

Draft Minutes of the Annual Meeting of Wisconsin Masters Swim Committee (WMSC) September 28, 2019

Board Members Present: Jeanne Seidler, Mike Murray, Elyce Dilworth, Melodee Nugent, Mary Schneider, Jennifer May, Carl Millholland, Mary Jo Driscoll, Jerry Lourigan, Peter Allen

Swim Members Present: Barb Lemm, Wendy Muller

The meeting was called to order by Mary Schneider and she asked for introductions.

Board and Committee Reports

Chair – Mary Schneider

In the last year, WMSC accomplished the following:

- Created a committee to look at updating the website and creating a communication plan
- In the process of updating WMSC Policies
- WMSC swimmers attended both the SCY and LCM USMS National meets
- Held 6 SCY meets, 2 SCM meets, 1 LCM meet, 2 open water events, and 1 recognized meet (WI Senior Olympics)
- Attended the USMS convention in September, 2019
- Investigating the possibility of holding ALTS classes for low-income adults
- Contributed articles and announcements to the newsletter

Vice Chair – Jeanne Seidler

The Vice Chair is responsible for conducting meetings in the absence of the Chair. There were no meetings to conduct.

Secretary – Jennifer May

The Secretary took minutes on 13Oct18 for the Annual Meeting of WMSC.

Treasurer – Mike Murray

1. Monitor bank balances for suspicious activity. There has been none to date.
2. On a monthly basis:
 - 2.1. Reconcile bank statement, checking and savings.
 - 2.2. Reconcile USMS statement to bank statement, registrations and charges for swim meets.
 - 2.3. Publish to Finance Committee for their review:
 - 2.3.1. All checking transactions for the year.
 - 2.3.2. All savings account transactions for the year.
 - 2.3.3. Income & Expenses by month for the year.
3. For Wisconsin Meets
 - 3.1 Determine number of swimmers registered.
 - 3.2 Generate and email an invoice to the meet manager that includes

- 3.2.1 USMS Sanction/Recognition
- 3.2.2 USMS insurance for pool or open water
- 3.2.3 USMS One Event Entry (OEVT)
- 3.2.4 WMSC Sanction
- 3.2.5 WMSC One Event Entry (OEVT)
- 3.3 Confirm payment of invoice
- 4. Generate financial statement for:
 - 4.1. USMS annually.
 - 4.2. WMSC Annual meeting.
- 5. Generate for audit purposes at year end
 - 5.1. All checking transactions for the year as PDF and Excel files.
 - 5.2. All savings account transactions for the year as PDF and Excel files.
 - 5.3. Income & Expenses by month for the year as PDF and Excel files.
 - 5.4. Financial Statement.
- 6. Receive, audit, approve and reimburse expenses in a timely manner.
- 7. Confirm that Tax forms are filed.
- 8. Assisted Mary with revisions to the WMSC policies.
- 9. Assist Mary as requested.

Registrar – Peter Allen

534 Registered Swimmers

Male/Female breakdown

- 270 men
- 264 women

Clubs

- 450 (84%) registered under WMAC
- 84 registered UC20

Workout Groups

- 251 swimmers (47%) are not registered with a workout group
- 17 workout (WO) groups under WMAC
- Only 5 workout groups have more than 20 swimmers
- Top five workout groups account for 197 swimmers (70% of those registered with a WO group)
- Top five WO groups are:
 - EBM (79)
 - WSAC (42)
 - MAM (31)
 - WFBM (24)
 - TF (21)

Cards

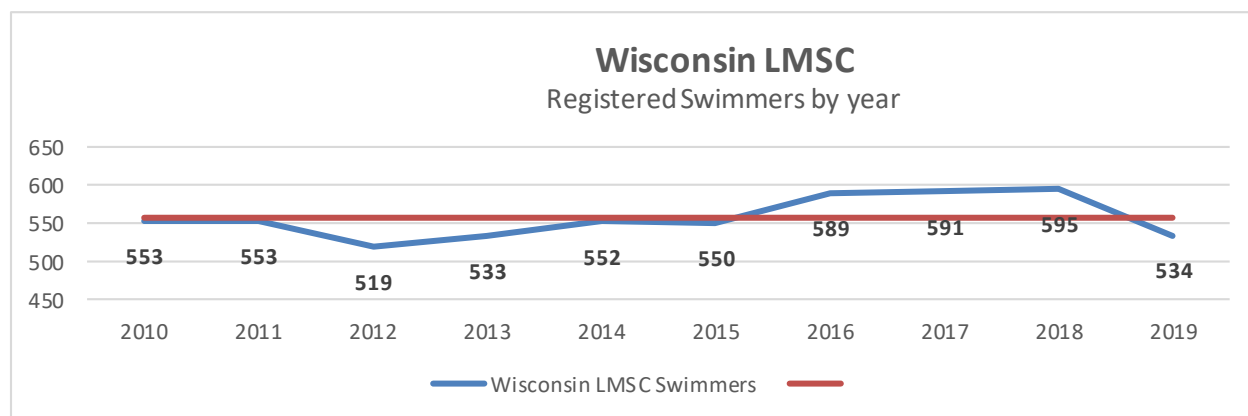
- 129 requested printed cards (24%)

ALTS Instructors

- 19 Swimmers are certified ALTS (Adult Learn To Swim) instructors

See *Appendix A* for age and gender distributions.

Registered Swimmers – 10-year trend



Officials Chair – Susan Wagner

As Officials Chair:

- I have recruited officials and scheduled Officials for the Masters Meets in Wisconsin.
- As part of this position, as well as being an Official, I read the manual and share rule changes and updates with other officials who work the Wisconsin Masters Swim Meets.
- I promote Masters Swimming as I network in the swimming world as an Official.

Fitness Chair – Melodee Nugent

- I ran the Wisconsin Water Warriors event this year that included 29 swimmers. Prizes were awarded at the Wisconsin State Meet.
- Attended the 2019 US Masters Swimming Annual Meeting.
- Also provide write-ups for the Newsletter regarding recent open water swim adventures.

Coaches Chair - Fred Russell

Current quiet time in the sport with most swim- based programs just restarting.

I will contact coaches encouraging participation of members in all meets. This includes a good size team for 2020 Spring Nationals in San Antonio.

Coaches Dave Clark, Tim Capps and I are committed to the 2020 Spring Nationals.

I am still sending (3) training workouts per week to swimmers and Coaches that request them (130+ right now).

Long Distance Chair – Mary Jo Driscoll

This year there were two USMS Sanctioned Open Water Events in Wisconsin. The Madison Open Water Swim with 262 swimmers and the Cream City Classic in Milwaukee with 82 swimmers (up from 72 last year). We anticipate both races continuing in the future. Several other non-USMS sanctioned events took place in the state with Wisconsin LMSC members participating.

USMS Sponsored six national Championship Open water races in 2019 and three E-Postal Events.

The 2020 Open Water National Championship Events are as follows:

- June 13 – Long Distance – Livermore, California
- June 27 – Sprint Distance – Santa Barbara, California
- July 18 – Middle Distance - Lake Erie Ohio (Cleveland)
- July 25 – Ultra Marathon Distance - Newport, Vermont
- August 15- 2 Mile Cable Swim – Lake Placid, New York
- August 22 – Marathon Distance – Hague, New York Open Distance Sprint and Long Championships - Lake Willoughby, Vermont

USMS will again sponsor three E-Postal Events in 2020.

- Jan 1 - Feb 29 - 1 Hour E-postal
- May 15 - Sept 15 5k/10k E-postal
- Sept 15 - Nov 15 - 3000/6000E –postal

New Event – USA Triathlon Age Group National Championships will be in Milwaukee on August 7-9. They have added a swim only event (750m) open to anyone, however it will be capped at 200. This was offered this year as a partnership between USA Swimming USA Triathlon and USMS to encourage participation in open water events.

The National Long-Distance Committee held one conference call this year. The agenda was open, and participants could ask any question they may have. It focused mostly on questions about specific open water events and requirements for USMS insured open water practice groups.

USMS has put together an Open Water Strategy Task Force with a mission of refocusing efforts to grow the number of sanctioned USMS open water events and participation in them. Some items of note include:

- Proposal for an open water results data base

- Working to put together guidelines/requirements for USMS recognized open water workouts
 - Addressing one event registration concerns
 - Sanction requirements adjustments
- See *Appendix B* for the full report.

Newsletter Editor – Carl Millholland

The Wisconsin LMSC published 6 newsletters from October 2018 to August 2019. Most newsletters were 12 pages in length. Printed copies of the newsletter were sent to 9 LMSC members, and an electronic (PDF) version of the newsletter was posted on the LMSC website, with an email sent to all LMSC members containing a link to the electronic version. Copies of all newsletters and additional email announcements dating back to 2007 are kept on the LMSC website.

Regular items in each newsletter included:

- Chair's Column (From the Chair...)
- Meet Schedules
- Upcoming events
- State Records
- LMSC Top 10s
- Coverage of recent events
- Long Distance Swimming Events
- Fitness Swimming Events
- Coach's Corner

Additional items in this period's newsletters included:

- Wisconsin Masters 1st Place Finish (Regional Clubs) at Spring 2018 Nationals
- 2018/2019 YMCA Nationals
- Alex MacGills setting new 90-95 LCM age group records
- Cayman Island 1-mile and Border Buster 25-km swims, Melodee Nugent
- Pan American Masters Championship
- Shelley Nolden featured in USMS Swimmer Magazine
- 2019 Spring Nationals
- OSHY Animal Awards Meet
- Tara Rae Warren
- Recognition for Trina Schaetz organizing WMAC activities (Mike Murray)
- Senior Olympics Hall of Fame Inductees, Candy Christenson and Bill Payne
- Craig Frederiksen winning Big Swell swim
- Swim 4 Freedom, Lake Geneva
- Illinois' Peder Dahlberg setting world records at Wisconsin SCY Championships

Editor's Notes

Thanks go out to Mary Schneider, Mary Jo Driscoll, Melodee Nugent and Fred Russell for their diligent and thoughtful contributions to each newsletter issue. Thanks also to Meet Directors for posting event information.

This year I tried to include more photographs. As they say, every picture tells a story. Several members sent photos from National events, which is appreciated. I tried to get photos of local events.

I'm sure that members have additional stories that do not reach my desk. I'd like to remind members to share interesting swimming and related stories. Please feel free to toot your own horn when you accomplish a goal.

I try to keep newsletter length to 12 pages for postage on hard copies. However, going forward if I need to extend the newsletter with good content, I will create an electronic version that may run longer and keep a 12-page print version.

Printing color copies, even only 9 copies, is quite expensive. I would like input on printing hard copy versions in black and white. This will not affect the content of the newsletter, only its attractive look-and-feel.

Sanctions – Jeanne Seidler

Eight (8) pool events were USMS-Sanctioned, 1 pool event was USMS-Recognized, and 2 open water events were USMS-Sanctioned. If a swimmer competes in a USA Sanctioned or Approved event, the event is automatically recognized by USMS without further documentation, provided the pool has been measured and is listed on the USMS List of Measured Pools. One USA meet was recognized.

Top 10 Recorder (TTR) – Jeanne Seidler

Pool Events are the only events that the TTR uploads to USMS Event Rankings for Top 10 Consideration. Open Water events are not entered into the USMS Event Rankings system.

LMSC Records (long course) Thirteen (13) new long course LMSC records were set in 2019.

USMS Records The meet director is responsible for producing all documentation and forwarding it to the TTR for USMS submission. Two USMS/World Masters records (M70-74, 50 and 100 BR) were set at the LC June 15th meet by an Illinois swimmer.

Webmaster – Mindy Seidler

The LMSC website (<https://www.swim-wimasters.org>) is hosted by an application service provider at a cost of \$10 per month. The purpose of the website is to host information

pertinent to the mission of the LMSC. There is information about events sanctioned by the LMSC including meet information, links and results. Forms for registration along with links are found on the website. LMSC records are published on the website. A newsletter archive is maintained on the website. LMSC administrative documents including By-Laws, Policies and Minutes from LMSC meetings are also on the website.

Safety – Jerry Lourigan
No Report

Auditor – Elyce Dilworth
Filed IRS Form 990 and reviewed monthly financial statements.

Discussion:

1. 2019-2020 Budget and USMS Unified Fee Structure

USMS is proposing a unified fee structure whereas all LMSCs would use a rate of \$12 per swimmer.

Mike presented the fee structures at \$9/swimmer and at \$12/swimmer (see *Appendix C*). It was noted that the unified fee of \$12/swimmer would likely include USMS paying for a hotel room for 2 at large delegates at the national conference, along with the allocated 2 delegates for WMSC. In addition, the unified fee structure is expected to become mandatory in the next several years. As of now, there have been early adopters of this fee structure including Pacific LMSC (which includes over 10,000 members and 138 clubs).

The 2019-2020 budget includes line items for Adult Learn to Swim (ALTS) classes (see rows 17 and 18). Row 17 includes money for a person to take a class to learn how to teach adults to swim. Row 18 includes money for student items such as caps, suits and goggles. Including the ALTS classes in the budget will ensure a \$4000-\$9000 deficit for the year. The LMSC account balance will remain at about \$35,000.

Action Item: Elyce to check if the LMSC can receive donations specifically for ALTS.

2. Adult Learn-to-Swim (ALTS) Training

ALTS is part of USMS's mission and can be viewed as a strategy to recruit more members. USMS has ALTS Instructor Certification Programs which train and educate swim instructors in the methods and techniques that work best for adult learners. Both Mary Jo and Barb have completed the USMS certification program. It is noted that a USMS ALTS instructor can show

others the teaching methods that USMS uses to teach an adult to swim, but only USMS can certify ALTS instructors.

Lauren Jensen, from Tri-Faster, recently was approved for grant funding from USMS Swimming Saves Lives Foundation to initiate an ALTS program focusing on minorities and people with medical issues. It was determined that Wisconsin Masters Swim should partner with Lauren to develop ALTS classes. Mary, Mary Jo, Melodee and Barb volunteered to contact Lauren and offer assistance.

3. Meet Schedule

See *Appendix D* for the proposed 2019-2020 meet schedule.

At the 2019 USMS Annual Meeting, the following legislation proposal was passed becoming effective in 2020. "L7 - E – No recognition of any event shall be granted with the word "Olympic" or the word "Paralympic" or any derivative thereof used in any manner in connection with said event unless consent is obtained from the USOPC." The Wisconsin Senior Olympics swim meet will not be recognized by USMS unless the organization complies with the new legislation that is effective with the 2020 USMS Rule Book.

There was discussion regarding changing meet formats (ie, all relay meet) to appeal to new meet swimmers. Jerry reminded the group that it is up to the Meet Director as to the format of the meet and Jeanne noted that the Meet Director must keep in mind insurance issues when considering meet format changes (ie, including USA Swimming swimmers). Additional discussion took place regarding strategies to increase meet attendance (see #4 One Event Registrations).

4. One-Event Registrations (OEVT)

LMSCs have the option to offer one-event registrations at events sanctioned by their own LMSC. A one-event registration provides USMS insurance coverage to a participant in one "event" (ie, pool meet). One-event registration is strictly for insurance coverage for the event. One-event participants are not eligible for Event Rankings, Top 10, USMS records, or other honors (either individual or relay) achieved in that event.

A summary of the process is as follows:

- Swimmers fill out OEVT form (during online registration or at race)
- Race director collects forms and payments
- Race director enters names into spreadsheet (or exports report from online entries)

- Race director emails spreadsheet to LMSC registrar
- Race director mails paper OEVT forms and payments to registrar
- Registrar emails spreadsheet to National Office
- Registrar files OEVT forms with other paper registration forms
- National Office bills LMSC for OEVT registrations (as part of monthly registration invoicing)

Currently, WMSC does not allow USMS One Event Registration to sign up for pool meets. Therefore, only USMS swimmers are allowed to participate in meets and this may be a barrier for involvement. It was agreed that the Executive Board should discuss the issue with Meet Directors and review this policy. Jeanne pointed out that one event registrations would not be applicable for the state meets.

5. Membership Decline

Upon review of the membership statistics, it is agreed that WMSC should discuss ways to increase membership and attract younger swimmers. A task force was suggested to discuss metrics, setting goals, and creating strategies. An example of a way to create awareness is to talk to college club teams. Carl and Peter volunteered to lead the task force.

6. Communication Policy

Carl is developing a Communication Policy to share with the board. Goals include website improvement and coordination with the newsletter and the registrar. The policy will also consist of internal and external press releases and may include a new position in the future.

Approved Motions:

- Peter moved and Melodee seconded the motion to approve the officer reports.
- Carl moved and Jeanne seconded the motion to approve the slate of officers by acclamation.
- Jeanne moved and Mike seconded the adoption of the unified fee (\$12/swimmer).
- Carl moved and Jennifer seconded the approval of row 18 in the proposed budget (money for student items such as caps, suits and goggles)
- Mary Jo moved and Elyce seconded the budget including the unified fee (\$12/swimmer).
- Elyce moved and Mary Jo seconded to have the executive board explore one event registrations.
- Carl moved and Jennifer seconded creating a task force that will make recommendations to the executive committee regarding goals, strategies and metrics.
- Elyce moved and Barb seconded to continue to run the Senior Olympic meet at a reduced cost of \$50.

Summary

- The executive board will explore one event registrations
- WMSC will work with Lauren Jensen to implement an ALTS program.
- A task force will work to create strategies to increase membership.

Feedback and questions

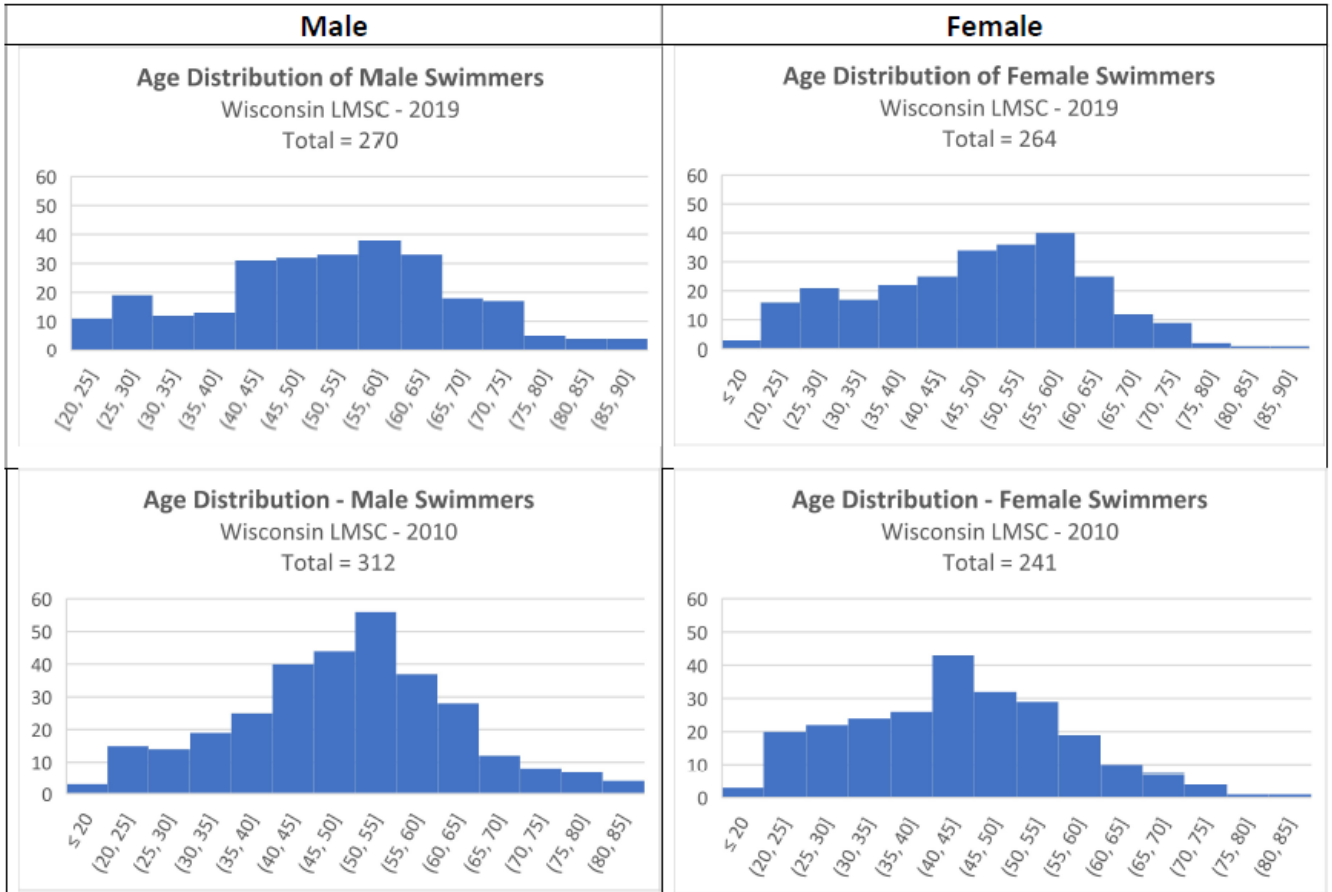
There were no additional questions or feedback.

Mary called for a motion to adjourn the meeting. Peter moved and Mike seconded the motion. Motion was approved, and Mary adjourned the meeting.

Respectfully submitted,
Jennifer May
Secretary, WMSC

Appendix A

WI LMSC 2019 Age and Gender Distributions



Appendix B

Open Water Strategy Task Force Report

DATE:

August 30, 2019

TO: USMS House of Delegates

FROM: Open Water Strategy Task Force

Bob Bruce – Open Water Committee Chair

Karen Lefebre – Open Water Committee Vice

Chair Ali Hall – Long Distance Committee Chair

Phyllis Quinn – Long Distance Committee Vice Chair

Donn Livoni – VP of Programs

Dawson Hughes – CEO

Jay Eckert – Director of Events and Partnerships

SUBJECT: Open Water Strategy

This document contains a working list of priorities that the Open Water Strategy Task Force has explored and are recommending for 2020 and beyond to refocus efforts to grow the number of sanctioned USMS open water events and participation in them. This outline was discussed and accepted by the Board of Directors during the July 2019 meeting. Investments in open water are

included in the 2020 budget proposal.

1. Open Water Results Database

- a. Project is nearing completion with recent sanctioned events being used for testing purposes.
- b. Template will need to be circulated with event directors so timing companies can provide results in the format required for upload.
- c. Recommend that event directors transfer membership IDs to timing system so it may be included in results template.

2. One-Event Registrations

Within the open water community, the USMS One Event registration (OEVT) has been a source of concern for event directors and a barrier to sanctioning with USMS for others. Many perceive that a USMS sanction is too expensive, but after surveys and direct conversations with event directors, the main objection is that the cost of the OEVT registration is limiting the potential participation.

In parallel, USMS has revised its marketing approach with new database tools to build a database of potential members to which we will create targeted marketing campaigns. Providing more opportunities for swimmers, whether members or not, to participate specifically in USMS -sanctioned open water events is a goal. And with the capability to capture

that information for future marketing purposes, greater participation is more valuable than a higher price point for the one-event fee (that wasn't driving more membership anyway). For comparison, USA Triathlon charges a \$15 OEVT and given the large audience of triathletes interested in our open water swims, we recommend aligning our fee at \$15.

Given the work that LMSCs perform to facilitate open water swims in their regions, we want to provide incentive for LMSCs to promote open water swimming. In parallel, the concept of a Unified Membership fee structure is being socialized to pave the way to be able to offer numerous desired membership products and benefits. So, the OEVT fee recommendation also includes a percentage of the fee that will be distributed to the sanctioning LMSC. The % currently being evaluated is 20%. The final recommendation will be determined based on the feedback from unified fee discussions.

The budget and strategy will allow LMSCs that offer open water an opportunity to opt-in to this structure in 2020 to test the concept before making a final decision on the structure for 2021. Those that opt in will receive a % of the final OEVT fee for 2019. Those that don't may still add a fee on top of the final OEVT (as has been past practice).

Because the OEVT fee has developed a negative connotation with event directors as an add-on fee, we are also recommending we guide event directors to add this fee to their standard event registration fee, and offer the combined fee as their total event fee/cost available to the general public (i.e., nonmembers). The event fee can then be marketed to USMS members as a \$15 discount, rather than a \$15 add-on for nonmembers.

Below is an example that incorporates these recommendations:

Gulf of Mexico Open Water Swim

Registration Fee: \$65

USMS Member Fee: \$50

USMS Receivable from Event Director***:

\$5 per USMS member (capped at \$1,000)

\$15 per nonmember (\$3 to LMSC, \$12 to National)

Finally, we are also recommending that all events, particularly those that sell out, offer an exclusive early registration window for USMS members, in advance of offering OEVT registration. This provides another added value for USMS members and incentive for OEVT registrants to become members to ensure they have a spot in the swim.

3. Marketing

- a. More visible and easier navigation to open water content, results, events, etc.
- b. Add pre-event article / paragraph that links to event page
- c. Event preview link on event page
- d. Post-event wrap-up for open water national championships and other large events

4. New Event Recruitment

- a. The open water strategy task force and National Office have compiled a list of open water events in the U.S. to better understand existing events and to use for outreach to potential sanctioned events
- b. Benefits document is being created to be able to circulate with organizers of potential sanctioned events.
- c. Outreach: As these priorities are implemented, USMS staff will take the lead on a event recruitment campaign but local influence and personal connections are welcome and appreciated.

5. Rules

- a. Bob Bruce has taken the lead on this topic with the OW and LD Committees. The swimwear rule change specifically will be appealing to potential event directors to provide more flexibility within the established policies.

6. Added Value for Event Directors

- a. USMS to cover costs of fees from registration providers (i.e., the \$1.50 that Club Assistant charges per participant), which effectively lowers the per swimmer sanction fee from \$5 to \$3.50
- b. Other providers (i.e., IM Athlete, RunSignUp, etc.) are being explored and considered, but Club Assistant is the most immediate viable option and have agreed in principle to the partnership.
- c. Using an API (data integrations between systems), USMS will be able to gather entry data in real time, which has several benefits:
 - i. Matching results with member records post-event
 - ii. Marketing: target/segment USMS membership better to promote open water content and upcoming races on behalf of event directors
 - iii. Simplify process of transferring sanction and OEVT funds/data to reduce administrative work for LMSC and event directors, and allow timely communications with OEVT swimmers to upsell membership and participation in other sanctioned events
 - iv. Cost forecasted at \$12,000 with current participation levels (\$1.50 x 8k entries).
 1. Cost will increase with growth of events/participation (a very good thing).
 2. Approximately 266 new memberships would need to be generated to offset the \$12k entirely in year one (i.e. expect that at least 50% of those new members will renew for future years)

7. Allow registration to start before membership year that the event is held

- a. Opening entries early in the year gives event directors more time to market their event and when feasible capture excitement from race day to the following year (e.g., open entries for 2020 at the 2019 event).
- b. Club Assistant has seen success from events utilizing this strategy, already has the ability to set up events over a year in advance, and can easily assist event directors with membership

verification (i.e., if entries open August 2019 for an August 2020 event, membership can be verified in July 2019) .

c. USMS will communicate with LSMC sanction chairs and event directors to educate them on the process and associated benefits so events can be sanctioned prior to registration opening. Standard practice has been to not sanction until Nov. 1 registration begins.

8. Sanction process adjustment

a. The Open Water Strategy Task Force has found many of the issues/confusion around the sanction process are due to a delay in responses and/or inconsistent/incomplete information that is provided to event directors.

b. Open Water Compliance Coordinator role to be expanded into an OW Event Coordinator and serve as a resource throughout the process rather than simply approving safety plans

i. Having a dedicated person in this role will help navigate issues commonly found throughout the country, including coordination with USA Swimming to streamline the process for dual-sanctioned events.

ii. Coordinator will have more accountability than an LMSC Sanction Chair to ensure inquiries are responded to in a timely manner.

iii. Coordinator will receive the application when it is originally submitted so review process can be expedited. Currently the Coordinator only receives the application after it is “approved” by the LMSC and many “approved” applications lack critical details.

iv. LMSC will still have final approval to ensure the date works and local knowledge is utilized. However, if LSMC does not respond in a timely manner (i.e., Sanction Chair is on vacation or otherwise unavailable) the Coordinator will reach out to other LMSC leadership to facilitate approval

within reasonable timeframes.

v. Coordinator will assist with the recruitment process of getting established (nonsanctioned) events to sanction with USMS and be a resource for event directors interested in starting a new event.

vi. David Miner, the current Open Water Safety Coordinator, has already been engaged to start working toward this new model.

9. Open Water Workout Guidelines

a. The task force and an Open Water subcommittee both recognized the need to better educate our clubs and coaches on the differences between event and workout requirements for open water swimming.

b. USMS is currently working with Colorado Masters Swimming Association on a plan to implement workouts at a reservoir in Colorado. This will be used as a template to build guidelines documents that can be used as a resource in other areas of the country. (Colorado lost over 1,000 members due to the loss of this one venue several years ago.)

c. Lane 4 Swimming in Potomac Valley is also working to reinstate its open water workouts and will serve as another opportunity for best practices. (Lane 4 Swimming estimates it lost roughly 250 swimmers because it couldn't continue its open water workouts.)

d. These 2 examples amount to a loss of 2% of USMS membership nationally

10. Partnerships

- a. USMS has had (and will continue) dialogue with USA Swimming, USA Triathlon, and WOWSA to share best practices and explore ways to partner and grow the sport.
- b. USA Triathlon added two open water swims at two of its events:
 - i. Legacy Triathlon – Long Beach, CA, on July 19
 - ii. Age Group Nationals – Cleveland, OH, on August 9
 - iii. USMS sent emails to local members to help promote the events
 - iv. USAT waived their \$15 one-event fee for USMS members
 - v. Both events were owned/operated by USAT's national office. David Miner reviewed USAT's plans to ensure they meet our safety standards.
 - vi. Support from the LMSCs involved was appreciated by USAT (and USMS)
 - vii. Results were mixed but provide a great learning opportunity and build plans for continued development.

Next steps for Task Force in 2020

- Consider the concept of an Open Water / Triathlon Membership
 - § Based on outcome of unified fee discussions
 - § Data driven analysis (Without a results database, we have had virtually no useful data on USMS open water swimmers.)
- Evaluate results from 2019 priorities
 - Long Distance Event Discussion
 - § Participation/growth
 - § Build demand from event directors
 - § Focus on distances that are in demand
 - § Process simplification
 - § National Office / Committee Partnership – Volunteer Task Force Recommendations
 - Legislation?
 - Education on insurance requirements and structure for open water workouts vs. open water events
 - Event Cancellation Insurance (explored in 2019, too pricey, possible to consider again in future)

Appendix C

Proposed 2020 WMSC Budgets

1	WMSC 2020 Budget at \$9.00 per swimmer									
2	2015 Actual	2016 Actual	2017 Actual	2018 Budget	2018 Actual	2019 Budget	2019 To Sept 1	2020 Budget	Qty	A
3	Income Categories									
4	0.83	39.13	46.44	40.00	52.28	40.00	36.27	45.00		
5		654.00	1,410.00	450.00	870.00	500.00	1,689.00	500.00	10	
6	250.00	250.00	430.00	225.00	300.00	250.00	225.00	250.00	10	
7	1,000.00	1,000.00	-	1,000.00	1,000.00	1,000.00	1,450.00	1,500.00		
8		76.00								
9	40.00	4.00	15.00	75.00	15.00	75.00	-	-	-	-
10	6,384.00	6,723.00	6,636.00	5,000.00	4,455.00	5,000.00	4,100.00	4,000.00		
11					1,782.00		1,230.00	1,500.00		
12	5.00	15.00	-	225.00	80.00	270.00	-	-	-	-
13	6,817.00	7,621.00	6,892.00	7,800.00	5,804.00	7,475.00	2,885.00	4,500.00	500	
14	\$ 14,496.83	\$ 16,382.13	\$ 15,429.44	\$ 14,815.00	\$ 14,358.28	\$ 14,610.00	\$ 11,615.27	\$ 12,295.00		
15	Expense Categories									
17		1,800.00	600.00	1,800.00	250.00	1,800.00	-	2,500.00	10	2
18								2,000.00		
19	80.00									
20	492.79	1,201.53	604.91	600.00	600.00	600.00		600.00		
21			65.00				668.41	700.00		
22	3.00									
23			1,800.00		240.00		190.00	1,900.00	10	1
24							1,566.58	-		
25	4,725.46	3,447.84	3,333.26	3,600.00	3,046.80	3,600.00	1,375.96	7,800.00	6	1.3
26	55.00									
27	1,000.00		4,740.00	1,000.00	1,260.00	1,000.00		1,000.00		
28		(50.00)	150.00	150.00	200.00	150.00	150.00	150.00		
29	25.00	100.00	-	50.00		50.00	53.06	50.00		
30	290.65	185.55	58.78	200.00		200.00	148.98	100.00		
31	68.60	66.64	9.80	50.00	13.65	50.00		25.00		
32	4,481.00	5,230.00		5,000.00	4,455.00	5,000.00		4,000.00		
33	37.00	110.67	1,337.00	250.00	18.00	250.00		250.00		
34	72.50									
35					10.00					
36	81.38	149.73	193.68	125.00		125.00	-	-		
37	145.00	145.00	145.00	145.00	145.00	145.00	120.00	145.00		
38	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00		
39				500.00		500.00	-	-		
40	\$ 11,577.38	\$ 12,396.96	\$ 13,047.43	\$ 13,480.00	\$ 10,248.45	\$ 13,480.00	\$ 4,282.99	\$ 21,230.00		
41	Income less Expenses									
42	\$ 2,919.45	\$ 3,985.17	\$ 2,382.01	\$ 1,335.00	\$ 4,109.83	\$ 1,130.00		\$ (8,935.00)		
43										
44										

Comments		
Assume 500 swimmers registered for 2020		
530 swimmers registered in 2019 as of 09/10/2019		
Assume LMSC fee of \$9.00 per swimmer		
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Attendance at USAS Convention that were reimbursed by WMSC		
2015 - Five: J. Bauman, J. Biles, D. Clark, S. Green, M. Schneider		
2016 - Four: J. Bauman, J. Biles, D. Clark, J. Lorigan		
2017 - Three: J. Biles, M. Nugent, M. Schneider		
2018 - Three: M. Drisoll, M. Nugent, M. Schneider		
2019 - Six		
Attendance at USMS Leadership Summit		
2015 - One: J. Seidler		
2017 - One: J. Biles		
2019 - Two: M. Murray, M. Schneider		

1	WMSC 2020 Budget at \$12.00 per swimmer									
2	2015 Actual	2016 Actual	2017 Actual	2018 Budget	2018 Actual	2019 Budget	2019 To Sept	2020 Budget	Qty	Amt
3	1									
3	Income Categories									
4	0.83	39.13	46.44	40.00	52.28	40.00	36.27	45.00		
5		634.00	1,410.00	450.00	870.00	500.00	1,689.00	500.00	10	30
6	250.00	250.00	430.00	225.00	300.00	250.00	225.00	250.00	10	25
7	1,000.00	1,000.00	-	1,000.00	1,000.00	1,000.00	1,450.00	1,500.00		
8		76.00								
9	40.00	4.00	15.00	75.00	15.00	75.00	-	-	-	-
10	6,384.00	6,723.00	6,636.00	5,000.00	4,455.00	5,000.00	4,100.00	4,000.00		
11					1,782.00		1,230.00	1,500.00		
12	5.00	15.00	-	225.00	80.00	270.00	-	-	-	-
13	6,817.00	7,621.00	6,892.00	7,800.00	5,804.00	7,475.00	2,885.00	6,000.00	500	12
14	\$ 14,496.83	\$ 16,382.13	\$ 15,429.44	\$ 14,815.00	\$ 14,358.28	\$ 14,610.00	\$ 11,615.27	\$ 13,795.00		
15										
16	Expense Categories									
17		1,800.00	600.00	1,800.00	250.00	1,800.00	-	2,500.00	10	250
18								2,000.00		
19	80.00									
20	492.79	1,201.53	604.91	600.00	600.00	600.00		600.00		
21			65.00				668.41	700.00		
22	3.00									
23			1,800.00		240.00		190.00	1,900.00	10	190
24							1,566.58	-		
25	4,725.46	3,447.84	3,333.26	3,600.00	3,046.80	3,600.00	1,375.96	5,060.00	6	615
26	55.00									
27	1,000.00		4,740.00	1,000.00	1,260.00	1,000.00		1,000.00		
28		(50.00)	150.00	150.00	200.00	150.00	150.00	150.00		
29	25.00	100.00	-	50.00		50.00	53.06	50.00		
30	290.65	185.55	58.78	200.00		200.00	148.98	100.00		
31	68.60	66.64	9.80	50.00	13.65	50.00		25.00		
32	4,481.00	5,230.00		5,000.00	4,455.00	5,000.00		4,000.00		
33	37.00	110.67	1,337.00	250.00	18.00	250.00		250.00		
34	72.50									
35					10.00					
36	81.38	149.73	193.68	125.00		125.00	-	-		
37	145.00	145.00	145.00	145.00	145.00	145.00	120.00	145.00		
38	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00		
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Appendix D

Wisconsin Masters Aquatic Club Proposed 2019-2020 Meet Schedule

Date	Location	Contact
Nov 3, 2019 (Sunday)	Baraboo Jack Young Middle School SCY	Tim Capps
Dec 07, 2019 (Saturday)	2019 Wis. State SCM Champs at West Bend West HS	Larry Mueller
Nov-Dec 2019	2019 Wisconsin Water Warriors Fitness Event	Melodee Nugent
Jan 5, 2020 (Sunday)	2020 Pabst Farms SCY Meet	Larry Mueller date must be confirmed
Jan 26, 2020 (Sunday)	2020 Oshkosh YMCA SCY Meet	Melinda Mann
Feb 9, 2020 (Sunday)	2020 Sun Prairie SCY Meet	Steve Justinger date must be confirmed
Mar 1, 2020 (Sunday)	2020 Whitefish Bay SCY Meet	Pam Dowling
Mar 7, 2020 (Saturday)	2020 McFarland SCM Meet at McFarland HS	Steve Justinger
Mar 28 & 29, 2020 (Sat, Sun)	2020 Wis. Masters State SCY Champs At Schroeder	Jeanne Seidler
Apr 23-26 2020 (Thurs-Sun)	2020 USMS Spring Nationals (SCY) in San Antonio, TX	
May 7-10, 2020 (Thurs-Sun)	2020 YMCA Masters Nationals Champs (SCY) in Orlando FL	
June 8, 2020 (Sat. Afternoon)	2020 Wausau SCY USA-Approved Meet, Age Group and Masters for Badger State Games	Nichole Blennert

June 20, 2020 (Saturday)	2020 Wis. Masters State LCM Champs	Jeanne Seidler
June 17-27	UANA Pan Am Masters Championship in Medellin Columbia	
Aug 12-16, 2020 (Thurs-Sun)	2020 USMS Summer Nationals (LCM) in Richmond, VA	
TBD	2020 Cream City Classic Open Water River Swim	Kirsten Shead
Aug 15 2020 (Saturday)	2020 Madison Open Water Swim in Madison, WI	Steve Justinger
Sep 12, 2020 (Saturday)	2020 Senior Olympics (SCY) Shorewood High School	Judy Grzegorski