



Pacific Masters Monthly Meeting

Date: March 20, 2024 (Zoom Call)

Call to Order: Ian King, Chair, called the meeting to order at 7:00pm

I. APPROVAL OF MINUTES & AGENDA

- February 21 Meeting Minutes: Approved
- March Agenda: Approved as amended

II. OFFICERS' REPORTS

Chair – Ian King, see meeting agenda for report

Treasurer – Laura Shope, see meeting agenda for report

- March financials accepted

Past Chairman– Phyllis Quinn, see meeting agenda for report

- AGSOTY is an acronym meaning Age Group Swimmer of The Year

Secretary – Sally Guthrie, see meeting agenda for report

Officer and Committee Reports

Office Administrator/Registration/Top Ten and Records – Chris Ottati, see meeting agenda for report

- Chris indicated she is working on handbook revisions and will send them for review in the near future

Schedule – Steve Cutting, no report

Pool Committee, Chair- Chad Holbrook, see meeting agenda for report

Meet Operations – Ahren Lehnert, see meeting agenda for report

Officials – David Benjamin, see meeting agenda for report

Open Water Committee, Chair-Rebecca Friedlander, see meeting agenda for report

- Members of the OW Committee were misstated, the correct members are as follows: David Brancamp, Karen Charney, Kimberly Elsbach, Jennifer Phalen, Ann Schnuer, Stephen Small, David Spritzler

Communications and Technology – Michael Moore, see meeting agenda for report, also additional report appended to minutes

- Proposal #1 – Repeal from Pacific Masters Administrative Handbook – ‘102.3f. It is the policy of Pacific Masters Swimming not to schedule two events on the same day unless approved by the Pacific Masters Swimming Committee.’
- Discussion – pro – since members are from very wide-ranging areas and swimmers generally travel an hour or less to meets it is unlikely that offering two events on the same day would decrease the number of participants at either event, but offer those living at a distance from the Bay Area greater opportunities to compete. – con – the rule as written gives the Executive Committee [EC] (acting for the Pac Masters Swimming Committee) the right to schedule events on the same day. Also, we need to retain the rule so that future members of the Pac Masters Swimming Committee and the EC have guidance on this issue.
- **Proposal #1 was defeated. Votes 6 yes versus 8 no.**

2024 Meeting Dates (all dates are tentative): April 17, May 15, June 19, July 17, August 21, September 18, October 16, November 13



- Proposal #2 was amended to read (amended portion underlined) – Update Publishing Guidelines. *'The Update and the Pacific Masters website may have list in the schedule events from other LMSCs'*
- Discussion -pro- we currently don't have as many meets as we used to and since our membership is large and wide-spread, notifying competitors of meets in neighboring LMSCs that might be a closer drive for them would be benefit to our members – con- the schedule calendar on the website could become too cluttered with meets; thereby decreasing the perceived priority of our meets over those in neighboring LMSCs and possibly decreasing participation in our events. Also, who would decide which events in local LMSCs should be included on the scheduling calendar on our website?
- **The amended Proposal #2 was approved. Votes 12 yes versus 3 no.**

Update – Chris Ottati, see meeting agenda for report

Website – Dan Wegner, see meeting agenda for report

Clubs and Coaches – Shari Cruse, see meeting agenda for report

Ad Hoc Committees

ALTS – Kim Elsbach, no report

LMSC Development Committee – Karen Harris/Ian King, no report

USMS Rules – David Benjamin, no report

LMSC Legislation – Teddy Palmer & Ahren Lehnert, no report

Diversity & Inclusion – Vicki Shu, see meeting agenda for report

Marketing and Membership – Michael Moore, late report appended to minutes

Annual Celebration and Meeting – Teddy Palmer, no report

III. OLD BUSINESS

- No report

IV. NEW BUSINESS

- No report

V. CLUB ANNOUNCEMENTS

- No report

VI. POLICY UPDATES

- No report

VII. ADJOURNMENT

- Meeting adjourned at 8:03 pm

ATTENDEES

Phyllis Quinn, Chris Ottati, Ian King, Michael Moore, Sally Guthrie, Kathy Gill, Ruth Cheung, Vicki Shu, Steve Cutting, Matt Zachan, Rebecca Friedlander, Matt Roper, Peter Guadagni, Cynthia Hertzler, Joel Wilson, Nancy Ridout, Eric Hektner, Chad Holbrook, Shari Cruse, Bob Anderson, Laura Shope, Ron Taylor

Respectively submitted,

Sally Guthrie

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Marketing and Membership

We did a couple of surveys. One of those who were new members in 2023 and then registered in 2024. This was compared against those who registered in 2022 but did not register in 2023 and. A survey of 2022 members.

We Find the same trends

- Most swimmers join to get a coached workout about 60%
- About a third join to compete in a USMS sanctioned meet
- Most people find out about Masters swimmer through word of mouth
- About 15% find out about Masters swimming at the pool

For swimming background

- About 8% learned to swim as an adult
- 25% Learn to swim as a child but did not compete
- 66% swam competitively as a child

The D and I committee asked for a survey that included members income. The executive committee voted against that. However, by looking at a members address, one could get from the Census department the average family income.

By looking at the California family AGI by zip code, and just looking at members who lived in the California portion of Pacific LMSC, then sorting by AGI, we got the following

Pacific Masters members EOM Oct 2022

Members in California Counties

Total 9967

10%	65,083.00
25%	94,374.00
50%	138,986.00
75%	253,207.00
90%	398,441.00

The lower 10% is \$65,000 or lower, the mean for the members living the zip codes is about \$139,000 and the top ten percent live in zip codes where the AGI is \$398,000 or higher.

MIT does a Living wage survey but country, by taking that number and comparing it against a zip codes AGI. This information was given to D and I for most of the California counties in the Pacific Masters area.

Website

The most looked at web pages are about competition. We are trying to make changes to the website to make it more friendly to the non-competitive swimmer. The competitive swimmers make up just less than 20% of the Pacific Masters members.

The most popular pages are

	Views	Unique Users
1 Pacific Masters - Schedule	8582	2930
2 Home	7119	2273
3 Pacific Masters - Results	2042	686
4 Swimmer of the Year Rankings	949	307
5 News and Stories	740	340
6 Pacific Masters - Records	397	131
7 Pool Competition	351	235
8 List of Clubs	297	220
9 Open Water Event Results	230	71
10 Pacific Masters - Pacific Masters Coach of the Year	185	114
11 What is Masters Swimming	139	116
12 Pacific Masters - Pool Open Water and Virtual Swims	123	97
13 Where to Swim	110	98
14 Committee Meetings	102	31
15 Contact Us	102	81

The order of pages is about the same the last 28 days and since the beginning of the year.