

## OMS July 2020 Board Meeting — online Zoom meeting

<b>Committee Name:</b>	Oregon Masters Swimming	<b>Session #:</b>	n/a
<b>Committee Chair:</b>	Tim Waud	<b>Vice Chair:</b>	Robbert van Anandel
<b>Minutes recorded by:</b>	Kristina Franklin	<b>Date/time of meeting:</b>	13 July 2020, 7:00 pm PDT

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### Actions Items:

1. Bob Bruce and Alice Zabudsky will write a letter for the Aquamaster on safe practices for swimming in open water.

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### Motions Passed:

1. OMS to adopt the job description for LMSC Adult Learn to Swim Chair into policies. Motion made by Bob Bruce, seconded by Joy Ward.
2. OMS to officially cancel the Gil Young meet, which was slated for the 3<sup>rd</sup> weekend in August at Mt. Hood. Motion made by Bob Bruce, seconded by Sandi Rousseau.

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<b>Number of board members present: 16</b>	<b>Absent: 6</b>	<b>Number of guests present: 0</b>
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#### Board members present (list all, including chair and vice chair):

Tim Waud (Chair)  
Robbert van Anandel (Vice-Chair, Sanctions)  
Kristina Franklin (Secretary)  
Kermit Yensen (Treasurer)  
Alice Zabudsky (AquaMaster Editor)  
Bob Bruce (Long Distance)  
Christina Fox (Membership)  
Colette Crabbe (Fitness)  
Ginger Pierson (Payments Administrator)  
Jacki Allender (Officials)  
Joy Ward (Safety)  
Marlys Cappaert (Program Development, ALTS)  
Matt Miller (Webmaster, Coaches co-chair)  
Nancy Vincent (OREG Club Rep)  
Sandi Rousseau (USMS Rep)  
Susie Young (Registrar)

#### Committee Members Absent:

Barry Fasbender (USMS Rep)  
Gary Whitman (Data Manager)  
Jeanna Summers (Souvenirs)  
MJ Caswell (Top Ten)  
Sara Shepherd (Awards, Coaches co-chair)  
Steve Darnell (Records)

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### Summary of OMS Discussions via email prior to meeting

1. Tim drafted a letter of response to USMS President, Peter Guadagni. The final approved letter (attached as an appendix) was approved by the OMS board.
2. Tim drafted a letter of response to Sarah Welch. The final approved letter (attached in the second appendix) was approved by the OMS board.

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## Minutes of Zoom meeting

The meeting was called to order at 7:00 PM.

1. Roll Call
2. OMS Budget (Kermit)
  - a. Through June, we are over \$7500 positive. We are not currently having financial issues. We had a chunk of membership increase at the beginning of the year, and we are not spending anything.
3. ALTS Chair job description (Tim)
  - a. Tim sent the Oregon LMSC Adult Learn to Swim (ALTS) Chairperson job description via email:

The ALTS chair will serve as the ALTS representative to the LMSC board. Primary responsibilities include sharing ALTS and Swimming Saves Lives Foundation (SSLF) information with the LMSC board; being the LMSC ALTS contact person; providing support for ALTS Instructors, ALTS volunteers and ALTS programs within the LMSC; coordinating ALTS clinics and special ALTS activities for the LMSC; sharing information about SSLF fundraising and grant opportunities with the LMSC community; and, providing community outreach to help facilitate and grow ALTS programs and the SSLF.

Position requirements include USMS membership; ALTS Instructor Certification highly recommended; knowledge about SSLF and SSLF grants; and, a passionate attitude about helping others to teach adults to swim and be safer in and around water.
  - b. Sandi suggested minor edits, which are recorded above. Bob moved to approve the job description and to adopt into our policies. Joy seconded. Motion approved unanimously. Tim will add Marlys to our email distribution list.
4. Long distance report (Bob)
  - a. Tim is Bob's hero regarding Tim's rescue action in the Clackamette Cove.
  - b. There are no USMS open water championships this year. Lake of the Woods swim is still technically on. They are moving forward on that as a non-sanctioned event.
  - c. Amazon pool rental seems to be also canceled for the 5k and 10k postals. There has not been any response from them.
  - d. Gil Young meet is still not cancelled, but there has been no official word from Dennis Baker. We, as the board, can say we are not sanctioning any meets this summer. There is also a financial risk if you run a meet and no one shows up. It would be nice to have Dennis a part of the discussion since he is the host. Tim texted Dennis who responded that we should cancel the meet. Bob moves to cancel the meet, slated for the 3rd week in August. Seconded by Sandi. Motion passes unanimously.
  - e. Our first sanctioned event may be the one-hour postal in January.
  - f. Open water safety:
    - i. Sandi would like an article about swimming safely in open water in the Aquamaster. Bob and Alice will work on that. Tim has been talking to some of the open water coordinators in the Portland area. They are talking about the best approach to reach the maximum amount of people. Kristina suggested distilling it down to little snippets to throw it all over the social media platforms.
5. Covid-19 reopening plan (Tim):
  - a. Tim and Chad have worked on putting together a plan for pools that we can send out along with open water safety.
6. OMS membership survey (Tim):
  - a. Tim is still working on the survey for our members. Tim is on a coaches sub-committee for USMS and has been involved in several conference calls with Dawson included. USMS appears to be very open-minded at this time on how to improve online learning.
7. Summer board of directors meeting update (Matt)

8. Convention may be held over multiple weekends, and will involve zoom meetings that include voting, sub-conversations, etc. It will be even more important to have your thoughts in order before attending.
9. Webinar on USMS Covid-19 relief funds (Sandi)
  - a. USMS is giving \$250,000 in grants to be matched by the LMSCs for workout groups or clubs. It has to be administered by the LMSCs. Therefore, the LMSCs can survey the workout groups to find out if any are in financial stress. The LMSC votes to approve USMS will give \$5 per swimmer in the workout group. If they are a “Gold Club”, they will give \$8 per swimmer. Money is first come first served. After discussion, it doesn’t feel like there would be a need at this time for any of our workout groups, but we should re-evaluate as things reopen.
10. Next meeting should include agenda items from the convention. Proposed legislation, rules, etc. The house of delegates is no longer voting on the budget, it will now be approved by the board of directors.
11. Meeting adjourned at 8:22.

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## Appendix- Approved Letter to the USMS President, Peter Guadagni

June 25, 2020

Hi Peter,

We appreciate the constructive, balanced tone of both your written response and the conversations we have had over the last several weeks. It has been a frank exchange of views. In light of the various communications, and our improving understanding of the NO objectives, we want to share some follow up points. We realize you prefer conversations to written exchange, but written points make it easier to ensure consensus among a group – in this case the Oregon Masters Swimming BOD. We would also ask that you share this with the USMS BOD so all can see our concerns.

1. First, there is some confusion over one of the points in your follow-up letter:

“One concern I would like to address is a supposed plan to expand the array of services provided by the National Office. There is no such plan.” If this is true, we wonder why there is not a plan (or intention to have a plan?) to expand the array of services provided by the NO and yet the membership fee being earmarked for the NO is increasing? And, it seems you go on to enumerate additional services in the following paragraph.

2. Our confusion above notwithstanding, we appreciate the list of services planned for 2020 / 2021. Our suggestion is that when the formal request is made for approval of the unified fee at convention, that these services be presented to the HOD as a set of specific plans, i.e., detailed service descriptions, implementation dates, owners, and success metrics. This would cause at least this LMSC to feel better about the effect of the unified fee on our LMSC budget if we were getting detailed commitments in return. Along that same line, it would promote confidence and a sense of transparency about longer term CEO and USMS BOD direction and commitments to have an updated (current one dated 2016) and relatively detailed strategic plan available for LMSC BODs and members to reference.
3. Regarding the unified fee .... As we have come to better understand the fee / programming situation across LMSCs, it is obvious some LMSCs provide a significant level of member programming, while some do not. Our understanding is that the portion of the membership fee currently (pre unified fee) charged by each LMSC roughly reflects that difference – as is logical and appropriate, i.e., members are asked to pay consistent with the programming they receive. The current proposal will level out the LMSC allocated membership fee at \$12. This will effectively reduce revenue, and eventually programming, for those LMSCs currently offering a high level of programming, and increase revenue for those LMSCs currently offering lower fees and programming. If increased funding to those LMSCs currently offering limited programming translates directly to more programming, this would be healthy for USMS. But it is our understanding, from conversations with some other LMSCs, that funding is often not the constraint preventing higher levels of programming. Factors such as LMSC level of volunteer participation and geography are major limiting factors. More money does not necessarily bring more volunteers to implement programs.
4. Finally, a comment about the member of the OMS BOD currently serving on the USMS BOD. Matt Miller is highly respected within Oregon Masters Swimming as a swimmer, coach, meet director, web master for the OMS web site, thoughtful, level-headed board contributor, and human being. It is no surprise to you that Matt is incredibly frustrated by his time on the USMS board. The issues have not been just policy disagreements, but also the message that differing opinions with some of the more vocal board members and CEO, are not welcome. The OMS BOD views Matt as having taken reasonable positions on such issues as web site expense and CEO compensation. That his positions should be the minority view would be one thing, but that those views would be met with unwelcomeness is something else. None of this increases OMS BOD confidence in the USMS BOD process or outcomes and definitely influences the desire to commit to serve on the USMS BOD. Many programs have been successful and appreciated. We would love to see continued support for these programs:
  - Continued reaching out to LMSCs in the form of on-site person to person interactions with coaches and prospective coaches including on deck swimmer clinics
  - A focus on Masters coaching outreach with input from the USMS Coaches Committee

- Vigorous support for the ALTS programs

Efforts in the following areas would improve transparency and accountability of the organization:

- Updating the current strategic plan from 2016 if the organization is truly planning to use the plan as a guiding light
- Detailing of yearly IT expenditures including server fees, software costs, and contractor and employee pay so that the BOD and HOD can truly evaluate how much we are spending on IT per member. (We recently requested this in May but have yet to receive it.)
- Presentation of the unified fee to include specific plans, i.e., detailed service descriptions, implementation dates, owners, and success metrics
- Supporting the longstanding national e-postal events without conflicting sponsor related events during the same timeframe
- No increase in club and workout group registration fees for 2021 in light of the Covid-19 situation and the desire to encourage membership during the pandemic
- Waive the certified coaches fee(s) for 2021
- Realizing that only the HOD has the authority to approve increases in membership fees, we would like to see the National office not request/propose an increase in the portion that goes to the national office for at least three years in light of the fact that the Unified Fee adoption increases the National Office portion by \$3 per swimmer starting in 2021.
- If more money in the treasury of LMSCs where the \$12 LMSC portion is an increase does not result in increased offered programming within that LMSC, then we recommend consideration of a plan in which the NO / LMSC split is dependent on deliverable programming.

Our LMSC is a highly functioning LMSC composed of engaged volunteers. We care enough about our organization to voice our opinions. If they are outright dismissed by our leadership as complaints without thoughtful consideration, that is very disappointing and not indicative of a group that considers alternatives that could possibly result in improved offerings/services to all members. We hope that you will receive our comments in a positive light.

Regards,

The Oregon LMSC Board of Directors  
 Tim Waud – Chair  
 Robbert van Andel – Vice Chair/Sanctions  
 Kristina Franklin – Secretary  
 Kermit Yensen – Treasurer Susie Young – Registrar  
 Alice Zabudsky – Aqua Master Editor  
 Sara Shepherd – Awards  
 Matt Miller – Coaches/Webmaster  
 Gary Whitman – Data Manager  
 Colette Crabbe – Fitness  
 Bob Bruce – Long Distance  
 Carolyn DeMarco – Membership Promotion  
 Christina Fox - Membership  
 Jacki Allender – Officials  
 Ginger Pierson – Payments Administrator  
 Marlys Cappaert – Program Development  
 Steve Darnell – Records  
 Joy Ward – Safety  
 Nancy Vincent – Oregon Club Rep  
 Sandi Rousseau – USMS Rep  
 Barry Fasbender – USMS Rep  
 MJ Caswell - Top Ten

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## Second Appendix- Approved Letter to the Sarah Welch

June 18, 2020

Dear Sarah,

Thanks for taking the time to put together a written response to our letter to the USMS BOD. We know it takes time to collect thoughts and write them down.

We want to respond to a few of your comments / questions. As you said, we hope you take these comments in the spirit of cooperation and working together.

First, we welcome your invitation to become part of the solution. We thought our service on the OMS board to our Oregon membership, and to USMS on various committees qualified us as being part of the solution, but perhaps not in your view.

Matt Miller - USMS BOD  
Tim Waud - Coaches Committee  
Sandi Rousseau - Championship Committee  
Christina Fox - Rules Committee  
MJ Caswell - Records and Tabulation Committee Chair  
Bob Bruce - Open Water Committee (immediate past Chair)  
Ginger Pierson - Recognition and Awards  
Kermit Yensen - Governance Committee  
Mary Sweat - Records and Tabulation Committee

We viewed our letter to the board as more about defining a problem – the first step in developing a solution. We view it as a problem that there is a systematic transfer of funds that has occurred, and is likely to continue to occur, between a) LMSCs with high program content, e.g., Oregon, but also PNA, and the National Office, and b) LMSCs with high program content and LMSCs with less program content. Until there is agreement that this represents a problem, solutions are irrelevant.

But to get to your specific points / questions:

1. Regarding the much-discussed topic of the USMS web site – the following was contributed by Matt Miller responding to your comments:

We agree there was a change needed in the website infrastructure. Yes, it is true that we need to have a strong online presence and the ability to communicate efficiently and effectively with our membership. And, it was a good idea to move to a supported Content Management System (CMS) rather than continuing down the road of a completely custom-coded website. If it was unclear before, let us be clear – we have always supported both directions.

Our primary concern is with the choices made in terms of the CMS and underlying architecture of the server infrastructure were and are unnecessarily expensive and exceptionally poor due to the fact that we are still running the custom-coded PHP website in addition to the new SiteCore CMS which runs on a Microsoft .NET platform. This means that we must maintain twice the infrastructure we would have had to if we had chosen another CMS (such as WordPress or Drupal) that runs on PHP. This more than doubles our operating costs in terms of infrastructure due to running both PHP and .NET servers, and the license cost of SiteCore is exceptionally expensive whereas most PHP CMS's are free. Additionally, we have twice the work to maintain security patches for the underlying servers and twice the chance of a failure because we are running on two different platforms (PHP and .NET).

Further, the most popular open-source PHP CMS software, WordPress, was not even included in the RFP written to solicit bids for a new USMS website. Why? My guess is because WordPress would have been the overwhelmingly obvious choice. But the person writing the RFP, who did not include WordPress as an option,

was also planning to bid on the RFP. Ultimately, he did bid on the contract and won. That is plain wrong any way you choose to look at it. And it has resulted in a poor financial outcome for USMS.

The exceptional waste of USMS members' money is our primary complaint with the IT choices. Yes, these decisions made were "vetted and decided" but this was done by an IT advisory group and a BOD that has little to no knowledge of website technology. I can attest to this first-hand.

In summary, we do not question the of goals of the upgrade project but do question the choices in software and infrastructure to achieve those goals. Exactly how wasteful the choices made have been is not clear because the cost of ongoing IT expenses has never been made clear in any budget presented to the BOD or elsewhere.

So, the reason we continue to make an issue of the decision process and outcome of the "vetted and decided" web project is because the operating cost will be a recurring drag on the NO budget.

2. Regarding our "fear of future impacts" and "unknowns being unknown":

As far as we can tell USMS is operating based on a dated (2016) strategic plan. If there were a tactical plan for 2019 or 2020 or 2021 with deliverables, dates, success metrics and owners, based on that strategic plan, that might be acceptable. If the organization were operating on cruise control, with little change taking place, that might also be acceptable. But neither of the above is true. If there are not specific plans in place for new NO services benefiting members, why should members be providing an increasing amount of their fee to the NO? If there are plans in place, are they secret plans? ..... so that if deliverables do not happen there is no accountability? If there are plans in place by the NO but not visible by LMSCs / clubs / workout groups either at all (like the College Club program) or until shortly before implementation (like Try Masters Swimming in 2019), can they be implemented effectively without coordination?

Of course, it is true that much is unknown, e.g., our current situation, but if intentions are not made specific for the aspects of life we can control, the realm of the unknown becomes much larger.

3. Regarding your question about the unified fee and the effect on OMS budgeting – the following was contributed by Kermit Yensen responding to your comments / questions:

During 2016 we hosted Summer Nationals and ended 2016 with a substantial cash surplus. The OMS BOD decided, for 2017, 2018 and 2019, to increase our investment in member programming which would result in a negative net income, systematically decreasing our cash surplus. We have done that, offering a program of swim meets, open water events, clinics, member awards and coaching support for OMS swimmers attending national meets. Our average LMSC fee during this time (2016 – 2019) was \$15. We still had a cash surplus, but it was decreasing as planned.

In planning for 2020 we recognized our future was going to include two important external considerations:

- i) The likely implementation of the unified fee in 2021, which was going to reduce the OMS LMSC fee to \$12.
- ii) The continued increase in the cost of pool time – a trend that started in earnest during 2019. And, of course, all this was before recent Covid-19 events.

Extending our budget outlook into 2021 indicated these two factors were likely to cause to increase our net income shortfall for 2021 and into the foreseeable future – especially if the history of NO price increases continues. And, we have no reason to expect it will not. Therefore, we decided to set our LMSC fee at \$19 for 2020 in order increase the LMSC cash reserves in anticipation of larger outlays for our pool meets than had been anticipated, without the control over means of raising cash.

In-order-to provide the expected level of programming for our members, an LMSC fee in the \$15 - \$16 range will work – not \$12.

And yes, our 2021 projection assumes the NO office picks up the registration fee for OMS attendees. Our convention expense in 2019 was about 10% of our total expenses – we did benefit from having several committee chairs. If the convention becomes a thing of the past, then that will be a savings.

In summary, we hope this will provide clarity to some of your questions and the reasons why we have been voicing our concerns. OMS, as is your LMSC, is composed of dedicated individuals who care about USMS. We are not trying to tear it down but to ask questions about those areas which confuse or trouble us.

Regards,

Oregon Masters Swimming Board of Directors