

**Minutes of the Annual Meeting of Wisconsin Masters Swim Committee (WMSC)  
October 8, 2022**

**Board Members Present:** Jeanne Seidler, Mike Murray, Elyce Dilworth, Melodee Liegl, Mary Schneider, Jennifer May, Jerry Lourigan, Jennifer Vallo, Melinda Mann, Carl Millholland

**Swim Members Present:** Steve Justinger, Julie Paque

**Excused Absences:** Tim Capps, Susan Wagner, Jim Brandon, Fred Russell, Peter Allen

The meeting was called to order by Mary Schneider.

**Board and Committee Reports**

**Chair –Mary Schneider**

I accomplished the following activities during the year:

1. Wrote a column "From the Chair" for the newsletters.
2. Sent monthly emails to members.
3. Attended the USMS Relay event in Denver in person.
4. Attended the USMS 2022 convention virtually.
5. Attended Great Lakes Zone meeting held virtually for the USMS convention.
6. Reviewed Financial Statements from the Treasurer.
7. Led several Executive Board meetings to revise and add new Policies for WMSC.
8. Led Executive Board and full board meetings on suggested spending policies from reserve funds.

**Vice Chair – Tim Capps**

I went to Denver for the Relay. I also participated in the annual meeting virtually.

**Treasurer – Mike Murray**

Activities as WMSC Treasurer -- 2022

1. On a monthly basis: Reconcile USMS statement to bank statement, reconcile bank statement, checking and savings, publish financial statements to Finance Committee
2. For Wisconsin meets issue invoice for fees due to WMSC, track payment.
3. Generate financial statement for: USMS annually, WMSC Annual meeting.
4. Receive, audit, approve and reimburse expenses in a timely manner.
5. Assist WMSC Chair.

**Secretary – Jen May**

The Secretary took minutes on 20Oct21 for the Annual Meeting of WMSC. In addition, minutes were completed for calls on 13Dec21, 2Feb22, 24April22, 31May22 and 17June22.

**Sanctions Report – Melinda Mann**

Wisconsin Masters sanctioned 9 events this past season. We kicked off the season in November with the Baraboo meet and finished in June with the Summer Fun Meet in Brookfield.

The online sanctioning process suffered a virus attack in November of 2021. This shut down the online sanctioning process while USMS worked to resolve the issue. In December of 2021, USMS re-opened the online sanction request system. Event directors were now required to complete both the online request

form and upload all documents to Survey Monkey. (A link was provided to Survey Monkey on the sanction request form.)

Using the new system was not a smooth process. Numerous meet directors could not find any link to Survey Monkey to upload their documents. Eventually I requested the meet directors send their documents directly to me. I would upload them to Survey Monkey and then they would be placed in a WI dropbox folder. USMS Event Services would then review them and upload them to the calendar listing. However, this system didn't always work either as many requests to update meet postings were never updated by USMS.

Hopefully things will be operating efficiently for the new season starting this fall!

### **Open Water/Long Distance Chair - Jennifer Vallo**

There were a few local, non-sanctioned events that were well attended by Wisconsin Masters Swimmers in 2022: Big Swell Swim in June (Devil's Lake) and Big Shoulders (Chicago, IL) in September. USA Triathlon sponsored a 750-meter swim as a kickoff to the National Championships in August held in Milwaukee.

USMS sponsored the following Open Water National Championships in 2022:

July 9: Sprint Distance-Brogan, Lake Erie, OH (canceled due to high winds)  
July 31: Middle Distance-Santa Cruz, CA  
August 13: 2-Mile Cable-Lake Placid, NY  
August 20: Marathon Distance-Lake George, NY  
August 27: Long Distance-Del Valle, CA  
August 28: Sprint Distance 2.0-Del Valle, CA

USMS Open Water National Championships scheduled for 2023:

July 8: Ultramarathon Distance-Portland, OR  
July 13-2-Mile Cable-Foster Lake, OR  
July 15-Marathon Distance-Applegate Lake, OR  
August 12: Middle Distance-Lake Oahe, SD  
September 16-17: Long Distance-Lake Mission Viejo, CA  
September 16-17: Sprint Distance-Lake Mission Viejo, CA

USMS sponsored several virtual and fitness events throughout the year to help keep us motivated and in the pool.

USMS will again sponsor ePostal events for 2023:

January 1-31: 1-Hour ePostal  
May 15-September 15: 5k/10k ePostals  
September 15-November 15: 3000/6000 ePostals

I've decided to change my featured newsletter article a bit this year to 'Meet your Wisconsin Masters Committee Officers' and am very excited to share behind the scenes stories and let our members get to know the officers better.

### **Fitness Chair – Melodee Liegl**

Hosted the 2021 Water Warriors with 22 participants this year. Everyone was a winner due to restrictions on pools. Maybe that will change this year?

### **Communications Chair – Carl Millholland**

As Communications Chair, I take responsibility for publishing the LMSC newsletter four times a year and managing the Wisconsin Masters Website. I am also the Administrator for the Wisconsin Masters Swimming Facebook page.

The newsletter was published six times year-over-year, covering notification of up-coming events and recaps of past events including Nationals, a message from the LMSC Chair, new state records and accomplishments, and other news of interest to members about open water and pool events. In 2021 I began a "From the Archives" column featuring a newsletter item from years past. I also received paper copies of newsletters dating back to 1989, which were scanned and posted on the Wisconsin Masters Swimming website.

Membership on the Facebook page has grown from 310 members on October 10, 2021, to 358 members on October 7, 2022; an 11.5% increase year over year. Roughly one third of the members came from the greater Milwaukee area, one third from the greater Madison area, and one third from other locations, including some Illinois and other out-of-state residents. I rejected 8 member requests, as they came from foreign countries and appeared to attempt to spam the page. Members are automatically accepted if the requestor has at least one friend who is already a member of the Facebook page. 61 posts were made during the year, with Bobby Wu as our top contributor.

### **Webmaster – Jim Brandon**

During 2022 I maintained the website by posting newsletters, announcements, meet results and records. I also monitored the Wisconsin Masters Swimming Facebook site which continues to grow.

After several years of serving as webmaster, I've decided it is time for me to step back from this position. I've enjoyed serving, but due to other commitments I am no longer able to continue with this.

### **Audit Chair – Elyce Dilworth**

I reviewed the monthly financial reporting packages, year-end financial statements and budgets. I also filed the Form 990-N with the IRS and completed the annual report for the WI Dept. of Financial Institutions.

### **Safety Chair – Jerry Lourigan**

I don't know of any issues we have had this last year with safety concerns. Some other things that help keep are meets safe is someone monitoring the deck; this person usually acts as a Host at the swim meet. Steve Justinger is a very good example of acting as a host. A coach or someone with safety and coaching experience running the lanes for starts at the swim meet adds a layer of safety. This person helps with starts but also should be monitoring for safety.

### **Top 10 Recorder –Jeanne Seidler**

In the past reporting period, many swims and relays placed in the USMS Top 10.

2022 SCY: 61 individual and 17 relay, 4 individual swims and 1 relay were All-American swims.

2021 SCM: 39 individual and 4 relay, 1 relay swim was an All-American swim.

2021 LCM: 34 individual and 6 relays, 3 individual swims were All-American swims.

The 2022 LCM is not yet reported by USMS and the 2022 SCM is reported in January/February 2023.

In 2024, the SCY season will be extended into June to leverage the excitement of the 2024 Olympic Trials with the USMS Nationals. Beginning in 2023, the season end and begin dates may fluctuate to include only one USMS Nationals in any given season.

Below is the list of 11 Wisconsin meets uploaded to USMS and submitted for Top 10 consideration. Note that all three courses are included. If swimmers participated in sanctioned meets outside of Wisconsin, the sanctioning LMSC is responsible for submitting the meet for USMS Top 10 and USMS Records consideration. There were no USMS records swum at any Wisconsin meet. USMS submits swims from USMS sanctioned events to FINA for Top 10 and World record consideration. Only meets from sanctioned events are eligible for FINA Top 10 and World records, and then only from SCM or LCM meets. For a recognized event, the swimmer is responsible for submitting their times and all documentation to the LMSC Top 10 recorder for submission to USMS Top 10 consideration unless USMS announces that USMS will process the event as is usually done with several major recognized events, i.e., YMCA Masters Nationals or other really big recognized events.

The LMSC Top 10 recorder is the last person in the LMSC to work with the meet data. It is important that every meet director ensure that the official results from the meet are complete and without error. This complete and correctness of results must be done before the meet is finished and everyone has left the meet. If there is a problem with names and results and lanes, the meet should be stopped at that point and all corrections applied. My point is that it is OK to stop the meet and correct the issues before resuming competition. Remember this procedure, stop the meet and fix the problem before continuing with any more competition. Meet documents and electronic files must be kept by the meet director for two years.

Dates	Course	LMSC	Swimmers	2022 Meets
Jul 28-31, 2022	LCM	WI	1 member	<a href="#">2022 WI 13&amp;O LCM State Meet (USA Sanct)</a> (20220731USA13OL)
Jun 18, 2022	LCM	WI	40 member 1 OEVT	<a href="#">2022 Wisconsin State LCM Champs at Schroeder</a> (20220618SCHROEL)
Jun 4, 2022	SCY	WI	22 member	<a href="#">2022 WISCONSIN MASTERS SUMMER FUN MEET</a> (20220604BEHSUMY)
Mar 26, 2022	SCY	WI	57 member 1 OEVT	<a href="#">2022 Wis. State SCY Champs at Schroeder</a> (20220326SCHROEY)
Mar 12, 2022	SCY	WI	48 member 3 OEVT	<a href="#">2022 Spartan Splash at McFarland High School</a> (20220305MCFARSY)
Mar 6, 2022	SCY	WI	54 member 10 OEVT	<a href="#">2022 Wis. SCY at Whitefish Bay HS. Dave Clark Classic</a> (20220306WFBHSYY)
Feb 13, 2022	SCY	WI	59 member 3 OEVT	<a href="#">2022 Cardinal Classic SCY Swim Meet at Sun Prairie High School</a> (20220213SUNPRYY)
Jan 9, 2022	SCY	WI	61 member	<a href="#">THE FOUNDERS MEET AT PABST FARMS YMCA</a> (20220109PABSTY)
Dates	Course	LMSC	Swimmers	2021 Meets
Dec 4, 2021	SCM	WI	61 member 3 OEVT	<a href="#">THE 2021 JOHN BAUMAN SCM MEET AT WEST BEND HIGH SCHOOL</a> (20211204WBWHSS)
Nov 7, 2021	SCY	WI	34 member 9 OEVT	<a href="#">Baraboo Masters Swim Meet</a> (20211107BARABYY)
Oct 15-17, 2021	SCY	WI	1 member	<a href="#">2021 GMO - Greater Milwaukee Open USA-Approved</a> (20211017GMOY)

Coaches Chair – Fred Russell

I received a request for information to start a group in the Appleton Area. Copies of my workouts were emailed and I answered questions.

Regarding Coaches for National Meets, a document was prepared and sent to the WIS Regional Team giving criteria for selection.

Finally, this past year, three workouts a week were emailed to 150 coaches and swimmers. The workouts had a seasonal approach with a weekly micro cycle, and a three week recovery/adaptation cycle. (The season was from September 2021 through April 2022). (The planner used for this season was very similar to the 2018 Championship Planner except for the Distance Group who "rested" later).

Going forward, the mailing list will be shortened with swimmers who have requested the workouts.

I will remain a resource for swimmers and Coaches.

### Registrar – Peter Allen

#### **454 Registered Swimmers (up 13% vs. 2021 but down 15% vs. 2019)**

*(see long-term trend of registered swimmers in attached graph)*

Notation used below to show trends: (2022, 2021, 2020, 2019)

#### Male/Female breakdown

- 216 men (**216**, 190, 235, 270)
- 238 women (**238**, 211, 245, 264)

#### Clubs

- 326 (72%) registered under WMAC (**72%**, 72%, 78%, 84%)
- 111 (24%) registered UC20 (**24%**, 22%, 19%, 16%)

#### Workout Groups

- 266 swimmers (59%) are **not** registered with a workout group (**59%**, 59%, 50%, 47%)
- 15 workout groups under WMAC
- Only 3 workout groups have 20 or more swimmers (**3**, 3, 4, 5)
- Top five workout groups account for 136 swimmers (72% of members who are in WO groups)
- Top five WO groups are:
  - EBM – (**40**, 51, 61, 79)
  - WSAC – (**36**, 26, 37, 42)
  - MAM – (**35**, 24, 33, 31)
  - WFBM – (**13**, 15, 20, 24)
  - TF – (**12**, 13, 17, 21)

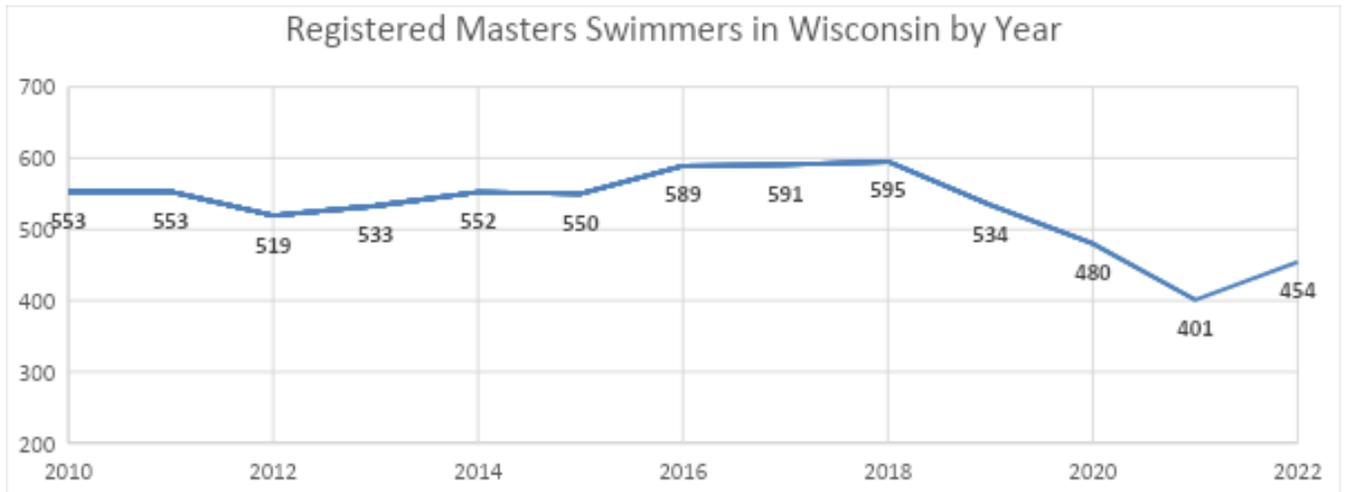
#### Cards

- No cards were printed in 2022 – (**0%**, 14%, 19%, 24%)

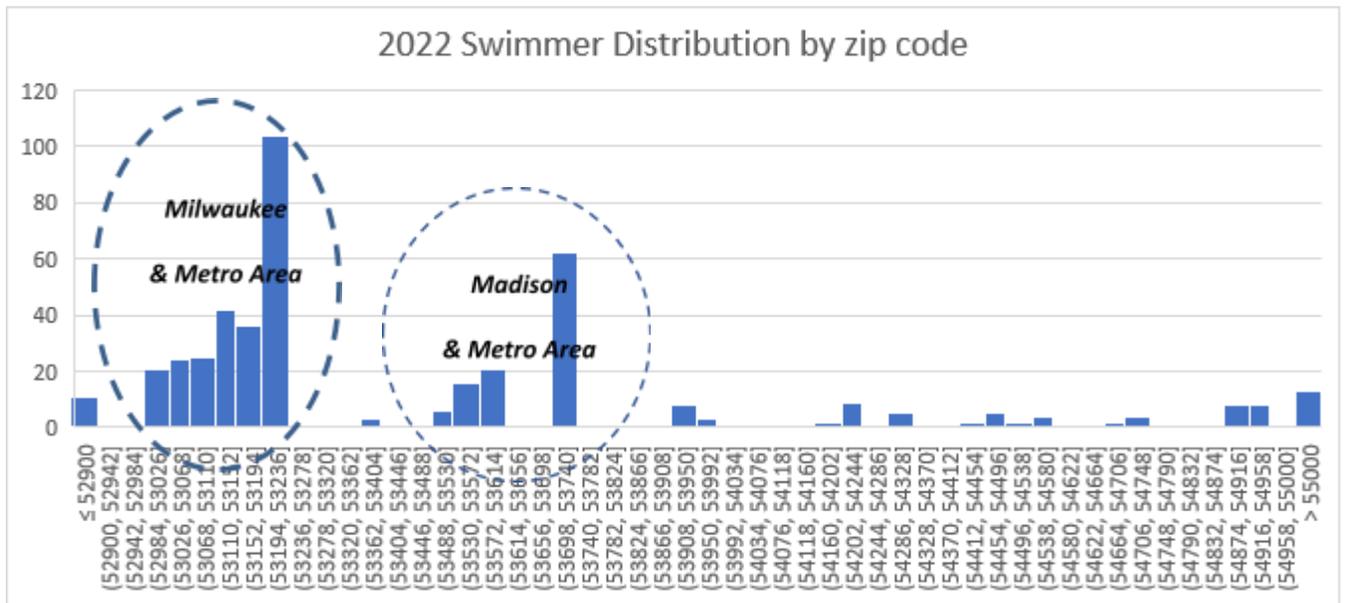
#### ALTS Instructors

- 16 Swimmers are certified ALTS (Adult Learn To Swim) instructors (**16**, 13, 15, 19)

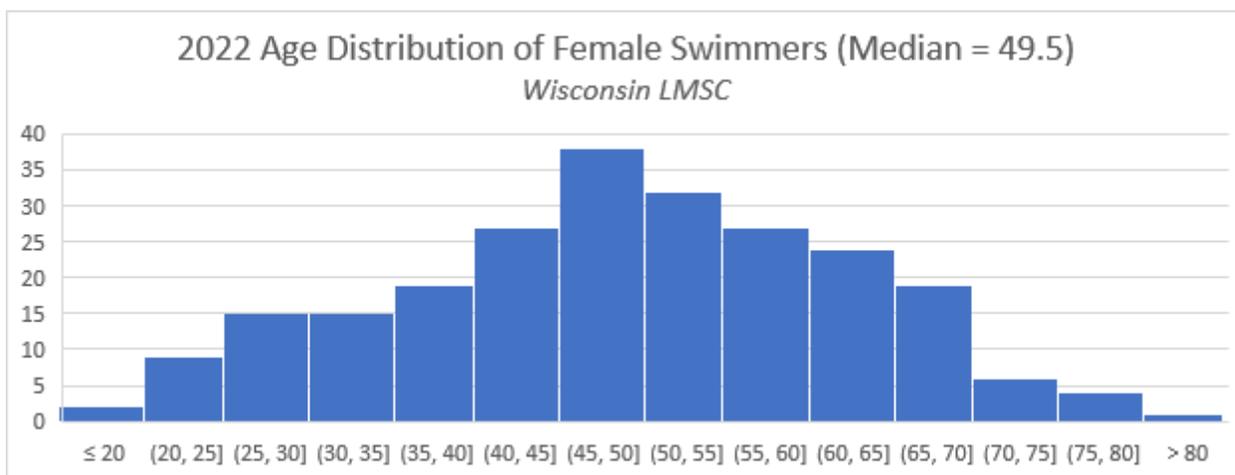
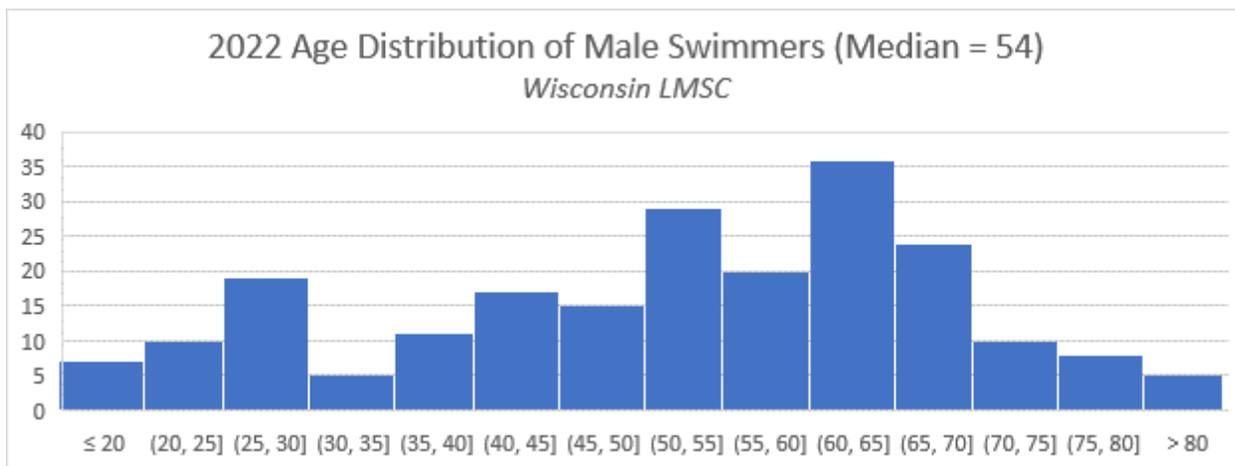
## Registered Swimmers – long-term trend



**Key Takeaway:** Post-pandemic uptick has not returned to pre-pandemic levels (2010-2019)



**Key Takeaway:** The Milwaukee and Madison metro areas account for essentially 80 percent of the registered swimmers in the state. The Milwaukee metro area alone accounts for 56 percent of the total.



**Key Takeaway:** Compared to 2010, the median age is now about five years older for both men and women. The “older” side of the age distribution tends to be overweighted compared to the younger side. This points to the need to recruit more younger swimmers.

### Officials – Susan Wagner

In my role as Officials Chair:

- I coordinate and assist with training of Officials for the Masters Meets.
- I schedule and coordinate Officials for the Masters Meets in Wisconsin.
- I assist in answering rules questions from athletes and Meet Directors.

### Discussion:

#### 1. Announcements from the Chair, Mary Schneider

- USMS Level 2 Coach Certification and Clinic held Oct 1-2 was a success.
- No tabled motions from last year.

#### 2. Elections

- There were no nominations from the floor for any of the officer positions. Officers were voted in by acclamation.
- Chair – Mary Schneider
- Vice-Chair – Tim Capps
- Secretary – Jen May
- Treasurer – Mike Murray

- **Appointment of Committee Chairs** – updated registrar from 2021
  - Communications – Carl Millholland
    - Newsletter -Carl Millholland
    - Webmaster - Carl Millholland
  - Registrar – Julie Paque
  - Coaches – Fred Russell
  - Sanctions – Melinda Mann
  - Long Distance/Open Water – Jen Vallo
  - Safety – Jerry Lourigan
  - Officials – Susan Wagner
  - Fitness – Melodee Liegl
  - Top 10 Recorder –Jeanne Seidler
  - Auditor – Elyce Dilworth

### 3. Schedule of Events for 2022-2023

- Baraboo 6Nov22 - confirmed
- West Bend 3Dec22 - confirmed
- Pabst Farms 22Jan23 - confirmed
- Sun Prairie TBD Feb23
- Whitefish Bay TBD Mar23
- McFarland 18Mar23 - confirmed
- SCY State TBD Mar23
- Brookfield East 3Jun23 - confirmed
- LCM State TBD Jun23

### 4. Budget for 2022

- See Appendix A
- Convention in 2022 was virtual and 2023 will also have a virtual option.
- USMS Relay (in person) will be an annual event so money will be allocated.
- Pass through to WISC for coaching USMS National meet will be included.
- USMS asks that the LMSCs spend down budget reserves to enhance adult swimming
  - WMSC currently has \$42,000 in reserves; plan to spend down slowly and continue to review
  - See Appendix A “Intentional Spend Down of WMSC Reserves” for proposal details
  - Suggestion to send a “welcome package” to new members – include an additional \$1000 to the budget; Carl to lead
  - Suggestion to decrease pool surcharge at State Meet

### 5. Potential Open Water Meet

- WMSC to support/partner with Lauren Jensen McGinnis and Tri Faster to organize an open water (OW) event; Mary and Jen V. to reach out to Lauren
- Consider offering a shorter option for new OW swimmers
- Consider an OW clinic prior to the swim

### 6. Survey Results

- Approximately 80 responses
  - 62 swimmers consider themselves competitive
  - 19 swimmers consider themselves non-competitive
- Many suggested adding a “different” or “fun” (nonconforming) event at meets
- Approximately 30 swimmers suggested trying a fitness event as a group

### 7. Other Discussion

- Consider engaging with new people at meets and follow up with them after meets. This will make new swimmers feel welcome
- Coaching reimbursement policy may need to be updated. Jeanne sent suggestions to Mary.
- Several deaths in 2022: Dick Pittman, Ingrid Stein, Tom Michelson and Mary MacGillis (Alex's wife)
- Consider listing Senior Olympics as "Wisconsin Senior Games" so we can submit the times to the USMS database

Date for next year's annual meeting – 7Oct2023

**Approved Motions:**

- Mary moved and Mike seconded the motion to approve the 2021 annual meeting minutes.
- Mike moved and Jen Vallo seconded the motion to approve the officer and chair reports.
- Mary approved the appointment of the committee chairs.
- Mary moved that the slate of officers be approved by acclamation. Mike seconded the motion.  
Chair - Mary Schneider  
Vice Chair – Tim Capps  
Treasurer – Mike Murray  
Secretary – Jennifer May
- Melinda moved and Jen V. seconded the motion to approve the 2022-23 confirmed meets.
- Jeanne moved and Jerry seconded the motion to approve the 2023 budget as amended.

Mary called for a motion to adjourn the meeting. Mike moved and Jerry seconded the motion. Motion was approved, and Mary adjourned the meeting at 10:53 am.

Respectfully submitted,  
Jennifer May  
Secretary, WMSC

## Appendix A

WMSC 2022 Budget									
	2022	2023	%	Qty	Amt	Notes	Mike's Comments		
	Budget	8/9/2022	Budget						
<b>Income Categories</b>									
Interest Earned	40	25	40	0.6%					
USMS Pool Sanction Fee	-	359	-	0.0%		WMSC to Cover in 2023	Permanent		
USMS Open Water Sanction Fee	-	-	-	0.0%		WMSC to Cover in 2023	Permanent		
WMSC Sanction Fee	-	175	-	0.0%		Not Collected in 2023	Permanent		
OWS Insurance Collected	450	-	450	6.8%	90	5	Pass thru to USMS		
One Event Registration - USMS	-	240	225	3.4%	15	15	Pass thru to USMS		
One Event Registration - WMSC	-	-	-	0.0%			Not Collected in 2023		
Registrations - Clubs & Work Out Groups	216	-	-	0.0%			WMSC to Cover in 2023		
Registrations - Individual	4,800	3,506	5,873	89.1%	435	13,500	Assume 50% early and 50% standard		
<b>Total Income Categories *</b>	<b>5,506</b>	<b>4,305</b>	<b>6,588</b>	<b>100.0%</b>					
<b>Expense Categories</b>									
ALTS Stipends to Trainers	750	-	750	3.8%	3	250			
ALTS Classes for Swimmers	500	-	500	2.5%	2	250			
Awards & Relay AA Patches	-	-	-	0.0%					
Water Warrior	600	-	600	3.1%					
Medals for State Meet	1,200	120	250	1.3%					
Bank Service Charge	-	-	-	0.0%					
Coaching Certification	1,250	-	1,250	6.4%	10	125	To take USMS Coaching Certification		
Coaching Grant \$500	-	-	500	2.5%	1	500	To attend USMS Coach Clinic		
USMS Relay Event - Annual	1,500	494	1,500	7.6%	2	750	In Person		
USMS Convention	1,500	-	-	0.0%	-	750	Virtual		
Great Lakes Zone	-	-	-	0.0%			Eliminated		
Insurance OWS Paid to USMS	450	-	450	2.3%	90	5	Pass thru to USMS		
Memorials for Deceased Members	-	50	50	0.3%	2	25			
Newsletter	50	-	50	0.3%					
Office Expense	25	176	50	0.3%					
One Event Registration - USMS	-	-	225	1.1%	15	15	Pass thru to USMS		
Paper Registrations	-	-	-	0.0%			Eliminated		
Reimburse Club Assistant/Swipe Fees	-	-	-	0.0%			Eliminated		
Rule Book	10	-	20	0.1%					
State Meeting Expenses	-	-	-	0.0%			Eliminated		
Web Site and ISP Fees	180	-	180	0.9%					
Wisconsin Corp Fee	10	25	25	0.1%					
Computer & Software to Maintain LMSC Records	-	-	-	0.0%			Eliminated		

WMSC 2022 Budget									
	2022	2023	%	Qty	Amt	Notes	Mike's Comments		
	Budget	8/9/2022	Budget						
<b>Intentional Spend Down of WMSC Reserves</b>									
Pool Sanction Paid to USMS	-	150	450	2.3%	9	50	WMSC to Cover in 2023		
Open Water Sanction Paid to USMS	-	-	50	0.3%	1	50	WMSC to Cover in 2023		
Total Registration Expense (excludes One Event)							Eliminated		
Cover Club and WDG registration fee			182	0.9%	14	13	WMSC to Cover in 2023		
Pass Thru to WISC		2,500	2,000	10.2%			e.g. for pool and coach travel expense		
Stroke Clinic(s)			2,000	10.2%					
Expand Local Open Water Swim			1,000	5.1%					
Start New WDGs			1,000	5.1%					
One Time Reimbursement of OJET			75	0.4%	5	15	If swimmer converts to USMS Membership		
Pay USMS Coaches fee for WMSC Coaches			1,000	5.1%			For people registered as USMS Coaches		
\$500 Grant for each day of a swim meet *			4,500	22.9%	9	500	see Mike's suggestion below		
"Welcome" Package to newly registered swimmers			1,000	5.1%					
<b>Total Expense Categories **</b>	<b>9,025</b>	<b>841</b>	<b>####</b>	<b>100.0%</b>					
<b>Income less Expenses</b>	<b>####</b>	<b>3,465</b>	<b>(13,070)</b>						
<b>Comments &amp; Assumptions</b>									
Assume 435 swimmers registered for 2023									
\$13 for entries in Nov & Dec - Discounted									
\$14 for entries the rest of the year - Standard									
Assume that it is split 50/50 discounted and standard									
Assume 10 stipends for coaches									
Assume 3 stipends for ALTS Trainers									
The 2022 Cream City River swim will have 90 swimmers									
		2,022	2023	2024	2025	2026	2027		
Cash On Hand in August	44,165	31,096	18,026	4,957	(8,113)		(21,163)		
* \$500 Grant for each day of a swim meet - Mike's Suggestion									
1) the meet host must request the grant									
2) meet host must describe how the grant will promote, support or enhance Adult swimming beyond holding the meet									
3) WMSC board to review and approve or disapprove the grant									
4) Grant is guaranteed for 2023, possible the following years									