



Mission Statement: To empower all athletes to be successful in life by providing resources, equal opportunity, and organizational excellence.

***ST Board of Directors
Meeting Minutes
Tuesday, June 11, 2024, 8:00 PM
Location: Zoom***

Call to order at 8:02 p.m.

Attendance:

Board Members Present:

Brandon Allenstein (BA), Anne Bennett (AB), Mary Evelyn Bowling (MEB), John Dalton (JD), Aaron Gordon (AG), Jenny Lou Leeder (JLL), Marcy Parshall (MP), Mike Worley (MW)

Board Members Absent: Lorna Anaya (LA), Libby Gunn (LG), Fynn Minus (FM)

Guest: Julie Bachman (JB), Marc Digby (MD), Jessica Evans (JE), Trey Prinz (TP), Annette DuVall (AD), Angie Fain (AF) The quorum is verified.

Creating a Culture of Excellence:

- MP celebrated the successful meet held this past weekend at Round Rock's new natatorium. It was a collaborative effort and a well-run, fun meet for the LSC's swimmers who attended.

Approval of Minutes:

- May 14, 2024-passed

Financial Report:

- Treasurer's Report Approved

<https://drive.google.com/file/d/1XMIspOBsGyhb1p9nGUn1lhRfYTweozfy/view?usp=sharing>

Board and Committee Chair Reports: approved as submitted

- General Chair
- Admin Vice Chair
- Finance Vice Chair
- Coach Reps
- Governance
- Officials
- STaR

Club Renewal and USA Swimming Registration

- The board discussed changes to club fees and the registration process.
- Clubs face challenges tracking seasonal athlete registrations with the new USA Swimming membership model.
- Concerns were expressed about potential revenue loss and confusion for members due to new membership options and the potential for insurance issues.

Hiring Interim Secretary for LSC

- Motion approved to hire AF as interim secretary.

Hiring of New Communications Personnel

- The Personnel Committee recommends that MT handle all communication for the board; therefore, she has stepped down from the personnel committee due to a conflict of interest.
- MW motions to remove CM as Communications Director, and a vote occurs. Motion carries.

Treasurer Search Begins & Grasshopper Replacing Vontage Phone Carrier

- MW explains job descriptions to be posted on the website so interviews can begin with the personnel committee.
- Grasshopper Virtual Phone System allows more flexibility for dividing up the different functions, allowing somebody to dial into the LSC and go to Registrar, Treasurer, Secretary, etc. Also, after-hours calls will be put into a voicemail box system that essentially will notify the individuals after hours.

Strategic Plan Update

- Strategic planning updates are reviewed and are in the committee report.
- Reimagine Sports JB recommends the next steps and discusses strategic planning, including budget, staffing, and communications.

USA Swimming Workshop

- Information about this workshop is on this website:
<https://www.usaswimming.org/coaches-leaders/connect-learn/programs-services/clinics-workshops/zone-workshop>
- MB recommended a list of 7 representatives based on USA Swimming's recommended invitees and confirmed all could go with the expectation of not hearing back from the athlete rep and the DEI Chair. MP voiced concern that STX is not sending a coach's rep, and was discussed.
- MB motions to accept the slate as proposed and based on the invitee listed provided by USA Swimming:
 - The motion is denied.
 - BA volunteers to remove his name from the attendees list to add a coach representative (JLL) in his place.

- MB motioned to replace BA with JLL on the attendee's list.
- Motion is passed. If the DEI Chair cannot attend, BA can attend.

USA Swimming HOD Voting

- 4 delegates are allowed for STX to vote in USA Swimming's HOD. MB recommends AD, AB, and SB as delegates and MB, the general chair, is supposed to go.
- MB motions to accept delegates.
- The motion is denied. Discussion about coaches' rep being part of this group takes place.
- AB removed herself from the US Swimming HoD Voting consideration.
- Motioned is tabled by MB. It is requested that those in the meeting consider if they can meet for 4 hours on Sept. 28th for the meeting and another planning session by Friday the 14th and email MB if interested in being the voting delegate for STX on the 28th.

Open BOD Positions

- TP reminded the board that nominations are open for 6 BOD positions, 4 Administrative Review Board positions, and the Officials Chair. The terms of these positions are wrapping up at our October HOD meeting and we will need to elect people to fill these spots.

Action Items

- Finance Committee to decide on membership dues changes with input from JE
- JE to provide information to or join the Finance Committee meeting to discuss membership issues.
- Board to decide whether to offer seasonal memberships under new USA Swimming rules by next meeting
- STX Treasurer search begins, and job description to be posted on the STX website. ● Reach out to athletes again to confirm attendance at the USA Swimming Workshop. ● Email your interest in being a voting member for USA Swimming HOD by the end of the week. Commit to the pre-meeting and September 28th date.
- Schedule orientation sessions for open board and committee positions.
- Provide updated information on officials' costs if needed.

Adjourn: MP-Motion to Adjourn, MW-Second

The meeting adjourned at 9:20 PM

Next Board Meeting: July 9, 2024 8:00 PM



Strategic Plan: Working Draft
Submitted by Mary Evelyn Bowling & ReImagine Sports
Meeting Date: Jun 11, 2024

1. Monthly Highlight

- a. Begin work with ReImagine Sports for Fractional Director Services

2. Meeting or Event Attended

- a. Special HOD 5/21/24
- b. Special HOD 5/28/24
- c. Governance w/ Mary Ellen Tynan 5/21/24
- d. Personnel Committee 5/31/24
- e. Strategic Planning Review with ReImagine 6/3/24 & 6/5/24
- f. Budget Meeting with FVC 6/6/24

3. Meetings or Events Presented

- a. ST Leadership meetings: 6/4/24
- b. ST Governance calls/meetings: Weekly
- c. HOD preparation 5/13 & 5/14
- d. ReImagine Meetings 5/15 & 5/17

4. Previous Months Accomplishments

- a. Special HOD's
- b. Began work with ReImagine

5. Current Months Action Plans

- a. Begin implementation of Strategic Plan
- b. Find a replacement for the Treasurer
- c. Work with Finance Vice Chair on 2025 Budget

6. Other / Discussion Items

Initiative	Responsible Party	Next Steps
Coach Support		
Scholarships/reimbursements for clinics (ASCA, etc)	Coach Committee	Recommendation to BOD/HOD- which clinics, how much, total budget impact for 2025
Coach Assistance Fund (medical)	Coach Committee	What is reimbursable, how much, budget impact
Annual educational clinic for coaches including wet (coaching the athletes) and dry issues (swim business)	Coach Committee and Staff	Initial plan for 2025 clinic- budget impact
Retention bonus	Coach Committee	Recommendation and budget impact

Awards/recognition by peers	Coach Committee	Recommendation and budget impact
Club Support		
Marketing support from LSC	Staff and USA Swimming	staff connect teams to resources
Outfitting for officials	Staff and Officials Chair	create ST Store for officials AND meet specific "free" polos, caps, etc
Identifying Threats (SWOT)		
Need shorter meets/shorter distances- especially for younger and less experienced athletes	Championship Meet Committee	development of championship meet options for all level of athletes, identifying travel issues for clubs, etc
<u>Understanding capacity- how much can we grow?</u>	Staff	survey of clubs
Athletes		
Scholarships (college)	Athlete Committee	
clinics - specialty by stroke (Lilly King and breaststroke clinic, etc)	Staff, Coach Committee	
Annual athlete summit- focusing on nutrition and mental health	Athlete Committee and staff	
Volunteer activities- beach/river clean up, etc	Athlete Committee and staff	
Social activities	Athlete Committee	what does the committee need to make social activities happen?
Communications		
Coach-only social media	coach committee and Adapting Online	
Other platforms- text alerts, board software, etc	staff, General Chair, and	

	Adapting Online	
Identify where our stakeholders “are”- what apps/software do we need to reach them	staff and Adapting Online	prioritize text alerts
Staff		
Executive director	Reimagine Sports and BOD	Proposal to HOD and budget impact for 2025
Other roles- sanctions, membership, financial, comms)	Reimagine Sports and Personnel Committee	Proposal to HOD and budget impact for 2025
LSC business best practices (business and governance)	Reimagine Sports and appropriate committees	Recommendations to BOD/HOD
Crisis Management		
2 or 3-deep access on all accounts (financial, comms, etc)	Staff	to be included in ST office manual
Proposed changes to bylaws and P&P to facilitate crisis management	Governance Committee	Recommendations to BOD/HOD
Other		
STA Store	Staff	create simple online store with ST logo gear and begin promoting

	Admin Vice Chair Report Submitted by Mike Worley, Admin Vice Chair Meeting Date: Jun 11, 2024
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1. Monthly Highlight

- a. Identified possible Interim Secretary to replace Deanna Oliphant.

2. Meeting or Event Attended

- a.

3. Meetings or Events Presented

- a. Held Communications meeting and decided to move from Vonage to Grasshopper. Should save about \$40 per month and allow more flexibility to forward phone calls to registration, treasury, secretary personnel more easily.
- b. Held Personnel Committee meetings.
 - i. First was to discuss job descriptions for Treasury and Secretary positions.
 - ii. Second was to interview Angie Fain for the Interim Secretary position.

4. Previous Months Accomplishments

- a.

5. Current Months Action Plans

- a. Move LSC phone number from Vonage to Grasshopper. Need to coordinate with Jessica to ensure minimal disruption to LSC business. May decide to postpone until after LC wraps up or another trip, like OWZ, isn't immediately on the horizon.

6. Other / Discussion Items

- a. Spoke with Monica Thomasen about stepping down from the Personnel Committee. Although she recused herself from the Communications committee when her company was deemed most effective in providing the LSC digital communication services, staying on the Personnel committee while being a contractor to the LSC was considered a conflict of interest. She understood and stepped down. The Personnel committee made no decisions while she was in this "dual" capacity.



Finance Vice Chair Report
Submitted by Anne Bennett, Finance Vice Chair

Meeting Date: Jun 11, 2024

1. Monthly Highlight

a.

2. Meeting or Event Attended

- a. Personnel Committee meeting
- b. Special HoD's on 5/21 and 5/28
- c. Leadership meetings as scheduled
- d. Meeting with GC to preliminarily discuss budget and review strategic plan

3. Meetings or Events Presented

- a. Finance Committee meeting 5/23

4. Previous Months Accomplishments

- a. Began gathering data to compile 2025 budget

5. Current Months Action Plans

- a. Continue to gather information/ refine 2025 budget
- b. Compare budget to strategic plan and decide what to incorporate for 2025

6. Other / Discussion Items

- a. See #5 above



Age Group Vice Chair Report
Submitted by John Dalton, Age Group Vice Chair

Meeting Date: Jun 11, 2024

1. Monthly Highlight

- a. OW Zones trip went well
- b. Liana Marek 2nd in 11-12 Girls 2k
- c. Ellison Mandacina 4th in 13-14 Girls 5k
- d. The team places 7th overall with 289 points

2. Meeting or Event Attended

- a. No meetings held

3. Meetings or Events Presented

- a.

4. Previous Months Accomplishments

- a. Secured hotel for AG Zones - Midland
- b. T-shirts designs sent to contact
- c. Caps also will be purchased soon

5. Current Months Action Plans

- a. Charter Bus - (6/10) deposit paid and will need final payment 7/11
 - i. Will double check date
- b. Will likely need to order new suits for Zones as inventory is low, not a huge issue if bags & suits don't match
- c. As of 6/11, 102 applications for Zones!

6. Other / Discussion Items



Officials Committee Report
Submitted by Marc Digby, Officials Committee Chair
This report covers activity in May 2024

A. Monthly Highlights

1. Hosted training for DR-to-MR transition officials
Supported planning/sanction of STX OW meet in 2025

Released updated PPGO
Updated training and certification information on website Hosted
training for new CJ certification
Scheduled training for Referees to be Meet Referees

B. Meetings or Events Attended

C. Meetings or Events Presented

Multiple training clinics for DR-to-MR

D. Accomplishments

1. Hosted DR-to-MR training clinics for currently certified DRs. 23 attendees total. 2. Certified officials in 9 new positions with the new certification/evaluation process, so it seems to be mostly working

E. Current Month's Action Plan

1. Update officials' roster and SWIMS expiration dates for all officials to reflect new 3-year expiration timeline
2. Update Zero-to-Swim Meet presentation

F. Other/Discussion Items

1. List of current committee goals for 2023-2024
 - a) Review/recommend Officials' Chair Job Description (done) b) Training Material Update in work, ~~2024Q1~~ *Need to revisit with new USAS rules*
 - c) Monthly ST Clinic Hosting (done)
 - d) Update Officials Web Page (done)
 - e) PPGO Update, administrative (done)
 - f) Zero-to-Swim Guide (done) *Need to revisit with new USAS rules*
 - g) "You're Doing it Wrong in work, ~~2024Q1-2024Q2~~ h) DQ Video Quiz ~~2024Q1-2024Q3~~
 - i) Merit Badges 2024Q2, pending OTS data
 - j) National Meet Engagement 2024Q2



STaR Committee Chair Report
Submitted by Jessica Evans, Acting STaR Committee

Chair Meeting Date: Jun 11, 2024

1. Meeting or Event Attended

a. USA Swimming times/registration training

i. USAS is working on programming logic to coordinate with the US

Center for Safe Sport so that it's more intuitive as to which APT course you need to take "next." There is an issue right now with people who are taking courses in "review" mode, which means they are taking a course that they already took. In these cases, USAS will update the APT after verifying that they "reviewed" the entire course. It will not update automatically; folks should contact me if they take an APT course and it doesn't update in SWIMS so I can look into it.

ii. They are fixing the issue with parent Safe Sport courses so that parents can retake the required course after two years, as part of the club's Safe Sport renewal requirements.

iii. It is very important for members to take courses (coach, official, APT, etc) *using their own SWIMS login that has a unique email address associated with it.* Members will not receive credit for a course that they took using another member's login. Clubs applying for or renewing their Safe Sport club certification can bypass the login issues by recommending that parents and athletes view the monthly webinar courses offered by USAS. Dates for webinars are emailed to all members via USA Swimming newsletters and posted on the Safe Sport page of the USA Swimming website.

iv. Transfer notifications are now being sent to club contacts, club administrators, and head coaches when processed in SWIMS. Additional notifications are being sent to individuals with expiring certifications (such as APT, background check, and coach requirements). They are planning to expand the notifications.

v. Seasonal memberships in 2025 will be 150 days from the date of registration and not during a specific 150-day period. An athlete may

only participate in one seasonal membership per USAS membership registration year. USAS is considering sending updates to clubs about expirations for Seasonal athletes so clubs can get them to register as Premium athletes if they continue participating with the club. They may expand these notifications to include all athletes for every club. *The BOD needs to decide if STX will continue offering a seasonal membership, given that the dates are flexible now. This could result in loss of income to the LSC if more athletes choose this type, and more administrative work for teams to make sure all swimmers are registered as the 150-day period ends. Note: You can upgrade a Seasonal membership to Premium, but only while the Seasonal membership is still valid. After 150 days, the athlete would need to pay the full Premium athlete membership fee.*

- vi. USAS will be putting more resources into getting LSC records updated. I have submitted the errors for South Texas Swimming and we are just waiting for those corrections to be made.
- vii. There is a new report for clubs to help them to identify individuals attached to their club with expired (or expiring) certifications. Clubs can go to the Club tab in SWIMS, Team Management, Reports, and then click the Member Requirements Printable Report. This report will show expired dates in red and education requirements for first-year coaches by date.
- viii. Starting in 2025, annual club renewal fees will be collected by USA Swimming and not by the LSC. The LSC can enter the desired fee, but can only set one fee for all renewals. *The BOD needs to decide on the fee that clubs will pay for 2025 renewals prior to August 1 so we can set it up in SWIMS.*
- ix. Starting in 2025, USAS will be going to a single nonathlete membership fee that will include all nonathletes except for Administrators (which is a reduced fee category). This will help to fix issues with incorrect registrations completed by new members due to fee differences so that issues with incorrect registrations can be resolved more easily (instead of having to refund, reregister, etc). *The BOD needs to decide on the fee the LSC will assess for all nonathlete members prior to August 1 so we can set it up in SWIMS.* Our current fee structure is below.

2. Current STX Registration Statistics

- a. Membership trends over time (since 2009) as of 6/1/24 for total number of Athlete and Non-Athlete members:



Season	Category	Registration Type	Transaction Type	LSC Fee		USA Swimming Fee	
2024 (9/1/2023 - 8/31/2024)	Member Registration	Administrator	New	2	\$0.00	2	\$60.00
			Renew	1	\$0.00	1	\$30.00
		Coach	Cancel	-1	(\$15.00)	-1	(\$70.00)
			New	5	\$75.00	5	\$350.00
			Renew	3	\$45.00	3	\$140.00
		Flex Athlete	New	31	\$310.00	31	\$620.00
			Renew	6	\$60.00	6	\$120.00
		Official	New	1	\$15.00	1	\$70.00
		Other	New	3	\$45.00	3	\$210.00
			Cancel	-1	(\$20.00)	-1	(\$70.00)
		Premium Athlete	New	84	\$1,630.00	84	\$5,780.00
			Renew	51	\$1,020.00	51	\$3,570.00
			Upgrade	7	\$70.00	7	\$350.00
		Premium Athlete-2024 Outreach Athlete	New	4	\$8.00	4	\$20.00
			Renew	1	\$2.00	1	\$5.00
		Provisional Coach	New	3	\$45.00	3	\$210.00
			New	9	\$180.00	9	\$360.00
		Season 1 Athlete	Renew	1	\$20.00	1	\$40.00
Total				210	\$3,490.00	210	\$11,795.00

- b. LSC registration transaction summary and revenue for **May 2024**:
c. 2024 season membership (starting 9/1/24) in STX by type and age group as of 6/1/24:

3. Previous Month's Accomplishments

- a. Loaded 17,795 splashes into SWIMS. (*Note*: Number of splashes loaded does not match the number of splashes assessed splash fees. Splash fees are not collected for splits, events by round (such as prelims/finals), and for TAGS/Sectionals and higher meets.)
- b. Sanctioned 12 meets and loaded meets to ST website, SWIMS, and OTS.
- c. Ran recons for meets held within South Texas and distributed to teams.

Provided assistance to teams with registration errors, date of birth and name mismatches, incorrect club affiliations, and issues caused by incorrect completion of the APT.

- d. Verified the membership requirements for the voting delegates for the two special HOD meetings held in May.
- e. Updated member records as required.
- f. Merged duplicate member records as required. Contacted other LSCs to merge records for athletes on ST recons who are located in other LSCs.
- g. Responded to member, coach, and team admin requests for assistance with registration, renewal, APT issues, certification updates for coaches, and date of birth, name, and gender mismatches.
- h. Contacted parents who appear to have registered themselves with USAS to clarify that they do not need to pay annual registration fees to USAS to maintain a “parent” login account. Worked with parents who registered in error to submit cancel/refund requests.
- i. Updated incorrect USAS IDs entered by teams based on meet results and contacted teams with ID errors so they can correct them in their team database, and issued sync commands from SWIMS to attempt to update the USAS ID in the team database.
- j. Updated the online officials roster weekly to update certification dates as officials complete them. Notified the Officials Chair of new registrations.
- k. Provided billing and payment reports to the Treasurer and posted EFT and check payments to team accounts.
- l. Revised the email notice sent to meet hosts and officials when a meet is sanctioned to include more specific information about the responsibilities of the meet host and meet referee, with links to resources for completing those requirements, in an effort to increase communication and awareness of USAS and ST processes and policies.
- m. Assisted with an inquiry to start a new club in Round Rock, based from the Round Rock Aquatics Center, and provided answers to questions asked by the facility and potential head coach.
- n. Addressed recruiting complaints from two teams by speaking to all individuals involved to review the rules regarding recruiting and answering questions.

4. Current Month's Action Plans

- a. Contacted clubs with overdue Financial Summary reports for swim meets (must be submitted within 45 days of the meet date), and sending reminders to clubs that have not completed the requirement.
- b. Contacted STX coaches and other non-athlete members (club board members, team administrators, dryland coaches, and other "Other" members) via MailChimp with expired and/or missing certifications to alert them of their membership requirements, along with step-by-step instructions to bring their memberships current, to ensure that all STX non-athlete members are in good standing. In many cases, the issue was simply that the coach didn't know to email me completion certificates, or a course did not update correctly in SWIMS.
- c. Contacted clubs with athlete members turning 18 years old (and becoming "Adult Athletes") via MailChimp, along with step-by-step instructions for completing the APT, to clubs so they know that these athletes must take the APT on their own USAS login account, prior to turning 18 years of age, so these athletes can continue swimming with the club and entering meets.
- d. Sending a list of athletes registered in SWIMS to clubs that regularly enter multiple unregistered and unrenewed athletes in swim meets, in an attempt to get the club to ensure that all Athlete members are properly registered and covered by USAS insurance in the event of an accident *and* as required by their USAS club membership agreement. (The SWIMS users are noting that some clubs appear to regularly use a swim meet recon to identify which athletes in their club need to register, renew, or take the APT.) Also including the club's individual registration link to SWIMS, along with step-by-step instructions, for the club to send to parents.
- e. Working with John Vandermeer to update our STX records. We still have a few errors from the transfer of legacy records and from SWIMS 2.0. We have submitted a list of updates that are still needed. At this time, we are waiting on USA Swimming to make the requested updates before we can resume posting updated since September 2022 to explain the delay.

5. Other

- a. *Awaiting BOD guidance on 2024-2025 ST portion of registration fees for athlete*

and nonathlete memberships and club renewals so that can be set up correctly in SWIMS. New information is that all nonathlete fees must be the same amount, for 2025, due to USAS changes.

- b. Sanctions are being turned around in approximately several hours to one or two days, depending on the submitted meet information and certification statuses of the individuals listed on the sanction.
- c. Updated the Safe Sport banners on the Clubs page of the ST website to show “not recognized” for clubs with expired Safe Sport certifications.
- d. Updated the affiliations for individuals on committees and verified current memberships. Contacting individuals who are not in good standing, as this is a requirement for participation on the BOD and committees.
- e. Contacted one ST club that is not in good standing due to not completing the first-year CLBMS requirement. This club will not be able to register for 2025 until the first-year and second-year CLBMS requirements have been met, per USAS policies.
- f. Check out the expanded information on the South Texas Swimming [Registration](#) page, which includes FAQs for commonly asked registration and SWIMS-related questions; membership types, descriptions, and fees; and links to required tests for the different membership types.