

NC LMSC Annual Meeting	NC LMSC	Session #:	1	Report #:	1
Board Chair:	Steve Weatherman	Vice Chair:	Kristen Smith Jenó		
Minutes recorded by:	Joanne Wainwright	Date/time of meeting:	April 30, 2016, 6:05 p.m. EDT		

Number of board members present: 9	Absent: 2
Board members present : Steve Weatherman (Chair), Kristen Smith Jenó (Vice Chair), Sonny Nguyen, George Simon, Joanne Wainwright, Tom Cox, Celia Wolff, Trey Taylor, Todd Torres.	

Action Items:

1. April 6, 2016 Meeting Minutes to be sent out to board members and approved via email.
2. Steve Weatherman to send out a survey soliciting ideas from the membership on ways to better serve their needs, such as coaches clinics, meet socials, etc.
3. Trey Taylor to reach out to David Marsh to see if he would be interested in conducting a clinic for our coaches.
4. Todd Torres to contact Manny Torres for new logo designs.
5. Todd Torres to contact Ashley Cox for social media help.
6. Trey Taylor to contact coaches to update Places to Swim on the USMS website.
7. Celia Wolff to create NC LMSC mission statement by July 1, 2016.
8. Steve Weatherman will be working with past Chair Jon Blank on Bylaw revisions based on USMS sample bylaws as discussed at the March 2015 meeting.

Reports:

1. **Financial Report** - In Jeff Murray's absence, Steve Weatherman reported that there are no changes in finances from the April 6 meeting.
2. **Registrar's Report** - George Simon reported that there are 1390 registered swimmers in NC as of April 30, 2016. NCMS has 1241 swimmers, and the remainder are either unattached or on smaller clubs.
- 3) **Elections Report** - Steve Weatherman introduced the new board members and thanked Jerry Clark and Don Gilchrist for their years of service. The new board members are:
 - A. Vice Chair: Kristen Smith Jenó (HAWK)
 - B. Secretary: Joanne Wainwright (GSAM)
 - C. At-Large Members: Trey Taylor (Gaston Gators), Todd Torres (ECAM), and Celia Wolff (FBM).
 - D. Coaches Chair: Trey Taylor (Standing Committee)

New Business:

1. **NC LMSC Coach Communication:** There was discussion regarding ways to improve communication between coaches in our LMSC. The creation of a Facebook page was suggested or a WordPress blog/website for coaches to access. Other suggestions included semi-annual coaches meetings and local coaches clinics. See Action Items.

2. **Logo Rebranding** - A suggestion was made to change the NC LMSC logo. After a discussion of how to achieve this task, Todd Torres offered to reach out to a graphic designer. See Action Item.
3. **Membership:** There was discussion regarding ways to increase membership through various modalities such as social media, hosting socials at the end of meets, meet schedule development, Places to Swim.
 - A. **Social Media:** Don Gilchrist applauded Ashley Cox, SwimGSA, for the work she has done setting up and implementing a social media program for the club. He suggested we contact her for help. (See Action Item.)
 - B. **Meet Socials:** The idea of bringing back socials at the end of meets was suggested. This was done in the past but was dropped largely due to costs for meet hosts. Steve Weatherman suggested that the LMSC may be able to cover this expense.
 - C. **Meet Schedule Development:** There was discussion regarding more organization in developing and posting a meet schedule on the LMSC website. This would be helpful to both swimmers and officials in planning. Kristen Smith Jenó will spearhead this project and communicate with all teams encouraging them to host a meet. After receiving feedback, a meet schedule will be developed and posted. There was also discussion about dual sanctioned meets with USA swimming and the need for the sanctioning process to become easier and more streamlined.
 - D. **Places to Swim:** It was reported that the LMSC is in need of updating its information on the USMS website to provide workout places and times for prospective new members. See Action Item.
4. **Mission Statement for NC LMSC:** A question was raised regarding the goal of our organization...is it to increase membership or to increase the number of swimmers at meets? The mission of USMS is “To promote health, wellness, fitness and competition for adults through swimming.” Celia Wolff will work on developing a mission statement that is in alignment with USMS. See Action Item.
5. **Convention** - Steve Weatherman proposed that all board members attend this year’s USAS Convention in Atlanta, Georgia being held September 21-25, 2016. Members may consult the Bylaws for information relative to reimbursement of expenses.

The meeting was adjourned at 7:20 p.m. EDT