

**MEETING OF THE LAKE ERIE SWIMMING BOARD OF DIRECTORS**  
Monday, December 19, 2022 Zoom Meeting  
**Minutes**

**Mission:**

To enrich the lives of our athletes through the sport of swimming by providing safe and inclusive programming in a culture that encourages competitive excellence and personal growth.

**Vision:**

Lake Erie Swimming inspiring the pursuit of excellence in swimming and in life.

**Branding words:**

Lead; Engage; Succeed; Inspire

**Call to Order:** Vince Colwell

**Roll Call:**

Branden Burns, Isaac Chernisky, Vince Colwell, Pam Cook, Erin Crabtree, Diane Finnerty, Mark Krusinski, Kristin MacPhail, E.J. McIlduff, Alaina Pizarro, Sarah Tobin, Jelani Watkins

**Not in attendance:**

Natalie Brindley, Evan Calvert, Cindy Dial, Sonja Haywood, Chuck Kunsman

**Guest:** Matt Lupton from USA Swimming

**Conflict of Interest Declarations:**

**Addition(s) to and Approval of Agenda:** APPROVED

**Approval of Consent Agenda:** APPROVED

**Approval of August 22, 2022 BOD minutes:** APPROVED

**Announcements:**

1. USA Swimming Updates - Matt Lupton, USA Swimming Creative Director spoke about rebranding all LSC logos
  - i. USA Swimming is helping LSC to rebrand their logo
    1. The LSC logo will tie back to USA Swimming but will also have their own identity
    2. Identity redesign vs logo redesign – want to make sure the athletes will wear the new design
    3. This is free from USA Swimming
    4. LESI will approve the artwork/USAS will give LESI the artwork/LESI will then have the trademark for the new logo

**Action Items:**

1. Strategic Plan

Athletes

Goals

Increase Athlete Membership

Objective

Retain Athletes

Action Steps

Continue Recognition program and  
Include AG recognition

Who is Responsible

Athletes/Permanent  
Office/Social Media

Increase new members

Social Media Campaigns Quarterly

Social Media

Increase DEI Participation via  
support/programming

DEI Chair

Increase Disability Participation via  
support/programming

Disability Chair

Education to Clubs

Swimposium presentation?  
USA Swimming Marketing Toolkit

Swimposium Chair

Increase Athlete achievement

Increase Coach Engagement  
And Education

Outreach to Coaches  
Support/Market Coach Education  
Via digital or in person opportunities

Coach Rep  
Coach Rep/Budget

Increase AG Champs Qualifiers

Season Long marketing of Champs  
And the cuts at meets/social media

AG Chair

Increase Zone Qualifiers

Keep costs down

Zone Chair

Increase Jr./Sr. National Qualifiers

Continue funding benefits  
Elite 150 programming/benefits

Senior Chair

**Volunteers**

Goals

Increase volunteers

Objective

Identify and Recruit potential  
Volunteers

Action Steps

Outreach digitally to all membership

Who is Responsible

Governance Chair

Grassroots outreach

Entire BOD/Chairs

Retain Volunteers

Create/Market benefits of  
volunteerism

Entire BOD/Digital

Increase Engagement of Clubs  
with LESI

Require all clubs to have  
one volunteer in committees

Create legislation

General Chair

**Diversity, Equity and Inclusion**

Goals

Create LESI DEI benefits

Objective

Host DEI event

Action Steps

Plan a date and advertise to  
all clubs

Who is Responsible

DEI/Digital

Market/Support DEI opportunities  
outside of LESI

Educate clubs on CZ and  
USAS opportunities

Presentation at HOD

DEI Chair

Specific Email with opps

Permanent Office

Make an interested form

DEI Chair

2. Governance Committee Member Appointments
  - a. MOTION: Approval of Matt Davis to the Governance Committee.  
**PASSED**
  - b. MOTION: Approval of Eric Peterson to the Governance Committee.  
**PASSED**
3. Committee Chair Appointments
  - a. Governance – Tom Stacey
  - b. Amin Board of Review – None
  - c. Awards – Hallie Gustin
  - d. Legislation – Julie Bare
  - e. Sanction – Nancy Veto
  - f. Scheduling – Bill Bare
  - g. Meet Management – None
  - h. Swimposium – None
  - i. Disability – Dan Lisy
  - j. Zones – Melissa Bateman
  - k. Open Water – None
  - l. IMX – None
  - m. Elaine Miller – None

MOTION: Approval of the above Committee Chairs. **PASSED**

**Discussion Items:**

1. Committees that met in Nov - Mid-States (Bill Bare)
2. Committees that did not meet in Nov - Governance (Tom Stacy)
3. Committees to meet in Dec/Jan - Governance (Tom Stacy),
4. Meet File Submission deadline
  - a. Clubs must submit pre-meet recon 4 days prior to the first day of the meet
  - b. Swimmers must be USA registered 48 hours prior to the first day of the meet or will be removed from the meet
  - c. Teams who permit deck entries need to do it with caution. MUST make sure the swimmer shows the new USAS app with registration in good standing; Teams who deck enter swimmers in a meet and the swimmer is not USAS registered, the team will be fined
5. Current BOD members need to let Vince Colwell know if you wish to be on the BOD again for a new 3 year term. Elections will take place at Spring HOD
6. Safe Sport action steps at meets
  - a. Parents in the locker rooms
  - b. Jelani Watkins will speak with Liz Hahn, USAS Safe Sport Director, and then draft a letter that will be sent to coaches and team registrars regarding safe sport items that need to be followed at practice and at meets
  - c. LESI needs a Safe Sport Chair

## Reports:

1. Athlete Reps – Natalie Brindley, Evan Calvert, Isaac Chernisky, Alaina Pizarro,
  - a. Toys for Tots drive – may have not done as well as in the past
2. Coaches Reps – Jelani Watkins
  - a. Been talking with some coaches regarding pre-seeding vs deck seeding meets especially for the slower than meets
  - b. Jelani is gathering data regarding deck seeding vs pre-seeding meets
3. Admin Vice Chair – Kristin MacPhail
  - a. No report
4. Senior Vice Chair – Cindy Dial
  - a. CSU is available for LC Senior Champs
5. Age Group Vice Chair – Erin Crabtree
  - a. No report
6. Technical Planning – Nee chair
7. Treasurer – Diane Finnerty
  - a. See July Profit and Loss Statement
8. Finance Chair – Mark Krusinski
  - a. 990 has been submitted to the accountant
9. Operational Risk – Branden Burns
  - a. Hypoxic training – USA/YMCA/ARC renewed their joint statement on hypoxic training
  - b. USAS is working on a training manual for LSC so swimmers stay safe
10. Secretary – Sarah Tobin
  - a. No report
11. Membership/Registration/Permanent Office – Pam Cook
  - a. Registration Stats

	Dec 19, 2022 – registered for 2023
Athletes – year round	2092
Athletes – flex	100
Athletes – outreach	22
Athletes - seasonal	95
Athletes - TOTAL	2309
Non Athletes	216
Non Athletes – life membership	8
Non Athletes – TOTAL	220
Clubs	22

12. Safe Sport –
  - a. LESI needs a new Safe Sport Chair
13. Diversity, Equity, & Inclusion – Sonja Haywood
  - a. No report

### **Old Business**

1. Thank you letters to volunteers
  - a. Sarah Tobin has received information from Julie Bare and will work on getting Volunteer Thank You letters out to LESI volunteers
2. Committee list in one document – Kristin MacPhail will share a document with the board that can be updated

### **New Business**

What do we do when Diane Finnerty (current treasurer) moves out of state?

**Meeting Adjourned at 8:48 p.m.**

### **Next Meeting:**

Monday, January 16 via Zoom at 7:30 pm

Respectfully submitted,

Sarah Tobin