

O\*H\*I\*O Masters Swim Club  
Board Meeting  
Thursday August 5, 2021  
Brecksville Public Library

Board members Present: Ann Marshfield, Lori Luken, Bob Boyce, Andrew McCollister, Chuck Beatty, Jim LaMastra, Sara Tillie, Ashley Zoeller, Anne Hegnauer

Not Present: Kristen Bergmann

Call to Order - Ann called the meeting to order at 5:31 p.m.

- A. Agenda: The agenda was distributed before the meeting and is attached.
- B. Minutes from April 3, 2021 Board meeting:
  - i. Approved during annual meeting on June 5, 2021.
  - ii. No other minutes to approve at this time.
- C. Treasurer's Report
  - i. Account Report to date for July, current as of August 3, 2021.
  - ii. Bob stated it is not an accurate snapshot of where we stand because Brogan expenses and earnings are not included.
  - iii. We are most likely, roughly \$6,700 better off.
  - iv. Accounts also don't include Orange June and July expenses.
    - i. Peter has not sent any reports nor has he been paid.
    - ii. Orange will most likely run at a loss.
    - iii. Ann stated that she will work on communication with Peter.
- D. Vice President's Report
  - i. Nothing to report.
- E. President's Report
  - i. Why does O\*H\*I\*O Masters have asterisks in the name?
    - i. It is because it stands for Old Hearts Inspiring Others.
  - ii. The best place to find information is on the website.
    - i. Chuck Beatty is the webmaster.
  - iii. Also access [USMS.org](https://www.usms.org) for more information.
    - i. Make an account to access the members only side of the website.
  - iv. We are a USMS registered club, we have paid coaches, swim locations, and have a
    - i. This includes a plethora of benefits.
    - ii. All swimmers must be registered.
    - iii. We must uphold the standards of the gold standard club.
- F. Brogan Open Water Report
  - i. 176 entries
  - ii. 58 one-event entries
  - iii. \$555.00 donated to the Malachi Center.
  - iv. Disbursement from the Great Lakes Zone: \$809.00
  - v. We have to wait and see what the Cleveland Metroparks will charge.

- vi. Will have to pay OEVT fees.
- vii. Ann motions to contribute an additional \$445.00 from the club to the Malachi Center.
  - i. Andrew seconds.
  - ii. Ann calls for a vote. All in favor.
  - iii. Motion carries unanimously
  - iv. Discussion: Malachi is a Cleveland-based learn to swim program, run by members of the Brogan Family. They are based out of then Cudell Rec Center.
- viii. Total expenses: \$7,497.91 and net income: \$7,590.96
- ix. A fair amount of swim caps remain.
- x. Will not have the buy medals
- xi. USMS medals for the 1mile national championship will need to be purchased.
- xii. 45 bags remaining - some donated to Malachi Center
- xiii. Discounts to this year's participants, because of the amount of money made:
  - i. Discussion:
    - i. Do races typically refund?
    - ii. Andrew stated that he was offered a discount on future races
    - iii. Chuck stated that races typically do not refund
    - iv. Do we anticipate higher costs for the national championship?
      - i. Chuck states most likely not
    - v. Do we anticipate higher attendance due to the national championship?
      - i. Yes, but it is hard to say.
    - vi. We are most likely trending up and will have similar registration numbers.
    - vii. Chuck motions to offer a one-time \$25.00 discount on a future Brogan Race entry fee in either 2022 or 2023.
      - i. Andrew seconds.
      - ii. Discussion:
        - i. How will we keep track of this? We will use a coupon code and can also use club assistant to verify. The group is small enough to keep track.
        - ii. Ann uses a similar tracking system for first time t-shirt swimmers.
      - iii. Ann calls for a vote. All in favor.
      - iv. Motion carries.
- xiv. The costs of the equipment this year can be taken as a loss on the account.
- xv. Discount can be written off next year.

#### G. Swim Fees for Lakewood

- i. Lori reports:
  - i. Everything is done through PayPal now, to "plug the leaks".
  - ii. Three summer options: \$60 -12; \$120 - 25; \$200 - unlimited (pretty much is \$5.00 a swim).
  - iii. 96 swimmers purchased punch cards (62 on \$60, 25 on \$120, 9 on unlimited.) About 6 has repurchased.
  - iv. No more cash or checks on deck.
  - v. Indoor high school practices continued as well.
  - vi. No grumbling about the fees.
  - vii. In the past, when we had the \$175 early-bird option - about 25% chose this option. The \$210 fee for the summer breaks down to being three months of swimming.
- ii. Generally everyone has their cards. The somewhat consistent grumble is the expiration date. A decent number of people are interested in being a puncher.

- iii. Ann motions to Offer a 12 punch and a 25 punch pass that never expires. Offer a quarterly unlimited pass that expires at the end of the quarter. Offer an annual unlimited pass that expires 365 days from date of purchase.
  - i. Chuck seconds.
  - ii. Discussions:
    - i. What if you want a quarterly pass, but come in the middle of the quarter?
      - i. They should just buy a punch pass with 12/25 to carry them to the next quarter.
    - ii. Notifications of passes purchased?
      - i. Paypal notifies Lori and Bob. They send out the document to the paying member.
      - ii. What stops someone from re-printing? There are some options. Watermarks or QR codes, and unlimited cards will have dates.
      - iii. We may have to accept some loss.
      - iv. We could explore more technology options to also help the issue of younger generations not having printers.
      - v. What about the puncher/club have the cards to distribute upon seeing a digital receipt.
      - vi. Ann suggest moving this to a committee with a goal of having a solution.
    - iii. Should couples be able to share a pass?
      - i. The 25 punch pass is a little cheaper for people?
      - ii. This is okay, but this is not advertised.
    - iv. Ann calls for a vote. All in favor.
    - v. Motion carries.
- iii. Andrew motions that an Ad Hoc committee is formed to study the punch pass purchase, delivery and recording system.
  - i. Lori seconds
    - i. Ann calls for a vote. All in favor.
    - ii. Motion carries.
  - ii. Jim is interested in doing the committee
- iv. Discussion on fees:
  - i. Ann thinks \$525 is too low.
  - ii. Annuals at other clubs: \$90, \$82 per month. Other teams can cost \$800 a year for six practices.
  - iii. Perhaps \$625.00 would be better
  - iv. 286 membership in total, but 96 people are active at Lakewood.
  - v. We don't charge a membership fee above swim costs.
  - vi. Rolling 365 day annual pass seems a bit annoying.
  - vii. Pro-rating seems like too much work and too many options.
- v. Ann motions to charge \$180 per quarterly pass.
  - i. Chuck seconds.
    - i. Ann calls for a vote. All in favor.
    - ii. Motion carries.
- vi. Ann motions to survey the members about an annual pass.
  - i. Ashley seconds.
    - i. Ann calls for a vote. All in favor.
    - ii. Motion carries.
- vii. Table annual pass discussion and skip

- H. Board Succession Planning Roles
  - i. Workout Coordinator is Lori Luken
  - ii. Brogan Open Water is Chuck Beatty
  - iii. Social Media Admin/Moderator
    - i. Sara has volunteered and Ann will discuss later.
  - iv. Hospitality & Sunshine Coordinator
    - i. Purchase snacks and stock meets
  - v. Swim meet volunteer Coordinator
    - i. Coordinate volunteers for meets, coordinates with Awards and Hospitality
  - vi. Awards & Recognition Coordinator
    - i. Retain and inventory awards,
  - vii. Pentathlon
    - i. Chuck will work on the hospitality
    - ii. Ann will send out an email to see what volunteers can be procured.
- I. Try Masters Swimming campaign
  - i. Officially ended on July 31st.
  - ii. We are number 6 on the list in our membership category, but the numbers for our membership on the USMS site are incorrect.
  - iii. 36 people notified of interest; 5 couldn't swim. 31 people came in and were issued a four swim pass for a free 45 day period.
    - i. Targeted advertising worked from USMS.
    - ii. Only 1 converted. These swimmers are eligible for a one year USMS membership for \$99.
    - iii. There was some feedback collected in an email from Ann.
- J. We will keep Tuesday AMs
- K. Club Assistant will be a little off due to some issues with refunds.
- L. Clam Bake
  - i. Saturday, September 25 @ Kristen Bergmann's
  - ii. Price for attendees can be determined based on the cost of the clam dinner
  - iii. Coaches and their partners meals will be covered (6 coaches) about \$200.00
  - iv. Ann will send an email
- M. Call for volunteers
- N. Upcoming events:
  - i. Long Course Nationals at Spire
  - ii. 5K 10K
- O. Once around:
  - i. Ann H - would like to consider hosting another e-postal. Chuck can explore this, but USMS is taking over most of the e-postals.
  - ii. Jim - morning outdoor summertime options for next year.
  - iii. Ann - will send an email to the members tomorrow about punchless updates.
- P. Ann motions to adjourn at 7:45. Bob seconds.
  - i. Ann calls for a vote. All in favor.

ii. Motion carries.

Email votes after the August 5, 2021 board meeting:

The following motion was proposed regarding swim fees for the Lakewood workout group:

12-swim punch pass with no expiration date - \$60

25-swim punch pass with no expiration date - \$110

Quarterly Unlimited swim pass - \$120 (equivalent to \$480/year, compared to the 2019 “special offer” rate of \$450)

Motion passed via email.

On August 30 Andrew proposed the following motion:

1. We no longer email the punch cards to the swimmers. Instead, we would have a supply of blank, pre-laminated punch cards which would be kept at the pool.
2. When a swimmer purchases a new pass, they would take the receipt (digital or paper) and present it to the puncher. Upon the puncher's approval, they will hand the swimmer the appropriate punch pass (and punch a hole if they are swimming).
3. The swimmer would sign their name and date in a ledger book.

Motion passed on September 1, 2021 via email.