



Fall Members Meeting
December 05, 2022 7:10 pm
Minutes

M, S, A = Motioned, seconded, approved

I. Call to order

Phil Dodson, ILMSA Chair, called the meeting to order at 7:10pm

II. Roll call of Members & Proxies (if any)

John Carroll, Molly Hoover, Janet Goodridge, Shannon Boyle, Chris Colburn, Sheila Sarovich, Mike Hillgonds, AJ Block, Marissa Filippo, Adam Hanzalik, Sara Hacker, Marcia Cleveland, Michael Abegg, Ed Stranc, Daniel Reisner, Barbara Delanois, Michael Weiss, Andy Seibt, Phil Dodson, Tom Holmberg, Brenda (last name unknown).

III. Approval of agenda

M, S, A to approve the proposed agenda.

IV. Approval of March 27, 2022 and April 18, 2022 Members Meeting Minutes

M, S, A to approve the minutes.

V. Officer & Committee Reports

- a. Submitted in writing for inclusion in meeting minutes. See reports following "VII Adjournment"
- b. Additional presentations

VI. New Business

- a. Discussion session on what ILMSA / USMS can do for ILMSA clubs

Chris Colburn gives an overview of the USMS strategic direction as it relates to support for clubs in 2022 to raise swimming out of the pandemic, and ILMSA's recent efforts to do the same. In 2023, the focus will be on events to offer opportunities to members to get back in the pool.

John Carroll mentioned that the grants program helped his club a lot. From the downstate perspective, whatever support ILMSA can give is very appreciated. Please ensure folks know they are welcome to attend our events downstate.

Sara Hacker asked for a value proposition for ILMSA members and swimmers in clubs to join USMS. Any messaging that ILMSA could share out to clubs in that regard would be helpful.

Marcia Cleveland suggested that Postal swims are a good way to get swimmers into competition because it does not require travel or any expense.

Phil Dodson informs the group that he is working to set up conversations with clubs and USMS staff in order to share ideas and strategies and keep communication up.

Shannon Boyle really enjoyed the USMS Relay event this year and really enjoyed her time there and learned a lot.

b. Other

VII. Adjournment

The Mission of ILSMA is to promote Masters Swimming and Competition by supporting its Clubs, Events and Communities.

ILMSA Report by Chair to Members Fall Meeting December 2022

Looking towards 2023, ILSMA seeks to fulfil its Mission: More: competitive events; coach clinics; members socials and provide support for Adult Learn To Swim initiatives. Members' input on what YOU want and can achieve at YOUR club is vital to successful planning for 2023.

A recap of 2022:

ILMSA ended the 2022 Registration year with 1,994 members, up 362 or 22% from 2021. We held our first State Meet in two years and in Illinois for the first time since 2013. We had 7 meets in 2022 and already have 9 meets scheduled or pending for 2023. ILSMA established its own "ILMSA Hall of Fame". The introductory class will be announced during the 2023 state meet. ILSMA is close to releasing its first News Letter in over 10 years.

The financial condition of ILSMA is excellent. Our annual budget and reserves are available to fund many ILSMA event and members' activities and support club and coach activities.

In 2021 ILSMA successfully transitioned its investment portfolio from selected individual stocks to a diversified portfolio of ETF's and Mutual Funds invested for the long-term. The portfolio is down in 2022, in line with the overall US Stock market. Under the revised investment policy our volunteers avoid having to make individual stock decisions during down or up market conditions. These decisions are best left to professionals not volunteers, hence our exclusive use of ETF's and Mutual Funds.

During 2022, ILSMA sent representatives to the USMS volunteers "convention" in March, USMS Annual "business convention" in September and the USMS National Coaches Clinic in October. There are many new USMS initiatives focused on club support and development which started to roll out in 2022 and continue into 2023. These are grouped into two categories (See Addendums for details):

- Event development – provides numerous resources to help USMS clubs and those that run them expand capacity at current and/or new facilities
- Club development - provides numerous resources to help USMS clubs and those that run them expand their capacity at current and/or new facilities.

In addition, ILSMA is prepared to piggyback off these initiatives with our own programs and activities in 2023: 1 or 2 ILSMA coach clinics, Member socials, establish a DEI group (seeking volunteers), supporting clubs in USM virtual events, ALTS support, recruiting younger members, improved members communications.

The Board hired a Web Designer and Manager in late summer. A new ILSMA web site is under beta testing now and we expect to be live before the end of 2022. The manager will keep the site current and seek new content to add. Pictures and videos will be once again posted on our web site.

Respectfully submitted by Phil Dodson, 12/1/2022

Addendum

USMS Club Development Program

Each USMS club has unique attributes that contribute to their success. Facility layout, business models, lane availability, coaching availability, and financial resources all vary from club to club. To create more opportunities for adults to swim, USMS has created a club development program that provides numerous resources to help USMS clubs and those that run them expand their capacity at current and/or new facilities.

Who is eligible?

- 1) USMS clubs interested in growth
- 2) Aquatics facilities with a plan to start a USMS club
- 3) Coaches interested in starting a new USMS club at an identified facility

Requirements:

- 1) Capacity to host a minimum of 7 workouts per week, with 4 lanes per workout.
 - i. Consideration will be made for less workouts and lanes depending on capacity for future growth.
- 2) Commitment to Gold Club requirements [link to gold club]

Development Support Components:

- 1) Club Consulting:
 - a. Facility engagement and negotiation
 - b. P&L management, budgeting
 - c. Coaching compensation
 - d. Administrative advice and operational guidance

LINK TO CALEDLY: Set up an introductory call with USMS Club Development Department to discuss
- 2) Coach recruiting and education
 - a. Help identify a coach for a new or growing program, or replace departing coach
 - b. Mentorship connections
 - c. Level 1-3 USMS Coach Certification
 - d. Clinic Course for Coaches [links to info]
 - e. National Coaches Clinic [links to info]

Note: Select LMSCs provide grants, stipends, and scholarships to attend courses and clinics

LINK TO CALEDLY: Connect with USMS Club Development for more info or to be connected with a mentor.

- 3) Marketing and programming
 - a. Marketing
 - i. Locally targeted digital ad campaign created by USMS
 - ii. Consult with club leadership to create a local marketing strategy through word of mouth, facility, etc.
 - iii. Try Masters Swimming campaign [link to info]
 - b. Programming
 - i. Stroke Clinic: Support for a stroke clinic attractive to lap swimmers and other non-member swimmers as introduction to the club (built into marketing strategy)
 - ii. Event Development: Guidance on creation of a club-hosted event to drive growth, fundraising, fun, and community building.
 1. USMS also has a separate Event Development Program that includes consulting, marketing and financial support. [link to info]
- 4) Grant program / financial support
 - a. Grants are available to help with growth initiatives (e.g., additional lane rental for added workouts or added capacity, additional coaching, associated costs, etc.)
 - b. Designed to minimize financial risk of growth initiatives for club, coach, or facility
 - i. May cover up to \$1,500 per month of loss specific to effort for up to 6 months
 - ii. \$5,000 maximum grant award (only available in select LMSCs that provide matching grants).
 - iii. Grant amount will be determined based on forecasted expense, details of strategy, marketing resources necessary, etc.
 - c. Grant agreement and budget templates are available for review and to get started on planning [link to info]

LINK TO CALENDLY: Set up a call with USMS Club Development Department to discuss specifics.

Clubs, facilities, or coaches interested in any, or all of the components of the Club Development Program are encouraged to schedule a call with the club development department to share background and start the process of building a plan.

Addendum

USMS Event Development Program

USMS was founded to provide a competitive outlet for adult swimmers. But meets and open water swims have evolved well beyond racing and are now also a motivational goal for many swimmers to gauge their fitness progress and help many USMS clubs build their swimming community building and generated needed revenue for club operations. To create more opportunities for adults to participate in events, USMS has created a club development program that provides numerous resources to help USMS clubs and those that run them expand capacity at current and/or new facilities.

Eligibility:

- 1) USMS clubs interested hosting a meet, open water swim, or fun swimming event.
 - a. Commitment to Gold Club requirements [link to gold club]
- 2) Aquatics facilities interested in utilization and additional revenue
- 3) Prior events rebuilding or restarting since pandemic
- 4) Swimming event directors interested in growing a current event or starting a new one.
- 5) Capacity to host 100-person, 1-day USMS meet or 200-person open water swim
 - i. Consideration will be made smaller events depending on capacity for future growth.

Development Support Components:

- 1) Event Consulting:
 - a. Facility engagement and negotiation
 - b. Pricing and registration support
 - c. P&L management, budgeting
 - d. Volunteer recruitment
 - e. Operational guidance and administrative advice
 - f. Suggestions for social elements and ancillary programming

LINK TO CALENDLY: Set up an introductory call with USMS Events Department to discuss
- 2) Marketing and Programming
 - a. Marketing
 - i. locally targeted digital ad campaign created by USMS
 - ii. consult with club leadership on local marketing program (e.g., word of mouth, facility, etc.)
 - iii. connect with LMSC representative(s) for additional exposure
 - iv. USMS sponsored prize packs
- 3) Grant Program / Financial Support
 - a. Grants are available to help with event start-up or growth initiatives (e.g., facility rental, registration, s, etc.)
 - b. Designed to minimize financial risk of hosting an event.
 - i. May cover up to \$3000 of event expenses with funding based primarily on need.
 - ii. Maximum funding is available in select LMSCs that provide matching grants
 - c. Grant agreement and budget templates are available for review and to get started on planning. [link to info]

LINK TO CALENDLY: Set up a call with USMS Events Department to discuss specifics.

Clubs, facilities, or event directors interested in any, or all components of the Event Development Program are encouraged to schedule a call with the event department to share background and start the process of building a plan.

ILMSA Secretary's Report November 2022

- The ILMSA Board has met by conference call 8 times since the most recent 2022 Spring Members Meeting.
- All meeting Minutes have been posted to the ILMSA web site
- ILMSA Board Meeting schedule for monthly meetings on Mondays (via zoom):
 - April 4, 2022 (met)
 - May 2, 2022 (met)
 - June 6, 2022 (met)
 - July 4, 2022 (met)
 - August 1, 2022 (met)
 - September 5, 2022 (met)
 - October 3, 2022 (met)
 - November 7, 2022 (met)
 - December 5, 2022 (scheduled)

All meetings begin at 7:30pm.

Treasurer's Report for ILMSA Fall Members' Meeting.

1) The bookkeeping and record keeping is up to date; current through November 30, 2022, except for the investment account which is up to date through the end of last month, October 31, 2022. The investment account will be up to date as soon as I get the monthly statement from Charles Schwab.

2) Currently in progress are payments to Board members to reimburse them for their annual dues (2023) as authorized from the President for all those board members attending at least 9 monthly meetings.

3) 2022 Revenues for 11 months to date have exceeded the expenses by \$4,952 with a month (December) of transactions to be recorded to finish the year. Below is a recap comparing Year-to-date November 2022 to 2022 Budget and 2021 Actual.

ILMSA Interim Financial Recap

	YTD 2022	Budget 2022	Actual 2021
Revenues	16,831	25,550	22,195
Expenses	11,879	27,280	7,431
Net Operating Surplus (Deficit)	4,952	(1,730)	14,764

Financial Details are provided on following page.

Please let me know if you have any questions or would like me to address another area of the financial elements of ILMSA.

ILMSA Other Committee and Officer Reports, December 2022:

Membership Coordinator – Barb Delanois:

ILMSA ended the 2022 Registration year with 1,994 members, up 362 or 22% from 2021. 14 clubs registered in both years. November registrations in 2022 (for 2023) were 440 down from 474 in the same month in 2021.

Coaches Committee – Molly Hoover:

As Coaches Chair, I was able to attend the Relay event in March and National Clinic in October. Between the information shared at those two events, the Coaches Committee is planning to host clinics for Illinois Coaches in 2023. It looks like the first event will be in early February in Joliet, and more information will be coming soon!

Competition, Sanctions and Open Water Committees – Andy Seibt:

ILMSA Sanctioned 7 SCY meets in 2022 and 2 open water events. For 2023 there are already 9 pending SCY meets: Lemont 1/21/23, Evanston 1/29/23, Joliet 2/4/23, Champaign 2/19/23, Swedish Fish 2/25-2/26/23, Bloomington, 3/5/23, Naperville, 3/12/23, ILMSA State meet 3/31-4/2/23 and Lake Forest 4/15 or 4/22/23. We also support a few out of state meets from our friendly neighbors in Wisconsin, Indiana and Michigan as well as our USMS National Spring and Summer National Championships and the former Postal Long Distance Pool National Championships which are now renamed as Virtual Championships.

I highly encourage more of our Illinois swimming membership to participate in these events. They are competitive, but more importantly they promote an Illinois Team atmosphere and are a ton of fun !!!

Finance Committee – Dan Reisner:

The Finance Committee will be finalizing the 2023 budget in January 2023 and looks to Board and members for input in budgeting items for their needs. Since the success of ILMSA and its budget is directly related to growth in membership, any ideas that can increase membership will be gladly embraced and budgeted.

Fitness – AJ Block:

Unfortunately not much to report in 2022. We didn't implement the I swam a marathon event this year. We can however, continue to promote national fitness events that have proven to be very successful for all types of swimmers. I recommend providing the link for each fitness event on our page to help promote the event and engage our local swimmers who may not peruse the USMS site.

Investment Committee – Tom Holmberg:

In 2021, the ILMSA transitioned the investment portfolio, from a concentrated portfolio of individual stocks, to a diversified mix of index mutual funds and index exchange-traded funds. The objectives of the change were, 1) to broadly diversify portfolio exposure to reduce return volatility, and 2) to eliminate the need for the ILMSA Investment Committee to make individual stock trading decisions.

The resulting portfolio asset class targets are:

US Large Cap Equity 35%
US Mid Cap Equity 20%
US Small Cap Equity 10%
International Equity 10%
Emerging Market Equity 5%
US Bonds 20%

In 2022, year-to-date through November 30th, the portfolio is down 14%. For the same time period, the S&P 500 Stock Index is also down 14%.

Officials – Ed Stranc:

Regarding the officials committee, we work to ensure that all sanctioned meets are run properly and that the officials working the meet are qualified and approved by the committee. The meet referee certifies that all results compiled properly and submitted to USMS for posting. This past year I was able to get another official nationally certified as a referee, bringing our state total to 6 referees. I have one more official in the works.

Records & Tabulations -: Mike Abegg

In 2022, Illinois hosted 7 masters meets, the most since 2019. It's my responsibility to review the results of each meet to make sure that all timing regulations were followed and that athletes' are credited with the best time that they deserve. My thanks to all our Meet Directors with whom I work to identify and correct any details after each meet. My thanks also to all the folks who help to officiate, time, and operate timing systems - remember that without those folks, it doesn't matter how fast you swim, without their contribution your swim isn't validated.

Our database of results continues to grow and managing results from Illinois swimmers at meets all across the country continues to be a major commitment. The database currently includes 71,707 individual swim results and 10,965 relay results dating back to the early 70s. I regularly run updates to the records and all-time top ten which are posted on ILMSA.com. This is a labor of love as much as anything, as I myself don't appear on any of the published lists.

I look forward to 2023 being the year we finally get back to a "full" plate of competitions with one or more meets every month as well as the return of SCM and LCM meets which have been missing during the pandemic.

Awards and Recognition Chair Report 2022—Mike Hillegonds

The 2022 Coach of the Year was awarded to Marcia Cleveland coach of the North Shore Masters. Over her career Marcia has coached over 300 swimmers. Her training techniques have led to numerous records for her teams. Coaching is a year round passion for Marcia and her teams. When she is not coaching she finds time to be an administrator, author, motivational speaker and quite the swimmer. Her book, *Dover Solo*, is in its 3rd edition and is known as “the Bible to English Channel “. She has been one of the most prolific contributors to the advancement of outdoor distance swimming globally. She is also a member of the International Swimming Hall of Fame. Quite a list of achievements and we congratulate Marcia our 2022 Coach of the Year.

In 2022, George Wendt was awarded the ILMSA Bill Mulliken Legends Award. This award was established 11 years ago and this is only the 4th time a member has been recognized. The award was presented to George’s family during last year’s state meet. During his career George was a Masters National and World Record Holder in the 400IM, 1650 yards and 1500 meters events. His favorite event was The Big Shoulders 5k swim held in Lake Michigan. He was instrumental in creating the race and participated every year for 31 years. He was the overall winner in 1993 and 1995 at the age of 45 and 47 years old. His contributions to ILMSA speak for themselves and he is truly a legend in our sport.

Nominations are now open for the 2023 ILMSA Awards. Please check the web site for details on how to make a nomination this year or contact me at awards@ilmsa.com.

A couple of new items will be introduced as part of the expanded role of the Awards and Recognition Committee.

With the rollout of the revised ILMSA web site there will be new sections available to members. First the history of ILMSA has been documented and will be available for all members to read. It is my hope that many of you will have stories to share that can be documented in our history. Our goal is to make this a never ending story and hope to add many more details in the coming years.

In 2023 we will be introducing the ILMSA Hall of Fame. The initial class will be named during the state meet scheduled from March 31 through April 2, 2023 at FMC. A get together will be planned a few weeks later and will be open to all ILMSA members. We hope that everyone will take advantage of the chance to come out and meet the true legends of ILMSA. Many in the class are the pioneers and were directly involved in forming ILMSA and hosting the first meets in Illinois. More details will be made available as we get closer to the event.

With all of these activities we are looking for a few members to join us on the hall of fame and history committees. If you are interested in learning me please contact me at awards@ilmsa.com