of September Minutes from November 19, 2019 – Lisa
  - a. Mary Hull should have been listed as on the call
  - b. Approved pending the above edit
3. Lisa reviewed the USMS Membership Overview presented earlier by Dawson to Zone Chairs.
  - a. Lisa asked if Committee members had shared Dawson's PP from Convention. General response was no.
  - b. PP covered current membership characteristics and evolution over time. Fitness focus members vs. Competitive focus members. 70% are fitness swimmers.
  - c. Many new members drop off between 1 and 3 years. If USMS can keep a member past three years, they usually turn into long time members.
  - d. Issues include How to engage face to face on deck, welcoming swimmers, personal touch from coaches. What can we do as LMSC Dvlp to engage and keep members?
  - e. Michael Moore commented on the mouse in a snake metaphor for the large group of 45yo – 60yo swimmers that have moved through the age-groups over the year. These age groups have the largest population currently.
  - f. College Club Swimming program important to overall USMS goal of attracting greater numbers of younger swimmers.
  - g. Lisa would like to address the issue of retaining young/new swimmers. Crystie wondered if data was available geographically. It is available by LMSC, perhaps NO could provide add'l detail in that area. Michael M mentioned that you can do an analysis of LMSC membership by download members and birthdates. Linda offered to help anyone not familiar with Excel to accomplish this.
4. Charter Statement – Lisa would like a Charter Statement for the Committee to be developed that would describe the committee and its operations/focus for people looking at committees to join. Info could be available on the GTO or similar resource.
5. Volunteer Recognition – Lisa urged the committee to think about more opportunity for new folks in their LMSCs to be recognized in a volunteer role. Goal is to recognize new people and more people. Try to break out of usual 20% of the 80/20 grouping.
6. Boundary Changes – Feb 1 is the deadline for submittal of boundary changes.
  - a. Illinois – might want to change some Illinois counties to Indiana LMSC. This is at the request of the Illinois LMSC.
  - b. Allegheny LMSC – might be changes coming here, but nothing formal yet.
  - c. West Texas – might be changes coming here. Nothing firm. New leadership in LMSC. Ed Coates has requested a meeting with the new WT LMSC leadership to get a sense of the LMSC status and views on LMSC boundaries
7. Practices and Standards - Linda Chapman reported on the Standards Survey cycle that will begin February 15 - March 15 2020.
  - a. There will be fewer questions this year as there are fewer standards
  - b. We are hoping for higher scores as all LMSCs were emailed in October 2019 with a reminder of the nine annual LMSC tasks covered in the Standards Survey
  - c. One topic that came up from Patty at the convention was the election notice and the option of discussing this for the standards survey. Linda mentioned she would add a question to see how LMSC's handle elections and how their notices work. perhaps an open-ended question.

8. Peer to Peer Calls: Crystie McGrail
  - a. Most recent call was Membership Coordinator. Had 55 participants. Covered background, changes made to role.
  - b. Feb 11 Officials call coming up. Led by Teri White, USMS Officials' Chair. Audience is LMSC Officials' Chairs and all Officials. Officials clinic coming up in NE LMSC next week.
  - c. Have also reached out to OW and Coaches Committee to possibly set up P2P call
  - d. Reached out to Marketing at the NO, including Kyle Deery, to see if there were any marketing efforts that LMSCs could piggyback onto.
  - e. Looking for additional ideas and presenters – let Crystie or Lisa know of your ideas
  - f. Call in number is same for P2P as for LMSC Dvlp meetings.
9. Old Business: None
10. New Business: Michael Heather: Are small/understaffed/underperforming LMSCs negatively affecting USMS? How should this be addressed?
  - a. Michael Moore: not all small LMSCs are struggling. MT is small but doing well. Other LMSCs like WT and AM are very small which can result in struggling to cover all volunteer roles.
  - b. Original LMSC boundaries followed USA-S LSC boundaries. Wyoming asked to be combined with CO instead of remaining a separate LMSC as in USA-S. Any boundary changes must be submitted by Feb 1.
  - c. Hugh: breaking up LMSCs is a huge deal. Should be a final step in a process. Michael stressed he was not suggesting breaking LMSC as a first step. Hugh: Efforts have been made to help LMSCs which are underperforming per the Standards Survey, but the remediation process outlined in the LMSC Standards hasn't been wholly effective.
  - d. Paige: This topic should be addressed by the Mentoring subcommittee. She was wary of breaking up LMSCs because there are natural cycles of competence, ability, and bandwidth in leadership and membership for all LMSCs
  - e. Linda mentioned considering a Liaison idea in which a small LMSC could liaise with a neighboring LMSC for coverage of some functions. However, due to the nature of LMSC geography and population, most small LMSCs are next to other small LMSCs as opposed to large LMSCs.
  - f. Question asked if LMSCs have reached out for help. No definite answer. Is there a designated and known process for LMSCs to ask for assistance?
  - g. Aaron Norton (UT) mentioned that he received great mentoring and thus was able to step in and immediately get up to speed as Chair. Without the mentoring, outcome would have been less optimal.
11. Mentoring Committee Composition: Will all Zone Chairs continue as members of Mentoring Sub-Committee: Issue was delegated to Mentoring. Focus: What can Mentoring do to help LMSCs, best way to do it. Discuss more deeply in Mentoring Sub-Committee
12. Motion to adjourn: 6:24pm PST

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## Tasks for the Upcoming Year

1. Standards Survey
2. Fill our P2P Calls
3. Strategy for Mentoring Sub-Committee to help LMSCs.
4. Meeting Schedule – 3<sup>rd</sup> Tuesday of odd-numbered months at 8:30pm Eastern, 5:30 Pacific
  - a. March 17
  - b. May 19
  - c. July 21
  - d. Sep 23-27
  - e. November 24

Peer to Peer Call schedule:

<b>MONTH</b>	<b>DAY/DATE &amp; TIME</b>	<b>SUBJECT</b>	<b>LEADER</b>
Jan	1/14/20 8:30 ET	Membership Coordinator	Susan Ehringer
Feb	2/11/20 8:30 ET	Officials	Teri White
Mar	3/10/20 8:30 ET	Running New Open Water Events	Karen Lefebre
Apr	4/14/20 8:30 ET	Marketing for Clubs and Members during the USMS Olympic Campaign	Kyle Deery
May	5/12/20 8:30 ET		
June	6/9/20 8:30 ET		
July	7/14/20 8:30 ET		
Aug	8/11/20 8:30 ET		

Sept	No Call	<b>CONVENTION</b>	<b>Jacksonville, FL</b>
Oct	10/13/20 8:30 ET		
Nov	11/10/20 8:30 ET		

The meeting was adjourned at 9:42pm

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**LMSC Development Committee**

507.1.6 LMSC Development Committee—The LMSC Development Committee shall work to strengthen LMSC governance and operations by providing educational opportunities and mentoring for LMSC boards and officers. The committee shall provide support for LMSCs. The committee shall review and identify LMSCs that are not meeting LMSC standards as defined by the Board of Directors and assist them in achieving compliance. The committee may consult with other committees, coordinators, and special appointments as necessary for this purpose. The committee may initiate and shall receive, consider, and report proposed amendments to Appendix D: Zone and LMSC Boundaries, with the committee’s recommendations, at the annual meeting of the House of Delegates, in accordance with the provisions of Part 6. The committee shall consist of the committee chair and sufficient members to execute the committee function.

601.1.2 LMSC Development Committee—Proposed changes to the Code of Regulations (Appendix D: Zone and LMSC Boundaries) shall be considered by the LMSC Development Committee for report and recommendation to the House of Delegates.

Submission Deadline—The deadline for changes submitted by an LMSC to the chair of the LMSC Development Committee is February 1 to be considered as described in article 601.4.4.

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