

## **Membership Task Force Minutes**

**October 27, 2020**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4) and Cindy Rowland. Athlete Reps: Jivana Nagpal, Aiden Pflieger and Nikolas Powers. Absent: Laura Mitchell (Z1N) and Mark Taliaferro (Z1S).

**Next Task Force Meeting Dates:** November 10, November 24, and December 8.

Reviewed the Historical changes to membership/registration dues from 2008 to current.

### **Task Force Timeline:**

- October 27- January 31 -Task Force Meetings
- February 17 - Recommendations to BOD, including motions to change related parts of the R&R and P&P
- April 21 - Approval of Motions by the BOD
- May HOD – Presentation and approval of new Membership Dues and Meet Entry Fee structure and related parts of the R&R and P&P.
- September 1, 2021 – Effective date of new Membership Dues and Meet Entry Fees

### **Discussion Points:**

- Income Streams – Should we establish a goal percent that should come from the different income streams i.e. Membership, Entry Fees and Other.
- Master Plan – Survey Athlete and Coaches regarding prioritizing funding for Pacific Swimming Programs
  - Veronica, Nikolas, and Aiden to prepare and execute surveys
- Recovery Unknowns – Should the Task Force consider a 1 to 2-year plan rather than a 5 year plan.
  - 2-year plan would allow data driven analysis
- Priority Credit Line and Reserves – should we consider paying down the PCL and building reserves?
  - It is too early to consider paying down the loan amount and establishing/rebuilding the reserves. Current low interest rates and recovery unknowns push this decision until January at the latest.
- Building a Foundation – Income, expenses and reserves are all interrelated. We need income in order to fund programs and address loans and reserves.

### **Stakes in the Ground – Items to be reviewed after all pieces of the puzzle have been discussed.**

- Determined the amount that Pacific needed to net from Annual Athlete/Premium membership is \$18.
  - \$84 - 2022 Annual Athlete/Premium membership
  - \$86 - 2023 Annual Athlete/Premium membership
- Determined that Non-Athlete membership be divided Coach Non-Athlete and Official/ Other Non-Athlete.
  - \$84 – 2022 Coach Non-Athlete membership
  - \$86 – 2023 Coach Non-Athlete membership
- Determined that the Official/Other Non-Athlete membership be \$10 less than the Coach Non-athlete membership
  - \$74 – 2022 Official/ Other Non-Athlete membership
  - \$76 – 2023 Official/ Other Non-Athlete membership
- Determined that Pacific Swimming should offer an Outreach membership for Officials/Other Non-Athletes
  - \$5 - 2022 Outreach Non-Athlete membership

## **November 10, 2020**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Jivana Nagpal, Taylor Rohovit and Nikolas Powers. Absent: Laura Mitchell (Z1N)

**Next Task Force Meeting Dates:** November 24, and December 8. (Other Dates TBD)

**Revenue Streams** – The 5 year average for Membership revenue is 34% and 49% comes from Meet Entry fees.

**Surveys** – Vern, David, Mary, Cindy, Nikolas and Aiden to meet separately to work on the content of the survey for Coaches and Athletes.

**Outreach Non-Athletes** – Waiting for some feedback from Denise Thomas from USAS regarding Outreach Non-Athletes. Denise was going to mention the proposal to the officials and registrations committees. Both Pacific's and Western Zone DEI committees support the idea.

For officials that qualify for Outreach Non Athlete status, it was suggested that the individual pay the dues and that once they have completed the required background check, apt and on deck training they would be reimbursed the amount paid minus the \$5 outreach membership fee.

### **Other Membership types:**

**Seasonal Athlete** - Always add \$15 to USA-S Seasonal Membership dues fee.

**Annual Clubs** – Always add \$155 to USA-S Club Annual or Organization dues. Do we want to tier club dues to the clubs by size? Mary to send the Task Force a spreadsheet of club listing by annual and outreach membership numbers. Should the Pacific portion be \$200 per club?

**Seasonal Club** – Always add \$100 to USA-S Seasonal Club dues

**Transfers** - PC to PC transfer \$15. No fees for Outreach Athletes.

Will need motions to address the above R&R/P&P changes by February 17,2021.

## **November 24, 2020**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Taylor Rohovit and Aiden Pflieger. Absent: Laura Mitchell (Z1N), Jivana Nagpal and Nikolas Powers

### **Outreach Non-Athletes**

Laurie has a Zoom call set up with talking to Denise Thomas, Kathleen Scandary and Mary Turner to discuss Outreach Non-Athletes after Thanksgiving. Initial reaction is good and like the approach that if the athlete qualifies for Outreach, so would the parent.

Survey Update: Both Coach and Athlete survey are almost ready for distribution

Outreach Club registration: If a club has 20% or more Outreach members, Pacific will offer a discounted Club membership fee. An Outreach Club shall not pay any additional fee to Pacific Swimming. This item will re-evaluated when USA Swimming increases the Annual Club Membership dues.

Meet Entry Fees: Consensus was the following entry fees will be charged starting September 1, 2021.

Meet Type	Old Entry Fee	New Entry Fee
CBA	4.00	4.50
Other Prelims and Finals	5.50	6.00
Junior Olympics	7.50	8.00
Senior Timed Finals	6.50	7.00
Senior Prelims and Finals	7.50	8.50
Far Western	10.00	TBD

Discussed raising the entry fee for Far Westerns to \$12 for Pacific Athletes and \$14 for out of LSC athletes. Discussion to be continued at next meeting.

### **December 8, 2020**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Jivana Nagpal, Nikolas Powers and Aiden Pflieger. Absent: Laura Mitchell (Z1N) and Taylor Rohovit (Athlete Rep)

**Surveys** – The survey window closes on Sunday December 13. Task Force members will be sent a copy of the summary to review prior to our Dec. 21 meeting. Leo requested we further quantify the results by adding the number of participants and amount spent on an event/program.

81 Coaches and 304 Athletes have completed the survey. Nikolas presented the preliminary results. Some of the items that Athletes think are a priority are Zone All – Stars, Sectionals, OTC and DEI Camps, and Bag Tags. Items that can wait a year or two are Awards Banquet, 10U Camp and Athlete Summit.

**Outreach Non-Athlete** – Laurie met with the Officials and Registration Chairs. They thought there was no downside to the proposal and would bring this to their January committee meetings. It was suggested that we should work on a policy and think about presenting it to USAS Rules and Regs/HOD.

**Meet Entry Fees.** The decisions from prior meeting were reviewed and confirmed. Task Force unanimously voted to make Far Western event entry fee \$12 for Pacific Swimming Athletes and \$14 for Athletes from other LSCs and Countries.

Initial changes to the Rules and Regulations relating to Section 1. A Registration and Membership were reviewed. Confirmed that an Outreach Club will be determined upon the prior year's registration numbers.

A policy needs to be written regarding Outreach Non-Athletes and Outreach Clubs.

Next meeting date is Monday, December 21, 2020

### **December 21, 2020**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Jivana Nagpal, Nikolas Powers and Aiden Pflieger. Absent: Laura Mitchell (Z1N) and Taylor Rohovit (Athlete Rep)

**Meet Entry Fees.** Task Force reviewed the changes to Rules and Regulations Section 2 B Table and Notes. After editing the Task Force approved changes and recommended this section for presentation to the Executive Committee/ BOD. Added "late entry fees" to the table.

**Outreach Non-Athlete Non-Coach Registration Policy (Policies and Procedures Section IV):** The committee reviewed and made edits to the draft policy. Changes were made to include chaperones, meet directors and head marshals to the individuals to be considered for Outreach Non-Athlete, Non-Coach registration.

Committee approved the addition of “The individual whose athlete or household meets one or more of the Pacific Swimming Outreach Program criteria, as defined in A.9 above, qualifies.” To incorporate individuals who may no longer have an athlete competing in swimming.

Mary expressed concern that these additions may lose support from the Officials and Registration committees and USA-Swimming. The task force felt the ask should be all inclusive rather than adding chaperones etc. at a later date.

Can we change Section IVA.9.(4) of the P&P from “Family income at or below the state poverty level” to “Family income at or below the **county** poverty level”.

Next meeting January 5, 2021 at 7:30 pm. Next task is to review and compare the coach and athlete survey results for budget prep.

### **January 5, 2021**

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Jivana Nagpal, Nikolas Powers and Aiden Pflieger. Absent: Laura Mitchell (Z1N) and Taylor Rohovit (Athlete Rep)

At our last meeting it was suggested that Pacific change Section IVA.9.(4) of the P&P from “Family income at or below the **state** poverty level” to “Family income at or below the **county** poverty level”. Laurie Benton indicated that the state poverty level is difficult to determine and resources refer to federal poverty level. She did not know if determining the county poverty level would be available.

Jim Morefield suggested that we may need to add wording stating that if a county did not have an established poverty level the default would be the state or federal poverty level

#### Action Items:

- **Leo** to share and discuss his online resources with Laurie.
- **Vern** to ask Lillian Bautista if she has resources
- Vern shared post meeting that a DEI committee a couple of years ago used the criteria of 200% of the federal poverty level to determine eligibility criteria. Research is needed on this topic. **(Cindy)**

The results of the Athlete and Coach surveys were reviewed and compared. The committee made the following budget recommendations:

### **National/Senior Travel Support**

The Task Force’s recommendations are to alter the Senior Travel Support Program in the following manner:

Fund Travel Support for Three (3) meets per year per qualifying athlete who competes in a meet.

The Travel Support funding will be \$300 for Senior Elite (TYR), Senior Nationals/US Open, Junior Nationals and Futures meets. Sectionals travel support will be a maximum of \$2,400 for 16 athletes. (\$200 for 8 athletes and \$100 for 8 athletes). Qualifying criteria remain the same. **Question: No funding for Relay Only athletes?**

Coaches/Clubs can customize the travel support to their athlete’s individual needs. For example, a club can receive travel support for an Athlete attending 3 sectional meets and receive travel support for a different Athlete

attending winter and summer Nationals/US Open and a TYR meet. The revised Travel Support Program would be flexible to meet the needs of the Club/Athlete.

***Actions Item:** The Task Force recommends that at the February 2022 BOD meeting that airfare for Athletes competing at Summer US Nationals and Juniors be addressed and reinstated if the budget allows.*

***Question:** We did not discuss Coach Travel Support. Should it be the same amount as athlete travel support but limited to one per year? P&P state that coach/club travel support is limited to 2 meets per year during a non-Olympic year.*

Task Force's recommendation is to continue funding Olympic Trials as an established earlier this year: Airfare and \$600 stipend for Athletes and Airfare for Coaches. No additional incentives will be funded.

### **Age Group All Star Meets:**

**Zone Challenge Meet:** This meet is a high priority for both Athletes and Coaches. Task Force's recommendation is to continue funding this event.

**Pacific Coast Meet:** This meet is a low priority for funding. ***Action item:** Due to Pacific being the next to host this meet, Vern to discuss with other LSCs: withdrawing from the meet; postponing the meet until 2023; or if Pacific hosted the meet having the other LSCs pay their share of the dinner and bag tags. The Task Force's recommendation is dependent on answers to the action item.*

**Western Zones AG Meet:** WZ is currently planning on holding the 2021 WZ meet this August. ***Action item:*** Pacific/Age Group need to decide if Pacific will send a team this year. This meet is a priority for funding for both Athletes and Coaches. The reduction in swag will assist with overall expense reduction for the meet. Task Force's recommendation is to continue funding this event with expense modifications.

### **Camp Program:**

**Athlete Summit:** Due to this being a new program, it was a low funding priority with Athletes. Pacific's Athlete Representative program benefitted from this event. Task Force's recommendation is to continue funding this event. Future post pandemic plans to include an in-person event at a non-hotel venue.

**OTC and DEI Camps:** Both camps are a high funding priority with Athletes and Coaches. Task Force's recommendation is to continue funding these camps. Watch expenses. (DEI -speakers, buses; OTC – swag)

**11-12 and 10 and Under Camps:** Both camps are a low funding priority. Task Force's recommendation is to revisit funding these camps once Pacific has a Camp Coordinator/Chair.

### **Bag Tags, Awards and All Star and Far Western Swag**

**Bag Tags:** Bag Tags were mentioned repeatedly as a high funding priority by both Athletes and Coaches. Task Force's recommendation is to continue funding Bag Tags for JO, Far Western, Zone Challenge and WZ All Star meets. *(Question: Do/did we provide Bag Tags for camps?)*

**Awards:** The Task Force recommends that for the current fiscal and next fiscal year that ribbons only will be given to 14 and under athletes at Junior Olympics and Far Westerns. *(Question – is Pacific still providing individual high point and team awards? What about relays? 1<sup>st</sup>-3<sup>rd</sup> ribbons for 14U relays only?)*

**Far Western Swag:** Task Force recommends that Bag Tags be the only swag provided for the meet.

**Annual Awards Banquet:** This event was ranked the lowest priority for funding by Athletes and Coaches. Task Force's recommendation is to find an alternative way to recognize Athletes. i.e. publish top athletes in each category on Pacific's website and submit a news article to Swim Swam. No awards purchased.

## January 25, 2021

**Attendees:** Mary Ruddell, David Cottam, Veronica Hernandez, Leo Lin, Peter McNamara (Z2), Debbi Tucker (Z3), Jim Morefield (Z4), Mark Taliaferro (Z1S). and Cindy Rowland. Athlete Reps: Jivana Nagpal, Nikolas Powers and Aiden Pflieger. Absent: Laura Mitchell (Z1N) and Taylor Rohovit (Athlete Rep)

Action Items from January 5<sup>th</sup> meeting:

- **Leo** to share and discuss his online resources with Laurie.
- **Vern** to ask Lillian Bautista if she has resources. *Lillian is still working on this.*
- Vern shared post meeting that a DEI committee a couple of years ago used the criteria of 200% of the federal poverty level to determine eligibility criteria. *Determined that Pacific will use 200% of the Federal Poverty Level.*
- Due to Pacific being the next to host this meet, **Vern** to discuss with other LSCs: withdrawing from the meet; postponing the meet until 2023; or if Pacific hosted the meet having the other LSCs pay their share of the dinner and bag tags. The Task Force's recommendation is dependent on answers to the action item. *Continue conversations with other LSCs. (Item for 2021-22 Budget)*
- Pacific/Age Group need to decide if Pacific will send a team this year. This meet is a priority for funding for both Athletes and Coaches. The reduction in swag will assist with overall expense reduction for the meet. Task Force's recommendation is to continue funding this event with expense modifications. *Athletes are interested if allowed. No determination made by Age Group Committee.*

Final edits to MTF motions completed.

The committee agreed unanimously on all content in the motions except for Late Entries (see Footnote "c" Entry Fees table) Our discussion centered on what type of meet should be allowed to charge "Late Fees". Committee members voted 7 to 3 to restrict late entries to Preliminaries and Finals meets.

Review of Draft Hybrid Budget.

- Current Fiscal Year Budget Questions:
  - Guardian: Will Pacific extend this contract for another year? Contract expires in July. *Sent to Governance. 2-10-21 response from Governance is "Yes."*
  - Western Zone: Include in budget for this year? If so, how big of a team? Will Coach per diems be provided? *Sent to Age Group*
  - National/Senior Budget: Committee recommends "stipend only" travel support be applied to this year's budget.
  - Summer meet: Will Pacific fund bag tags and ribbons or just a flat stipend to host? *Leo to form a Summer's End Meet Task Force. Pacific to provide Bag Tags.*
  - Note: The \$5K pushed from 2020 Far Western meets will be expensed this year. *Refunds from TERA and PLS?*
- Next Fiscal Year Budget Questions: *Questions pushed to next Budget Committee meeting in March.*
  - Awards - *Is Pacific still providing individual high point and team awards? What about relays? 1<sup>st</sup>-3<sup>rd</sup> ribbons for 14U relays only?*
  - Bag Tags: *Do/did we provide Bag Tags for camps?*
  - Coach Travel Support: *We did not discuss Coach Travel Support. Should it be the same amount as athlete travel support but limited to one per year? P&P state that coach/club travel support is limited to 2 meets per year during a non- Olympic year.*