

<b>Committee Name:</b>	Florida LMSC Conference Call	<b>Session #:</b>	<b>Report #:</b>
<b>LMSC President:</b>	Scott Bay	<b>Vice Chair:</b>	
<b>Minutes recorded by:</b>	Cheryl Kupan	<b>Date/time of meeting:</b>	May 5, 2013 6:05pm EST

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**Motions Passed:**

1.

<b>Number of Board members present: 10</b>	<b>Absent: 4</b>	<b>Number of other delegates present: 2</b>
<b>Committee members present (list all, including chair and vice chair):</b> Scott Bay, Marianne Bradley, Joan Campbell, Sheila Carpenter-van Dijk, Gary Henderson, Bob Jennings, John King, Cheryl Kupan, David Minor, Susan Moucha, Kimberlee Riley and Meegan Wilson		

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**Minutes**

- 1) CALL TO ORDER: The meeting was called to order at 6:05pm EST.
  
- 2) APPROVAL OF LAST MEETING'S MINUTES (Scott): I apologize as I thought I sent out the notes for everyone's input, but I apparently didn't do that. I want to make sure everyone has a chance to read through them and provide me their edits as its important to have it as accurate a record as possible. I suggest we table the approval of the notes until the next meeting. All agreed.
  
- 3) LAST CALL FOR CONVENTION DELEGATES  
 We have 5 we can select and request at large from the others. So far, those who emailed me their interest... Automatic are:
  1. Scott Bay- LMSC and USMS Coaches Chair
  2. Meegan Wilson- USMS History and Archives Chair
  3. Joan Campbell- Finance Committee Member
  4. Sherri Bogue- Finance Committee Member

Those interested:

  1. Jillian Wilkins- USMS Championship and Coaches Committee Member
  2. Bob Jennings- Coaches Committee Member
  3. Jack Groselle- SYSM
  4. Laura Groselle- SYSM
  5. Marianne Bradley
  6. Cheryl Kupan – LMSC Committee
  
- 4) FACT/REGIONAL TEAM UPDATES (Joan Campbell)  
 Can say someone like Marianne have similar access to the USMS database that our registrar has? Are we able to request from USMS/Jim Matysek?  
 Scott: When I lost some information on my computer, Meredith sent me a spreadsheet in very little time that she is able to cut & paste from the USMS database. But, whether or not someone else can have the same access is a good Jim question  
 Sheila: If you only want your info, Meredith probably can just give you info for your team.
  
- 5) WEBSITE UPDATE (Kimberlee)  
 I have been looking at various ways of how to update info on our website.  
 For example, how to update all the contact information?  
 Scott: I thought we were going to link team information from our LMSC website to USMS.org; why duplicate what's already on USMS.org?  
 Kim: I looked into different platforms for us:
  - (a) We need to determine a platform; our site from User perspective, looks very nice & navigation can be improved. Way its set up, unless content is entered exactly the way required, the whole site can blow up. Designer of the site has been helpful, but access has been hard. Option for a different platform as suggested by Jillian was Team Unify which provides the platform & homepage for free. Contact management is pretty standard. Adding content is a lot easier. FL LMSC's service is free in exchange for a list of team contacts to drum up business to host each team's site on the Team Unity platform for a fee.  
 Marianne: How much would the team fee be?  
 Kimberlee: Management fee for the teams to have their websites hosted on Team Unify varies - like \$20-\$100 per month, depends.

Scott: Let me summarize this. To be on Team Unify, we give team contacts & they solicit to see if teams would switch to their platform for a fee. Is that correct?

Kimberlee: Yes. Your URL put on our website as is now. Still get people on web visiting our site & linking to your team's site. Do they want to use Team Unify for their own website.

The way our site works now that to add an article you can't change the order. The most recent article is always the first article listed. On Team Unify, you can manage the order.

For Registration, it's a high tech sophisticated system that can be customized; help web person to manage site easier.

Our site now it takes a lot of steps to customize & tricky. Alter name of a file in any way, the file won't work. No way around how our site works; have to do the way the site was customized.

Right now I'm putting together a manual on how the site works and writing down the process step by step on how exactly how to do each task. Team Unify has an easier way of updating content & to switch sites, we may lose content.

Registration – speak w/Meegan as to why we do what we do.

- LMSC creates a file for each member, multiple forms. Team Unify does that for us.
- Team Unify has a calendar feature, event listings by date, calendar views.
- We can have log in only pages for members only (like a Board only section).
- They have a mobile feature where you can add content from your phone, iPad and email capabilities.
- Enhanced search engine that is smart enough to ID our site.
- Front end is similar to our home page; added benefits to customize how our menu operates or how images work. Pages easier to read. Site builded across the board based on user experience.

Scott: Your recommendation is to migrate to Team Unify where its free to the LMSC, we provide all Team contacts. Team Unify is easier to update content.

Kimberlee: I want to check on a few things before giving my recommendation. But, Team Unify is easier to use for content adds; features that we can use. I'll go back to the salesperson to make sure we have a long term opportunity & if they don't get any business from our team, to make sure we can keep our website on Team Unify.

Scott: All registrations are all being housed on USMS.

Meegan: Interactive registration form, used to have reg form for each club; went to new form to add clubs. Don't have to do interactive forms, though it'd be easier vs. paper submissions.

Kim: Forms can be uploaded to the Team Unify platform as I understand it.

Scott: Don't have a large contingent using paper form other than St. Pete Masters. Let's clarify your additional questions with Team Unify and go from there.

Meegan: Like the look of our site, will you be able to maintain with new logo, colors with Team Unify?

Kimberlee: We can mimic/come close but not exactly.

Joan, Scott and others mentioned they all like the new look, colors & functionality.

6) NEWSLETTER ITEMS (Sheila Carpenter-van Dijk)

- I have 4 articles for the next newsletter; overdue but need to add meet entries.
- No one sent me any articles; any suggestions what to do?
- [Meegan?] I would just shorten to 8 pages
- Same people writing in; trying think of what else we can do with it? Though I could have Kelly Spivey write an article about nutrition. Maybe we can add recipes, how do swimmers eat/train?
- Carl Selles wrote about his Tampa Bay Marathon that I enjoyed & he sent me more info. I really enjoyed his story. So, this would make 5 articles.

7) USMS CERTIFICATION CLASS IN FLORIDA (Scott for Jillian)

- 14 people signed up way ahead & will sell out quickly.
- I'd like to request for a provision for food & beverages, breakfast & lunch for the class; \$300 max to spend on meals for participants.
- Will get back from USMS a reimbursement for hosting; any overage spent.
- John King & Joan Campbell 2<sup>nd</sup> the motion, all approved, motioned carried.

8) SUMMARY OF SC AND CHAIR REPORTS:

Scott: Let me ask, are there any reports?

Joan: I don't have a report.

Marianne: I don't have a report, but I have an update for next year's Awards Banquet.

Possibility to have at the Long Center, but have not been given what the cost would be just to rent the facility. We still have to find a caterer and investigated with Joan, but have no information yet. I like this option as it can be more private vs. in a restaurant. I asked the person who coordinates for New Jersey to see what they do. They average ~\$40/person and people who win awards come free. Hope to have better report at the July meeting.

9) OLD BUSINESS: None

Motion to adjourn; All in favor.

The meeting was adjourned at 7:00pm EST

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