

O*H*I*O Masters Swim Club Q3 Meeting

Sunday, January 19, 2025 2:34p-4:38p.

Independence Branch Cuyahoga County Public Library
6361 Selig Drive, Independence, Ohio 44131

Attendance: Kristen Bergmann, Jamie Ryan, Ashley Carey, Paul Simmons, Chuck Beatty, Bob Boyce, Chris Lewis, Molly Tolford, Kristi Tabaj

Kristen called the meeting to order at 2:34 pm.

Approval of Q4 Meeting Minutes – no opposition.

Officer Reports

President – Kristen Bergmann

1. New Members – 20 new members since last meeting.
Ashley – one thing to note, a lot of people think they are organizing for us when they end up registering unattached Ohio LMSC/other; Ashley is reaching out to people to bring this to new member awareness. Asks members of the board to alert people to this.
2. Trial Members - There have been 12 “try Masters” swimmers.
355 members in 2024, 71% have renewed. Ashley – we see spurts of memberships usually linked to a race or event. Kristen – generally about 2/3 of members renew. We are doing a good job with retention. Overall, the LMSC is around 68%.
3. Adding a new member half hour practice in January
Not happening because the half hour isn’t available and Judi Norton, who offered to support, is out of town in January. Still on the table but not this month.
4. Email – trying to do monthly emails and not more unless necessary. Ashley – the best way to share news is social medias. Could we add something at the bottom to say could you go to the Facebook page? Kristen – yes. Kristi – just be mindful of changing algorithms on social media as well as people not having social media. Chris – do we have a way to send messages via text (i.e. remind)? Kristen – we don’t have that capability but can look into something. Kristen – if the board has suggestions around content please let her know, usually have an article/special interest, plus announcements.

Treasurer – Bob Boyce

1. See report for details. We made money off of Hudson and Brogan. Overall the workout groups lost money, Lakewood was \$863 surplus in first six months, Orange lost just over \$2500. The income is figured by punch passes and checks and cash from Orange. Jamie – so people are still paying by cash or check? Bob – yes. Paul – what is most of the accounts payable. Bob – mostly pool rentals for Orange and Lakewood. Figures bill based on hours worked by the coaches, done on an accruals and not cash basis. Matt Demaline sends sheets of swimmers attending (for past three months). On a weekly basis, there is a surplus at Lakewood. Tuesdays and Sundays lose a little bit of money but weekly, there is a surplus. On average, swimmers are paying \$6.55 per practice. Big practices are Mondays, Wednesdays, Saturdays. It’s the opposite at Orange because we don’t have the numbers. Lakewood cost will go up \$2/hour. When we go outdoors

the Foster pool is \$60/hour (same in 2024 and 2025). Kristen – we don't sign a contract with Lakewood, but we do with Orange. Bob – Matt has never indicated an increase at a pool rental rate (currently \$39/hour). We lost \$2500+ at the first six months of Orange. Orange averages 9-10 people, Paul confirms. If we use the same numbers, we will lose \$3600 in the first six months at Orange. 120 individual swimmers bought a punch pass, of which Bob says 26 are "Orange" swimmers. Jamie – it's numbers but it is also cost. Bob – coach rates vary and the session length vary. This is just for indoor practices. Chris – Based on the email from Peter, it sounds like his consensus is that most people are willing to pay more. What is keeping us from just selling more expensive punch passes? Bob – we can do that, nothing is holding us back. In doing a situational analysis of different times and lanes, the break even cost is \$14/practice given the current number of swimmers. Paul – An improvement in communication may help; changes in hours are not always posted on the website (Chuck – not always given the hour changes). It is difficult to find Orange as a location. Jamie – Is Peter confirming USMS membership? Paul – I have seen Peter doing it. Bob – when I get a new name request for a punch pass, I confirm either by looking up at USMS or via email to confirm. Ashley – I've spot checked at Lakewood. Paul – we may not have been making enough effort to reach new swimmers. Chris – at Orange, are there groups waiting to take the block of time OHIO Masters currently occupies? How much bargaining power do we have? Bob – I don't know, but Ben has not been open to negotiations. Chris – are there other pools? Bob – We tested that when Orange was closed, we went to University School. It was less expensive (\$50). Got the impression that we could stay at University School, but we don't know availability. Jamie – there are a lot of pools on the east side, there are many places we could look at, but it just depends on costs/times/locations. Chris – would people be opposed to a change to another location? Paul – no, probably not. Tom – Reducing lanes is not an option correct? Paul – Correct. There is just a variance in those swimming that three lanes is not feasible. Four would be better, but it isn't an option. Kristen – the feedback from the group is that they would rather increase fees rather than reduce lanes. Paul – people do not want a shorter time (60 min). Ashley – Is there an opportunity to go Tue/Thur at Orange, which would complement Stow's practices? Molly – would we see consistency even if we moved to Tue/Thur? It's unknown. Chris – if schools close for weather, then do we pay if practice is canceled? Bob – no. Kristen – how do we proceed for the next three months? Bob – from the treasurer perspective, \$10 practice cost with 10 swimmers for 60 min will be close to break even. Ashley – we should give Orange swimmers the choice, give two options, one for 60 min and one for 90 min. Bob – if they are prepared to pay a little more, \$12, then the Saturday practice could be 90 min. Peter has also offered to take a rate cut. If we were to pay him \$20/hr, we wouldn't break even without a price increase. Kristen and Bob – we are not in favor of paying coaches less. Paul – should we ask Peter to try and negotiate? Jamie – we need to make a decision. Bob – we can't continue to deeply subsidize a program losing money. We aren't asking Orange to make money. Paul – my suggestion is to try the weekends at 90 min and the weekdays at 60 min at a rate of \$10. Bob – we would still lose \$1800. Paul – I think we need to look at marketing. Tom – We have to cover the losses for now and look at increasing. Chris – increasing to \$11 with 60 min practices on the weekday and 90 min on the weekend, while keeping six lanes, would get us closer to breakeven, correct? Bob – yes, closer to breakeven. Jamie – I'm with Ashley, we should present two options and support the group. Tom – we could default at a cost of \$10/swimmer for six lanes and 60 minutes for workouts. Molly –

could we do a trial of these options? Kristen – if we did shorten the time, would we lose the time? Chris – is it possible that if we cut the time Orange might come back and let us know that they are unwilling to give the time? Paul – 60 minutes might be easier for Orange, and people like to leave earlier. Ashley – for drop ins, \$10 is easier than charging \$11. Plus eliminates change. Jamie – how would we administer different punch pass rates? Bob – on the website we could make a change for Orange swimmers. Kristen – I would encourage a 12 punch. Bob – we already have a visitor pass of 4 punches for \$40 but anyone can buy a 4 pass swim. For those transitioning from a punch pass, either people could be refunded for unused punches or transfer to the new cost of the punch pass. Ashley – we would start Mar 1 correct? Bob – yes and then offer refunds for unused punch passes. Jamie – what happens when Orange swimmers want to swim at Lakewood in the summer? Bob – swimmers would need to buy a Lakewood punch pass. Paul – if someone at Orange wanted to go monthly, what would we do? Bob – A monthly pass would be \$120. Peter would have to administer it. Kristen – would it be possible for us to have a resolution at this meeting and then if Orange has a counterresolution they could propose it? This would be for three months. Bob – people willing to pay more would be underwriting for the next quarter. Paul – I don't see this to be final, but we may need to readjust. Jamie – if we are meeting in April, we won't have enough data to make a decision at that meeting. We need at least one quarter of data. Chris – motion to fund 6 lanes, \$10/practice, 60 minutes beginning March 1. Tom – seconded. All voted in favor. Ashley – Orange swimmers with unused punch passes can submit a request for reimbursement no later than Mar 1, if they don't choose to use them elsewhere. Chuck seconds. All voted in favor. Bob – message to Orange group is to support signing the March contract, \$10/practice, 6 lanes, 60 min. Orange swimmers could come back and propose something else that would help aid in Orange breaking even.

Action: Kristen to send a draft email to the board on current Orange proposal, then will send to Orange group and requesting counterproposals. Once finalized, Kristen will notify the entire club around Feb 1.

Jamie – should we anticipate questions from others not affected about price increases elsewhere? Kristen – yes, we will address those questions if they come about.

2. Zelle – we have this and PayPal. With these two along with cash/check, they are the options at a meet. We can use the QR code for payment.
3. Redemption of Credit Card Points - \$340 redeemed.

Committee Reports

Meet chair – Jamie

1. Pentathlon, Hudson SCM, Lakewood Pieter Cath – Stow and Hudson went well, but there was a decrease in the number of swimmers at the Hudson meet. 43 people signed up for Lakewood, a decrease from the past. Chuck to post a notice on FB. Jolyn rep will be at the Lakewood meet again. The LMSC is sponsoring a meet social at Around the Corner. For deck entries, Mark Marshfield has volunteered to administer everything around deck entries (certifying USMS and lane availability, figuring out whether or not he would take payment).

2024 Brogan Open Water – Chuck

1. Metroparks said the permit has increased from \$1200 last year to \$2500 this year. July 12 is the date verified. Metroparks has issues about safety plan and work with Argonaut to help with safety plan. Stated we have not been adhering to safety plan and pushing for us to use Argonaut. We would need to have 140 swimmers to break even with the new parameters. Last year we had 130 swimmers last year. We also need more medals, but that is on hold. Chuck is awaiting further communication from the Metroparks and Argonaut. Jamie – how do the number of participants from last year compare to previous years? Chuck – low. We had 130 enter and 89 swim. Kristen – it is not unusual for a number of people to not show. Chuck – there are no refunds. The year of the National Championship we had 250 entries but had to cancel. Jamie – Do we think there is a reasonable expectation that we can breakeven? Chuck – yes. Ashley – this is the only open water swim in the Cleveland area for USMS, could we ask the LMSC to provide some financial support? Chuck – yes, it is possible. If we had 150 participants we could break even. This would not be reflective of new prices/fees. I believe Metroparks does not want us to run the race due to risk.

Action:

Website

1. Everything is up to date.

Unfinished Business

1. New members half hour practice (delayed) – see above.
2. Workout groups (Lakewood pool rental will increase from \$39 to \$41/hour Jan. 2025, cancellations, making sure all swimmers are paying for workouts and USMS members). Ashley can continue doing spot checks. Kristen – it is usually Jan/Feb and out to Foster in the summer. Kristen – do we want to cancel practices for the State Meet? Ashley – Recommend reaching out to Judi about participation. Kristen – we should probably cancel.
3. Awards – still out of second place ribbons. Chocolate was there in lieu of second place. Ashley – Judi is still administering the iron person award. There is about a \$50 cost/person for an award.
Action: Molly to speak with Judi when she gets back.
4. Plaque recognizing nation record from Avon meet (we approved \$200) – LMSC asked MI Masters to chip in (because the record was set by someone in MI) and they contributed. Kristen – who is the POC for OHIO Masters as requested by the LMSC. We can wait since this isn't happening in the next few months. We need to know what Avon wants to do.

New Business

1. Relays – Ashley typically arranges relays. She'll do it for the state meet and nationals. Bob helps organize for the Peter Caith meet and will mentor others on how to do it.
2. Club assistant software – following the last meeting, we were looking at different options to monitor practice attendance and payment. Club Assistant was identified as an option. At this moment, they don't have the ability to do it as a pay-for practice. CA is looking at some options. There is check-in software but only to check for membership and practice attendance but not pay per practices. Kristen – CA has a relationship with USMS. Another advantage would be the option for texts, other benefits, but we are just exploring options.

3. Goals for the club – Kristen - financial stability, modernization, written procedures. The previous president did have some of this.
4. Set Next board meetings: April 6 for next meeting, 2:30pm. To discuss at next meeting: Annual meeting (June), July

Meeting adjourned at 4:38 pm.