



SPMS Meeting Minutes	
January 19, 2012	Called to Order: 7:35 PM PST
Type of meeting	Monthly SPMS Committee Conference Call
Facilitator	Errol Graham - Chair
Note taker	Connie Barrett - Secretary
Attendees	Chair - Errol Graham (West Hollywood Aquatics) Vice-Chair Mark Moore (Mission Viejo Nadadores) Treasurer Bob Eberwine (South Bay Swim Club) Secretary Connie Barrett (Mission Viejo Nadadores) Registrar Dan Wegner Newsletter Editor Kim Thornton (Irvine Novaquatics) Susan Shore (West Hollywood Aquatics) Michael Collins (Irvine Novaquatics) Michael Heather (Mission Viejo Nadadores) Christine Maki (Covina Masters) Tanya MacLean (Irvine Novaquatics) Doug Green (South Coast Masters) Phil Yoshida (San Luis Obispo) Karin Wegner (Las Vegas Masters) Mike Miranda (Long Beach Grunions) Robin Smith (Irvine Novaquatics) Shannon Sullivan (Santa Barbara Masters) Mary Hull (Southwest Aquatics)
Item: Approve minutes from November 17, 2011 Meeting	
MSA	November 17, 2011 Minutes approved.
Officer Reports:	
SPMS Chair, Errol Graham	
<p>Errol Graham opened with a short address of welcome to the committee and wishing everyone a happy new year.</p> <ul style="list-style-type: none"> • Errol emphasized that the SPMS standing committees have room for a number of additional and eager committee members, and invited more active participation. • SPMS/USMS Coaches Certification Clinic will be held on Saturday, February 11th at California Lutheran University in Thousand Oaks, California. Doug Green spoke about the clinic. The cost is \$70 for level I certification only, \$70 for level II certification only, and \$120 for both certifications. Expected attendance is around 25. The pool is ready and the host is eagerly awaiting the participants. 	
SPMS Vice Chair, Mark Moore	
<ul style="list-style-type: none"> • Short Course Meters season went well, Short Course Yards season is already up and running. • A 1650 Freestyle event was overlooked at upcoming meets and this will be remedied by having it added to the events at the UCLA meet in April. • The meet form for the Santa Clarita meet on May 6th is close to being finalized. • Additional meet coordinating committee members are Trisha Commons, Kim Thornton, and Robert Mitchell. 	
<p>Trisha Commons, SPMS Meet Coordinator, is unable to attend tonight's meeting but she emailed the following report to be read:</p> <p><i>Nov 6 Mission Viejo Meet- good meet despite bad weather.</i></p> <p><i>Nov.20- Pierce College Turkey Shoot- good meet despite bad weather.</i></p>	



Dec. 2-4- SCM Championships at Belmont Shores - good meet although fewer entries than usual. We were lucky with the pool as it was down weeks before we had our meet. The pool went down again a few days after the meet and will be down until April or May.
 Jan. 15- Mission Viejo Meet- good meet, bad weather.
 Feb. 2- SCPPOA Luncheon, topic will be A.I.Connect. Kendra Kozen, Senior Editor Aquatics International. The Luncheon meeting will be held in Southgate.
 Feb. 4 – Rose Bowl meet.
 Feb. 18- Las Vegas meet.
 The ribbon count is in good shape, but the medal count is low for 1st. 2nd, and for Relays.
 To order 500 FIRST, 100 SECOND is \$1.79. The Relay medal is the same price \$1.09. We are ordering 800 Relay medals.

SPMS Treasurer, Bob Eberwine

Treasurer's report:
http://www.spmastersswim.org/c/8B6A80C/file/meetings/2012/20120119_Treasurer_Report.pdf
 Balance Sheet: http://www.spmastersswim.org/c/8B6A80C/file/meetings/2012/2012_Balance_Sheet.pdf
 Profit and Loss: http://www.spmastersswim.org/c/8B6A80C/file/meetings/2012/2012_Profit_and_Loss.pdf
 2012 Budget, as approved:
http://www.spmastersswim.org/c/8B6A80C/file/meetings/2012/2012_Budget_Approved.pdf

SPMS Secretary, Connie Barrett

Connie Barrett has met with Mary Hull, SPMS's previous secretary, and reviewed the typical secretarial duties to get up to speed and minimize any transitional disruption. Feel free to rely on the secretary to assist with Roberts Rules of Order. Please email your reports to Connie or Errol to facilitate inclusion in the minutes.

SPMS Member at Large: Jacquie Cole

Not present. No report.

Contractor Reports

SPMS Registrar: Dan Wegner

See full report at:
http://www.spmastersswim.org/c/8B6A80C/file/meetings/2012/20120119_Registrar_Report.pdf

MSA	Approve \$1,000 for the purchase of SPMS branded marketing materials to be distributed to clubs and coaches.
Discussion Details	Prior to purchase, Dan Wegner will share proposed merchandise purchase with Mike Collins and Connie Barrett for additional ideas.

SPMS Newsletter Editor: Kim Thornton

January/February Newsletter highlights:
 New front page format with our new SPMS logo on the front page;
 DVD library is available and current listing of available DVDs is inside newsletter;
 January and February 2012 meets forms are included;
 Award winners and photos from December 2011 SCM Championship meet is the lead story.
 Please send Kim any photos from meets that your team takes (newsletter@spma.net).

SPMS Top Ten Recorder: Mary Beth Windrath



See Full report at:
http://www.spmasterswim.org/c/8B6A80C/file/meetings/2012/20120119_Top_Ten_Recorder_Report.pdf

Standing Committee Reports:

Coaches Committee: Christine Maki

Christine is encouraging coaches to attend the SPMS Coaches Certification Clinic. Discussion was held regarding whether or not a list of coaches with their associated certification level is available within SPMS. The pros and cons of making it available for public viewing at the SPMS website were briefly discussed. No decisions were made on the matter.

Marketing Committee: Connie Barrett

Connie spoke with Steve Hyde after the November meeting. Steve offered his participation in the marketing efforts with regard to assistance in offering triathlete-targeted clinics and marketing efforts, as his expertise and contacts cover this business area. Connie also introduced Steve to Christine Maki, to share his ideas regarding clinics with Christine.

Connie spoke how SPMS would ideally have a business or similar strategic plan in place from which marketing plan details would develop, rather than creating a standalone marketing plan. However Connie will assemble a cursory Marketing Plan structure. The next tier of efforts after a marketing plan is developed is to start putting some of the outlined items relative to merchandising, branding, advertising, and similar efforts into practice.

For the interim period, the merchandising efforts led by Dan Wegner should be adequate.

Officials Committee: Robert Mitchell

Not present. No report.

Open Water Committee: Tanya MacLean

SPMS Chair Errol Graham appointed and welcomed Tanya MacLean as the new Open Water Chair.

Sports Medicine Committee: Jessica Seaton

Not present. Jessica reported via Errol that she is working on an article for the next newsletter about hypertension.

Meet Coordinator, Quartermaster, Meet Awards: Trisha Commons

Not present. See Vice Chair report for report by proxy.

Webmaster: Dan Wegner

Dan added 'season at a glance' reporting feature to the website. Dan also invited SPMS Committee members to review the website and keep the suggestions coming.

MSA	Officer, Contractor and Committee Reports approved
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OLD BUSINESS

SPMS Newsletter Fulfillment Contract Extension

Newsletter fulfillment proposals by Dan Wegner and Mike Heather were presented and discussed.

See: http://www.spmasterswim.org/c/8B6A80C/file/meetings/2012/SPMS_Newsletter_Fulfillment_Proposal_Michael_Heather.pdf

And:

http://www.spmasterswim.org/c/8B6A80C/file/meetings/2012/SPMS_Newsletter_Fulfillment_Proposal_Michael_Heather.pdf

In light of new information and proposals, proposed motion and discussion was tabled until the next meeting.

Finance Committee Proposal

Discussion was held regarding the need to form a standing finance committee. Mike Heather explained that a general purpose of such committee would be to have a set of financially savvy advisors in place who would offer financial guidance with business matters.

Conclusion was made that forming a finance committee may be premature, and that instead SPMS should start considering forming a business planning committee to formulate a clearer business direction. Subsequently, committees necessary to support the longer term operation, such as finance committee can be formed as needed.

In depth discussion regarding forming a Strategic Planning Committee to develop SPMS Business plan is scheduled for the February 2012 meeting.

NEW BUSINESS

MSA	Set aside \$1,000 for USMS Coaches Certification Clinic to subsidize facility and food costs.
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Ad-Hoc Committee was formed to develop SPMS scholarship award criteria and to review future scholarship applications. Members are: Kim Thornton and Mark Moore

Next conference call meeting will be held on Thursday, February 16th at 8:00 PM

Meeting Adjourned 8:59 PM PST