

Committee Name:	Florida LMSC Conference Call	Session #:	1	Report #:	1
LMSC President:	Bob Jennings	Vice Chair:		Jillian Wilkins (not present)	
Minutes recorded by:	Cheryl Kupan	Date/time of meeting:	Mar. 8, 2015, 6:00pm EST		

Motions Passed:

- 1) Approved a motion to approve the November 2014 meeting notes.
- 2) Approved a motion to approve the Budget (as of March 2015).
- 3) Motion approved to have a subcommittee to investigate and come up with a solution about paying a % of Open Water insurance surcharge.

Motion(s) Not Passed:

None.

Number of Board & Committee members present: 12

Committee members present (list all, including chair and vice chair): Pat Baker, Marianne Bradley, Joan Campbell, Sheila Carpenter van Dijk, Connie Greb, Bob Jennings, Nancy Kryka, Cheryl Kupan, David Minor, Meredith Moore, Pat Tullman and Meegan Wilson.

Minutes:

1) **CALL TO ORDER:** The meeting was called to order at 6:05pm EST.

2) **APPROVAL OF LAST MEETING'S MINUTES:** (Bob)

Motion to approve by Cheryl, 2nd Meredith. Any discussion? All approve, none opposed. Motion passes.

3) **LMSC BUDGET** (Nancy):

--As of March 2015, we have \$51k of total assets, comprised of \$15k in checking, \$13k in savings and \$23k in CD's.

--Completed IRS forms.

--Filed 1099 for Meredith.

Motion by Cheryl to accept the budget. 2nd by Marianne. Any discussion? All approve, none opposed. Motion passes.

4) **WEBSITE UPDATE** (Nancy for Kimberlee):

Bob: Nancy+Kim have updated the site and did an INCREDIBLE job. So, Thank You.

(Others agreed). Last year we were paying \$420/year and a change fee every time we needed to make changes.

Nancy: I looked into the USMS site that hosts other LMSC sites and they don't charge any fees to set up or to make changes. The new site is written in Wordpress, which Kimberlee is a Wordpress expert and will have an easier time updating.

Kimberlee & I both downloaded the content from the old site and made 2 back-up copies.

Last item that we're working on is getting the domain from Ted Bradley's site to use on the USMS.

Meredith: I have been working with Kimberlee to update the people/places to swim section and trying to see if this might link to USMS and if so, does USMS update this frequently?

Bob: When do we notify rest of LMSC?

Nancy: We expect to go live by April 25th

David: Can we send an email out to the LMSC once the site is live?

5) **AWARDS:** (Marianne + Joan)

Marianne: You can refer to my report which says it all (see attached). This was the lowest attendance ever. If anyone has any ideas, please let me know.

Meegan: For the past banquets, we send out email to winners.

Marianne: No, it wasn't done this year, but doesn't make a difference when we've done it in the past.

Nancy, what did they do in Minnesota?

Nancy: We picked one person as the *Outstanding Person* and gave them a gift card.

Bob: How about just giving out the service awards (Coach, Adversity, Volunteers) and Leather Lung and do it during the meet.

Meegan: I like the idea of doing it like USMS (i.e., Arthur Ransom award) does it during the meet and take a break to give out the awards. If we did it after the meet, people might leave early if they're done swimming.

David: Why don't we post it on the new website so people (i.e., new members of the LMSC) can see who the winners were and what the awards were for and maybe by seeing it they'll be encouraged to win one of the awards.

Bob: I'm going to close the discussion on this. I know Jillian had some ideas. Marianne, maybe you can come up with a proposal for the next meeting.

6) **FITNESS REPORT** (Connie)

-- April is Adult Learn to Swim month and The Villages Aquatic Swim Team will be offering free swim lessons at the Villages.

--The Villages will do some advertising for the program for us.

--Certified instructors will train additional trainers.

--I attended a clinic in Orlando. I found everyone to be very energetic, there was lots of good info and lots of support from USMS to help you get your program started.

--This year there will be 2 sessions offered with a maximum of 20 in each class along with many helpers.

-- Feel free to contact me if you have any questions.

7) **OPEN WATER REPORT** (David)

--USMS started in January 2015 a surcharge/insurance rebate program.

--You can submit an application to get reimbursed for the USMS standard \$1k insurance surcharge.

--The application is reviewed by USMS and they will inform you if you're eligible to receive the rebate; a lot of race directors don't get their surcharge returned.

--I'd like to see how best to work with the LMSC and the Open Water (OW hereafter) event directors and see if we can assist w/rebates and maybe this will generate more OW events.

--Right now, most opt for cheaper insurance, more freedom to run their events and not have to adhere to USMS rules.

Pat Tullman: In 2014, the LMSC paid the \$1k insurance fee for 2 OW events, Hurricane Man and Tropical Splash.

--Frogman and the Tampa Bay Marathon just wanted recognition on our calendar as both are not sanctioned by the FL LMSC OW events.

--Lido Key is a new event; how many do you estimate will swim the event?

--David: 100

--Pat: I don't see that its worth paying \$1k for 100 people.

--Bob: How about maybe the LMSC pays a % of the insurance surcharge so more events can be supported.

--Motion by Cheryl and 2nd by Meegan to have a subcommittee with David, Bob, Nancy & Meegan to investigate and come up with a solution. Possibly offer a % to OW events. How will this affect next year's membership increase.

8) **OLD BUSINESS:**

A. LMSC Records (Cheryl): I have sent to you the LD/OW, SCY and LCM records. Just waiting for the 2014 SCM Top 10s to be published and those will be complete. My question to you that came up from a reply, are the records to be updated every meet or at the end of the season?

Meegan+Bob: At the end of the season.

Cheryl: That is my feeling as well. Thank you. I'm happy to turn the job to someone else ☺

9) **NEW BUSINESS:**

A. Pat Baker (presented earlier as she had to leave).

There's a new ap that will be coming out to educate officials, particularly the differences between USMS and USS swimming. They'll have a powerpoint presentation and manuals/CDs to help in training officials.

--Note: I will be the head official for this year's USMS Summer Nationals.

B. Bob: Jodi Schwartz has stepped down as our Top Ten Chair. Please ask around.

Cheryl: I suggest that we cut+paste the job description into an email that Meredith can send to the LMSC email list. We need to fill this position quickly. Bob, I will send you the draft after the call and get it to Meredith.

Motion by Cheryl to adjourn, 2nd by Pat; All in favor.

The meeting was adjourned at 7:45pm EST.

Next meeting will be at the St. Pete LCM meet in July after the Saturday session.

ATTACHMENTS:

- ✓ Finance report
- ✓ Fitness report
- ✓ Newsletter report
- ✓ Officials report
- ✓ Registrar report
- ✓ Social report
- ✓ Website report+update on new website

FL LMSC Profit and Loss Statement					
	Budget 2015	Feb YTD 2015	2014	2013	2015: Ask Meredith to confirm #'s up or down?
Income					\$19 One event; LMSC gets \$7. USMS gets \$12.
Registration	\$16,750	\$8,513	\$21,336	\$24,765	\$45 Individual; LMSC gets \$8. \$40 Clubs; LMSC gets \$15
Interest	\$40	\$4	\$36	\$98	2000 @\$8 individual. 50@15 club
Total Income	\$16,790	\$8,517	\$21,372	\$24,863	General Board: If we got \$8/individual: \$16,750
					General Board: If we got \$9/individual: \$18,750
Expense					For 2016 we voted for \$10/individual \$20,750
Meet expense	\$5,836	\$0	\$5,807	\$14,740	General Board: LMSC pays Club Assistant fee. example page 2
Convention	\$9,737	\$0	\$8,896	\$10,923	2015: Gen Board. See Page 4. Allows 8. Plus 3 USMS pays.
Convention Social	\$0	\$0	\$1,972	\$0	2015:=0
Pan Am Social	\$0	\$0	\$0	\$4,000	2015:=0
Adult Swimming ALTS	\$1,875	\$585	\$0	\$0	March ALTS scholarship. \$300 fee for 25 instructors at 25%
Awards Banquet	\$882	\$980	\$882	\$1,656	2015: Ask Marianne to confirm. 2013 had \$684 of 2012's
OW Surcharge	\$0	\$0	\$0	\$2,000	2015:=0. No OW FL LMSC subsidy
Registration Expense	\$1,135	\$252	\$1,220	\$1,135	2000 individual + 50 club * 30 cents + ink/office/postage
Newsletter	\$200	\$0	\$0	\$1,139	2015: Ask Sheila to confirm. 47 members want hard copy.
Web Site	\$0	\$0	\$420	\$420	2015: Kimberlee ok? Go to USMS hosted site & not Ted Bradley's
Gifts	\$900	\$45	\$395	\$0	2015: Gen Board. Registration & Gifts for our volunteers
Fees	\$61	\$61	\$79	\$257	2015: Nancy Fee we pay to Sunbiz. In 2013 late so penalty
Coach Certification	\$1,000	\$0	\$250	\$200	2015: Ask Jillian/Bill Brenner. 20 coach's certificates @\$50
Office	\$51	\$228	\$51	\$20	
Travel	\$2,600	\$56	\$181	\$1,251	2015: Gen Board. elected board mbr travel to meetings + 1K\$ Pat Baker to 7/24/15 G
USMS Coaches Clinic	\$300	\$0	\$0	\$43	2015: Jillian/Bill Brenner. Need to confirm. coach's lunch
Swimming Saves Lives					2015: Cheryl Will we have an expense to train instructors or pool time?
Total Expense	\$24,577	\$2,207	\$20,153	\$37,784	
Profit/ (Loss)	-\$7,787	\$6,310	\$1,219	-\$12,921	
variance	-\$9,006	\$19,231			
					2014 Coaches: David Miner, Sara McLarty, Misty Becerra, Connie Greb, David miner
Note: Recommend to keep 1 year's expenses in reserve in our bank account					YTD 1099 MISC:
Notes: No 2014 OW expense. 2014 Convention in Jacksonville. 2013 = Anaheim. 2015=Kansas City.					\$251.70

FL LMSC Balance Sheet									
	Budget 2015	Mar YTD	2014	2013					
Assets									interest
12 mo CD	\$6,629	\$10,523	\$10,522	\$15,505			-\$3,894 out of 7/10/2015		.12%
9 mo CD	\$5,201	\$5,202	\$5,201	\$10,193			\$0 out of 10/10/2015		.08%
7 mo CD	\$3,057	\$6,951	\$6,950	\$11,136			-\$3,894 out of 11/15/2015		.11%
Savings Account	\$18,970	\$13,008	\$13,007	\$0					.005%
BOA checking	\$3,386	\$15,452	\$9,146	\$6,772					0%
Total Assets	\$37,039	\$51,136	\$44,826	\$43,606					
cross check	\$37,039	\$51,136	\$44,825						
Liabilities and Equity									
Liabilities	\$0	\$0	\$0	\$0					
Equity	\$37,039	\$43,606	\$44,826	\$43,606					
Total Liabilities and Equity	\$37,039	\$43,606	\$44,826	\$43,606					
variance	-\$7,787			\$43,606					
CD Rates & maturity dates:							0.17%, .17%	'7/14, 1/14, 4/14	
2014 CD note		Will need to take \$4198 each out of 2 of our CDs in April and July when th							
	Date	B=Total CC	C=CC %=5%	CC Deduction=E	D= Service charge / registration	E=# Registrations	Service Fee = D X E	Total Disbursement	Total LMSC
Club Assistant example:	10/5/2013	\$18,996	.05	\$950	\$1.50	418	\$627	\$17,4	\$1,577

2014 FL LMSC Convention Worksheet			Hospitality = Fee+Food					
			.30/mile car;650	hotel 1/2 rate \$132 max 5 normal 4	5 voting are allotted, Optional to pay for travel and the remaining are op			
			Plane shuttle par	\$30 tax, not all	Food = \$75	Total	Minimum Required	Actuals are whited ou
Type	Name	Convention Fee	Travel					
FL Vote 1	Pat Baker	\$170.00	0; Nancy carpool	\$294.00	\$75.00	\$539	\$539	
FL Vote 2	Jack Groselle	\$170.00	\$400.00	\$294.00	\$75.00	\$939	\$539	
FL Vote 3	Bob Jennings	\$170.00	0; Connie carpool	\$294.00	\$75.00	\$539	\$539	
FL Vote 4	Cheryl Kupan	\$170.00	\$200.00	\$294.00	\$75.00	\$739	\$539	
FL Vote 5(Going?)	Jillian Wilkins	\$170.00	\$200.00	\$294.00	\$75.00	\$739	\$539	
FL At Large Vote 1	Marianne Bradley	\$170.00	\$200.00	USMS pays	\$75.00	\$445	\$0	
FL At Large Vote 2 (Co chair, this year USMS paid, because only co chair to come)	Cathy Fedako	\$170.00	\$200.00	\$294.00	\$75.00	\$739	\$0	
Auto Voting 1	Laura Groselle	\$170.00	\$400.00	\$294.00	Text \$75.00	\$939	\$0	
Attendee 1 Hospitality	Connie Greb	\$170.00	\$200.00	\$294.00	\$75.00	\$739	\$245	
Attendee 2 Hospitality (Not convention fee?)	Connie Greb's husband	\$170.00	0; Connie carpool	0; shared room	\$75.00	\$245	\$245	
Attendee 3 Hospitality	Joan Campbell	\$170.00	0; Marianne carpool	0; Room with Marianne	\$75.00	\$245	\$0	
Attendee 4 Hospitality	Nancy Kryka	\$170.00	\$200.00	\$294.00	\$75.00	\$739	\$245	
Attendee 5 Hospitality	Meredith Moore	\$170.00	0; Nancy carpool	\$294.00	\$75.00	\$539	\$0	
Auto Voting Chair 1	Scott Bay	USMS pays	USMS pays	USMS pays	\$75.00	\$75	\$75	
Auto Voting Chair 2	Meegan Wilson	USMS pays	USMS pays	USMS pays	\$75.00	\$75	\$75	
David Miner(we agreed to pay for him after the budget was set)								
Margie Hutinger Paul Hutinger was on archives and he died this year								
Total						\$8,275	\$3,580	
Misc travel not convention related						\$250		
Total LMSC Travel budget						\$8,525		
	We pay \$75 for Meegan Wilson, Scott Bay				Previous Budget	\$6,020		
	Cathy Fedako went and USMS pays				Additional budget	\$2,505		
Convention:	In 2013 FL LMSC paid 8 people = Laura Groselle Jack Groselle Marianne Bradley Joan Campbell Pat Baker Bob Jennings Jillian Wilkins Cheryl Kupan							
	10 people went in 2013. 8 paid by FL LMSC. Meegan Wilson and Scott Bay paid by USMS. 1 person paid in 2014 for 2013 convention.							

FL LMSC Convention Worksheet 2015								
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FL Vote 2	Jack Groselle	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$539	\$0
FL Vote 3	Bob Jennings	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$539	\$0
FL Vote 4	Cheryl Kupan	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$539	\$0
FL Vote 5	Jillian Wilkins	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$539	\$0
FL At Large Vote 1	Marianne Bradle	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$0	\$0
FL At Large Vote 2	David Miner	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$0	\$0
Auto Voting Chair 3	Cathy Fedako	USMS pays	USMS pays	USMS pays	\$75.00	\$75	\$0	\$0
Auto Voting 1	Laura Groselle	\$170.00	\$650.00	\$294.00	\$75.00	\$1,189	\$0	\$0
Auto Voting Chair 1	Scott Bay	USMS pays	USMS pays	USMS pays	\$75.00	\$75	\$75	\$0
Auto Voting Chair 2	Meegan Wilson	USMS pays	USMS pays	USMS pays	\$75.00	\$75	\$75	\$0
Total						\$9,737	\$2,845	
(if we did 6 delegates)						\$8,473		
Convention:	In 2013 FL LMSC paid 8 people = Laura Groselle Jack Groselle Marianne Bradley Joan Campbell Pat Baker Bob Jennings Jillian Wilkins Cheryl Kupan							
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	Cathy Fedako went and USMS pays							
	We pay \$75 for Meegan Wilson, Scott							
2014 Convention:	David Miner, Margie Hutinger went also							

Connie Greb
Fitness Chair report, March 2015

ALTS Program

The month of April is Adult Learn to Swim Program in Florida and The Villages Aquatic Swim Team in the Villages, FL is excited to announce the opportunity to take FREE swim lessons for all levels of beginners. This includes the FEAR FUL non-swimmers too!

We are excited to have this nationally certified program in the Villages. The certified instructor will train additional team members in order that all levels of swimmers will be able to maximize the learning opportunity during their session. This year two sessions will be offered with a maximum of 20 in each class along with many helpers.

We are fortunate to have the Villages assist with the marketing of this program which includes include radio communication along with the traditional means of marketing such as flyers. Wish us luck as we "kick-off" this program to help make all swimmers safer in the water.

Feel free to contact me if you have any questions. Thanks!

**Sheila Carpenter van Dijk, Newsletter Chair's Report
March 2015**

The deadline for the next FL LMSC Newsletter is April 15, 1015.

John King, Official's Chair Report March 2015

Please find attached a listing of some of the rule changes from this year to last. I will start off with a rule change that came just before the end of the year that is now in effect.

- **Emergency Rule Change: Breaststroke Modification Timing of Breaststroke Kick**

FINA changed the breaststroke kick rule November 29, 2014, at an extraordinary Congress in Doha, Qatar. USA Swimming automatically adopted that rule change November 30, 2014. USMS automatically adopted the breaststroke kick rule change in accordance with USMS 601.4.7B as of December 2, 2014. The amendment to the USMS breaststroke kick rule 101.2.3 is effective immediately.

Following is the text of the amended breaststroke kick rule:

"101.2.3 Kick-After the start and after each turn, at any time prior to the first breaststroke kick, a single butterfly (dolphin) kick is permitted, following which, all movements of the legs shall be simultaneous and in the same horizontal plane without alternating movement.

The feet must be turned outwards during the propulsive part of the kick. Scissors, alternating movements, or downward butterfly (dolphin) kicks are not permitted except as provided herein. Breaking the surface of the water with the feet is allowed unless followed by a downward butterfly (dolphin) kick."

What this rule change means for swimmers and officials: A visible separation of the hands initiating the arm pull is no longer required before the single butterfly (dolphin) kick that may be taken after the start and after each turn. A single butterfly (dolphin) kick is permitted at any time after the start or after pushing off the wall on each turn and before the first breaststroke kick.

For any questions contact: [Kathy Casey](#), Chair, USMS Rules Committee.

- **Major Changes for 2015 from USMS Rule Book**

Starts: At the referee's long whistle, a swimmer may take a position with one foot at the front of the block or deck but on the command "Take your mark" is required to place at least one foot at the front of the block or deck. (Article 101.1.1)

--Backstroke Ledge: A backstroke ledge is allowed for backstroke starts. The toes of both feet must be in contact with the end wall or face of the touchpad. (Articles 101.1.2B and 107.12)

- **Warm-up:** Backstroke starts are permitted only in designated lanes during warm-up at meets. (Article 102.4.2)
- **Entries:** A swimmer shall enter a meet with the full name as it appears on the USMS registration card. (Article 102.7)
- **Qualification of Officials:** The list of USMS-approved certifying bodies for officials has been moved from 103.3.1, 103.3.2, and 104.5.10B to Appendix B.
- **Meet Committee:** The list of responsibilities has been expanded to include verifying proper certification of pool length and completing record applications. (Article 103.5)
- **USMS National Championship Meets:** With the approval of the Championship Committee, dates other than August 1 – September 15 may be considered for a long course national championship meet. (Article 104.1.2)

Meet schedules for USMS national championship meets have been removed from the rule book. The Championship Committee will publish the meet schedule for each national championship meet at least six months before each meet. A schedule used at one national championship meet will not be repeated for at least two years. (104.5.2)

The Championship Committee may choose one or more of the following entry limitations for the 800/1000 and/or the 1500/1650 freestyle: a) each swimmer may enter only one of those events, b) only swimmers who meet the qualifying times in both events may enter both events, and/or c) one of those events may be restricted to only those who meet the qualifying times. (104.5.3C[2])

The Championship Committee may establish an entry receipt deadline. The postmark deadline for entries has been deleted. (Article 104.5.4C[3]).

The meet host of a national championship meet shall appoint a meet referee, an administrative referee (definition added to glossary), a head starter, and a chief judge subject to standards established by the USMS Officials Committee. Minimum stroke and turn judges include: two turn judges at each end of each course (jurisdiction not to exceed 5 lanes per judge), one stroke judge on each side of a 50-meter course, and one official at the 15-meter mark of each course for all starts and turns except breaststroke.

(104.5.10B)

- **Pool Measurement:** A bulkhead placement confirmation measurement is required for USMS records set at events sanctioned or approved by USA Swimming. (Article 105.1.7E)
- **Water Conditions for Open Water Events:** Temperature and water quality guidelines are now in place for swimmer safety in open water swim events. (Article 302.2.2)
- **Drafting in Open Water Swim Events:** In any swim in which individual escorts are required and motorized escorts are allowed, drafting of any kind is prohibited. (Articles 303.3.5 and 303.3.6)
- **Swimwear in Open Water Events:** Body coverage of the swimsuit has been extended to more closely match FINA rules, see Article 303.7 for a complete description. Neoprene caps are not permitted when the water temperature exceeds 78 degrees Fahrenheit. Navigation devices and audio layers are not permitted. (Article 303.7)
- **Independent Safety Monitors:** An independent safety monitor is required at all USMS open water swims. (Article 308.3)

**Meredith Moore, FL LMSC Registrar report
March 2015**

As of March 4th, we have 1825 swimmers registered for 2015 in the FL LMSC.
That is a 11% increase over the same time last year of 1651!
55% are male, 45% female.

We have 60 Clubs registered for 2015 including UC14 (Club Unattached)

We welcome our newest Clubs:

AMI Open Water Club, Bradenton

4SWM Forever Swimmers, Port Orange

PM - Pipeline Swimming, Tampa

SEAM Saint Edwards Aquatic Masters, Vero Beach

SH2O Speedsters H2O, Cape Coral

SARS St Augustine Reef Sharks, St Augustine

TMS - Tarpon Masters Swim Club, Punta Gorda

UNO - Mayport Hurricanes, Jacksonville

Marianne Bradley
Social & Awards Chairman report, March 2015

The 2014 Florida LMSC Awards Banquet Report – February 14, 2015

We had 37 people in attendance this year for our banquet on Saturday, Valentines Day following the 2nd day of the Valentine meet at the Long Center. The cost of the banquet came to a total of \$717.11, with a reimbursement of \$360.00 from the paying participants. This is the least we have had attending a banquet in quite a few years. Because of the low attendance, the restaurant seated their other diners in the same room with us to optimize their space and to accommodate everyone. I had elected not to use the Amplifier as I felt that with the low number of people, I could be heard in the reduced area. It did turn out to be quite noisy, thus making it difficult for us to be heard above the others. That was a serious problem. This situation is exacerbated by lack of a better venue to hold the banquet nearby to the Long Center, and one which can accommodate us at a reasonable price, and in a private area.

Secondly, I have been very disappointed in the lack of enthusiasm and participation in most of our recent Social and Awards Banquets, and the lack of interest in the Top Ten swimmers to receive their awards on this evening. We had only six of the 60+ LMSC winners in attendance.

Sue Moucha went to great inconvenience to attend this dinner, on a walker with her caregivers and nurse, only to have to endure the situation also. Happily two of her four 90-year-olds, the award recipients, made the effort to attend. Those of us on the committee spent our volunteer time compiling the numbers, ordering the awards at an expense to the LMSC, organizing the dinner, compiling and printing the programs, all for so little interest by so many of the recipients.

I have about 14 awards in the trunk of my car that need distributing around the state at a cost to the LMSC and inconvenience to me to package and mail.

It seems obvious to many of us that there is no interest in continuing the situation as it is. I believe we need suggestions from the board as to what course on which to proceed.

Should we have a Social only and forget the expense and distribution of awards? Should we forget the expense of the program and just announce the winners in the LMSC Newsletter? Perhaps we should just print Paper Awards like we do for the Club Volunteers. I do believe we should continue with the plaques for the LMSC Service Awards, the Sue Moucha Overcoming Adversity Award and the Leather Lung Bobble Head Awards.

As the Social and Awards Chairman, I do not wish to continue in this position under the current circumstances. We need serious changes to occur here, in order for me or anyone else to want to bother with it. Everyone's ideas are most welcomed – Please.

Marianne Bradley, Florida LMSC Social and Awards Chairman.

Kimberlee Riley, Webmaster report March 2015

Nancy Kryka, Treasurer worked with Jim Matysek with USMS to pull content from our existing website developed and designed by Ted Bradley. She set a target goal for launching a new website of April 25, 2015. She setup a Wordpress website account and on a test site loaded content from the existing site and links to emails and forms. An initial review of content was done by board members and recommendations were made for adding content and also correcting and updating content.

Kimberlee Riley, webmaster worked with the loaded content to design the navigation and pages and to respond to the feedback on the initial review. A second review was done by members and additional recommendations were made for improving content.

Following are goals for the new website – the online presence and content should:

- consider existing and new audiences -- new to Masters (or just) swimming as well as long-time swimmers
- consider all orientations of style and comfort level of web users -- those who are focused on function and simple text as well as those who are oriented to visuals and appearance
- use standard and common web design with a main navigation (ours is horizontal) and a customized and iconic home/landing page which is accessed by the main url and also by clicking on the header icon from within the site
- resemble USMS with the icon placement, data links, as well as buttons, icon, and graphic/visuals use
- provide functional content needed by all existing members as well as new members
- include search engine optimization which will help us reach more internet users
- use applicable technology such as widgets and plugins which are familiar to internet users as well as supportive for ongoing maintenance from the backend
- reduce annual expenses for the website by using plugins and widgets that are free of charge but can be maintained easily

The test site is at <http://floridalmc.usms.org/wp/> USMS will provide hosting. The domain name will be transferred from an account managed by Ted Bradley to a Florida LMSC account.

The site flow and content and menu structure is as follows:

Home - I've customized our home page so that it is our landing page (when one enters our website address you 'land' on it). As is common and as on USMS, 'Home' is not part of the menu options. You get to Home by either landing on it from the main website address or by clicking on the Florida LMSC logo in the header area of the website from any page. Most web users are already accustomed to this way of accessing the home page. We have a slider or 'carousel' type set of images (again similar to USMS) on the home page which is primarily for brand awareness (who we are and what we do) and attractive appearance. The navigation or menu is horizontal in a clear, simple, black band across the page. We have a simple navigation with few main pages and only one sub-page with a drop down menu (drop downs as used by USMS). The Home page has a scroll bar present on the right side which is recognized by most web users as a signal that there is more content 'below the fold' or further down on the page. If you scroll down you will find a simple welcome message with a small blurb about who we are/what we do and iconic links to core data our users look for on our website: how to register, contacts for questions, and upcoming events. These are all duplicates of the pages you link to from the main (black bar) menu options (some web users want to go straight to the text links in the menu and some like to look around at the 'pretty' visuals).

In the template for the webpages the header has the FI LMSC logo which resembles the same placement as USMS. This logo serves as our home page link and our brand. On the right side of the header - we have 'Florida Masters Swimming' - this is being used in our industry and on other LMSC sites because that's more understandable to the newbie than LMSC which most newbies don't know what that stands for or means.

From the home page - the menu options are in an organized order based on user needs for information:

Register -- how to register a club or individual

Training - places to swim

Calendar - upcoming events

Contacts - board contacts as well as a sub-page of board documentation and information

Meet Directors - meet director information

Awards - current and historical information about awards

Newsletters - current and archived newsletters

Gallery - just for fun - pictures - hopefully will be interactive if folks will send in their photos to be included

Details on the pages beyond the home pages:

Register - This page should help existing and new clubs or individuals get registered. We should have all the forms and links we had on our old (existing) site but hopefully presented more clearly and attractively with a preference or encouragement for online registration.

Calendar - Has a top button link to Dixie Zone as they are so good about keeping up to date with these details. Includes a plugin which allows us to list in chronological order by date all events and feature event name, contact information, location with a map, and a link to further information. Additionally, each item is color coded/categorized: Senior Game, Swim Meet, Open Water Swim, Certification/Clinic, and Board meeting. With this plugin the user also has the ability to add the event to their calendar (google, outlook, etc...) with a click.

The user can change the view from an agenda listing by date to a calendar listing where they see the monthly or weekly calendar.

Contacts - STILL A WORK IN PROGRESS I am experimenting with some plugins for a gallery but am not sure they are as functional as we would like. (The current plugin is at the bottom of the page - showing a sample of a gallery of the board members). The purpose for the gallery is to try to create a symmetrical and consistent gallery of photos of our board members. As you can see in the current 'gallery' at the top of the page -- our photo sizes are inconsistent which make our rows seem a bit out of place. I don't think the email links are working either ---- someone has to get the email and type it in manually if they want to contact a board member. I'll keep working on this.

Board documentation -- this is for you as well as for non-board members. This provides access to content here or from the main menu on any page -- when you hover your mouse over the main menu 'Contact' a drop down menu of 'Board Information' will come up. You can click on that sub-menu link on any page. Or you can go to contacts and scroll down and then click on 'Find meeting minutes, etc.'

The Board information has 3 sections of information:

-Board meeting dates and meeting minutes (and the by-laws)

-Treasurer's report

-Convention reports and reimbursement voucher (still needs to be completed)

Meet Directors – WORK IN PROGRESS - this is a clean listing of all the forms and files we had on our old (existing) website. I think this can be formatted a bit with small icons and grouped by topic such as General Meet Information and Pool Measurement, etc...

Awards – WORK IN PROGRESS - clean listing which also needs a bit of formatting with small icons or images

Newsletter - clean listing with a small icon. I don't know if the existing newsletters have been uploaded into the FTP - we need to do this and get the links on our new FTP site. The current link is to the existing site which will be taken down and will break the link

Gallery - slider or 'carousel' of images provided by our members - if we get submissions of photos - this might increase traffic to the website. This is primarily for fun and engagement but also serves as a branding as well with who we are and what we do.

Gaps:

Swimming Saves Lives -- we need to promote that we are providing a 25% reimbursement for those adults learning to swim. This is something we already do and Nancy has advised is a large purpose for our reimbursement form. I would suggest that we have a separate page (which would add a new menu item) that talks about our commitment to everyone knowing how to swim (to save lives). This page would also have the reimbursement form accessible.

Florida LMSC history – there is an interest to add a page with our organizational history.

The goal is to meet Nancy's goal of April 25 to launch the new website, if not sooner. To do this we will focus on core content and its accuracy as well as ensuring all links are working. Adding non-critical content and continuing to improve upon the design will be a continuous process.

I will work with Jim at USMS to make sure we have all we need with existing content being pulled from the current website and put on an FTP site which we can access going forward. Also, we will need Jim's assistance in transitioning our domain name to our own account.

Ted has been contacted so that he is aware of our progress and timeline.

Following page is an update from Nancy Kryka who worked on the project with Kimberlee and Jim Matysek.

The current website is hosted by Ted Bradley and we pay \$420/year in hosting fees. We are limited by redesign fees if we want to change anything.

I asked Jim Matysek, the USMS Web Director, if there were any better options. He suggested we move to USMS as a hosting site, as other LMSCS are doing, to avoid hosting fees.

The current web site is a Cold Fusion platform. Jim suggested we try to rewrite our website in Wordpress so we might see if we could move to the USMS hosted site.

Wordpress is a DIY website tool. If you look at Sarasota Sharks or St. Pete Masters websites, or the Pan American website, you will notice they are all Wordpress websites and people are starting to move to creating their own websites using it.

In order to do that I taught myself Wordpress by watching Youtube videos, I installed it and ported the pages. Kimberlee and I worked together to review the pages and we had all the pages approved by our LMSC board.

Also, I manually downloaded 432 files from the current website to backup our minutes and other administrative forms. An automatic spider tool did not work successfully to do this. Kimberlee also has a complete backup, so we have 2 backups. Jim Matysek has a partial backup.

The next step is to create a Go Daddy account and ask Ted to transfer the domain to us. Kimberlee is working on that step.

Our deadline is 4-25 to complete the new website and move off the current website, to avoid the renewal expense.

We are very fortunate and lucky that Kimberlee is a Wordpress expert! We are also very fortunate and lucky that Jim Matysek was able to guide us on these steps. Anna Lea Matysek, Meegan Wilson, Meredith Moore, Patrician Tullman, and Patty Nardozzi have provided review time and comments, which is very much appreciated!

My hope was to make this move without causing everyone alot of work and stress!

Thank-you,
Nancy Kryka