



# Minutes

## CCSF Board Meeting

**February 24, 2008**

**The Cannery –Newport Beach, California**

### **I. Roll Call**

On February 24, 2008 the Board Meeting of CCSF came to order at: 9:19.

Members present were: Linda Bamford, Forrest Nelson, David Clark, Don Van Cleve, Paula Selby, John York, Carol Sing.

Members Absent: None.

References to board members in the minutes are by initials LB, FN, DC, DV, PS, JY, CS respectively.

### **II. Approval of Annual Meeting Minutes**

Minutes of the January 24 meeting were previously approved by all members via email.

### **III. CCSF Documents Discussions**

Swim enthusiast letter discussed.

Senior citizen age left unchanged at age 60.

Senior citizen fee changed to \$10 from \$5.

Option to have certifications and medals mailed if swimmer does not attend banquet was discussed. Charging \$15 was suggested. The banquet announcement/ invitation should include the election to have cert and medal mailed with a charge of \$15 to cover mailing costs. This option should also be included as part of the enthusiast letter.

Vote on this suggestion: unanimous.

The date range 12/31 to 3/31 for payment of dues was discussed. Later decisions to swim would be handled with dues payable upon application.

Method of payment: Paypal mentioned. LB- credit cards on line;

Providing list of observers and paddlers to assist swims discussed.

Modifications to membership form will be emailed for suggestions and edits toward consensus and final.

DC commented that Margaret Clark was happy to continue web master. PS pointed out that she should be copied on all board correspondence.

Forms reviewed:

Swimming Enthusiast Letter

Membership Form

Notice to Attempt Swim

Addition of a format for report of previously attempted and completed swims. JY will construct this question format.

There was discussion of how to get a better idea of swimmer capability. Hour duration of swims was suggested as a measure. LB asked who would verify such reports and CS suggested the swimmer's coach. PS questioned the amount of time between qualification and attempt. This would not be a problem with swimmers of known experience, or previous channel crossings. JY suggested that email contact information for verification of swims done be requested.

#### CCSF Waiver

LB comment that there should be two witnesses was unanimously agreed to.  
Requirement of verbatim wording for USS and USMS waivers was mentioned by DC.

#### Medical Certificate

Missing #11, may be product of miss-numbering. JY will check.  
It was suggested that the examining MD's stamp or card should be attached to the form.  
The authorization to disclose medical history was discussed and left in unchanged.

#### CCSF Application Checklist

##### Notice To Attempt Relay

Change from three column, three relay format to one column was agreed on for clarity. (JY)  
Above change creates space for each relay swimmers USS or USMS number.  
Fee change and "send to" CS noted.

##### Treasurers Report: Noted.

List of new members: For DV to add to membership list. Secretary maintenance of list. DV mentioned eventual online list to avoid multiple versions, or possible loss (for instance from secretary computer crash).

LB introduced the subject of the second CCSF bank account. It was agreed that JY and DV will set it up.

#### Board of Directors Insurance (LB)

Under USA Swimming: Board joins as non-athletes (\$30) for coverage.  
JY question: In a USMS event is the board covered with the above USS membership. JY will check USS.  
FN also mentioned Julie Heather as contact.

#### Billing for membership ?

Date of the Banquet: Has been first Saturday in November which this year is Nov 1. Avoidance of dates of big sports fan events (s.g. USC X UCLA) mentioned.

DC brought up the issue of minimum age acceptable for swims. Ages 12,14 and 16 were discussed. All these ages are codified elsewhere. LB moved age 14. The vote was 6 for, 1 against.

#### Mission statement:

FN suggested expanding #4 of the statement to include any swim involving Catalina Island. Wording such as "involving" and "in the vicinity of" were mentioned. The issue was tabled pending by-law questions

The rebuild of the web page was discussed, including the use of Front Page and Dreamweaver. Margaret C. consultation anon. PS said that she would assist with graphics.

FN and LB spoke of member cards. JY pointed out that mailing such cards was the addition of another substantial job. Inclusion of a member card with a "Thank You" card was favorably considered.

CS and DV noted CS's correction to the minutes of the previous meeting at the top of page 2 of the minutes: Vice President and Treasurer access to second bank account.

PS: Logo and membership items available through Café Press.

Unanimous Adjournment at 1:49 PM.

#### **IV. Report of Officers**

1. President – Linda Bamford

LB spoke about bank account security and two separate bank accounts for the organization. The President and Treasurer are to have password access to the Working Account. A Money Market account that earns interest will be maintained for long term balances. The Vice President and Secretary will have password access to the Money Market account to transfer balances into the working account when necessary.

2. Vice President – John York

JY presented a check in the approximate amount of \$6,000, the remaining long term balance of the organization under its previous format, to CS. JY mentioned boxes of items, e.g. awards, patches and shirts that are still in his possession. The merchandizing of such items was suggested by PS and LB.

3. Secretary – Don Van Cleve

DV spoke of ironing out the format and procedure for agenda and minutes production with LB.

4. Treasurer – Carol Sing

CS reviewed working account details to date, providing a financial statement and a Washington Mutual account detail sheet to the board. Income of \$5,400.00, Expenses of \$3,849.55 and a balance as of 12/31/07 of \$1,550.45 was reported.

Timing of fee payments to sanctioning organizations and the numbers of medals on hand after the year's events and the medal and awards expenses stated in the report were discussed. It appeared that most if not all the coming year's requirements are in stock from the 2007 order. CS reported that the fabricator keeps design formatting for three years and that after that time such records could be purged in the normal course of business requiring a new submission from CCSF and a setup fee. DC and CS discussed how such fee and resubmission might be avoided. CS will research the matter.

#### **V. Business Agenda**

Prior to listed agenda items JY asked about group email addresses for CCSF. PS suggested icontact or Yahoo Groups as an e-mail manager for the CCSF membership and newsletter. The matter was tabled pending investigation.

1. Voting Members – what is a "Voting" Member

a. Recommendation by LindaB

LB suggested a maximum of 30 voting members. Such members would be appointed by the board at a rate of no more than five per year. Two letters of recommendation from members of the board expressing qualifications for voting membership would be required, followed by a vote of the board. Only voting members would be eligible to be elected to the board. Voting members would be permanent unless they resigned or died. LB said that these specifics were expressed as a starting point for discussion.

The question of ongoing involvement or lack of it on the part of such members was discussed in the context of possible dismissal of voting members. Also the question of what matters the voting members would vote on. It was generally agreed that the voting members would vote only on election of the board, and that the board would then conduct all other business including by-law changes.

DC questioned the number of voting members and requested specific examples of qualified individuals who might be nominated. Approximately eight individuals were mentioned who had qualifications. DC expressed several criteria to be considered in selecting voting members: commitment to and involvement in the organization, ocean experience; willingness to help strangers.

LB moved that:

- 1) The Voting Members be selected from current membership.
  - 2) Nominees must have two letters of recommendation expressing qualifications.
  - 3) The appointment must be approved by a vote of the board.
  - 4) Voting Members are responsible to elect the board.
  - 5) There will be a maximum of 20 Voting Members.
  - 6) Term of voting membership is until death, resignation, or by a Board voted dismissal in the event of non payment of dues or too little involvement in the organization.
- The motion was seconded by JY and PS.  
The vote was unanimous.

## 2. Membership Strategy

Discussion of membership was conducted after the corporate budget below and to some degree mixed with it.

LB asked the board to consider what members get for their fees. JY, PS, DC spoke of 'joining to swim' and its production of single year memberships. It was pointed out that the Santa Barbara federation charges \$1,500 for lifetime membership. The status of CCSF participation as a desirable membership in an "elite" organization composed of many exceptional individuals of high achievement was considered as one of the attractants for revenue, contributions, involvement, and long term membership.

JY question the idea of including membership fees in the banquet fee, perhaps accompanied by a gift such as a logo t-shirt. There was some concern that this might discourage attendance at the banquet due to lump sum expense. Differential banquet fees for members and non members were suggested by PS. At several points during the meeting the possibility of limiting the attendance of non-CCSF members to the family and spouses of members was discussed, thereby encouraging all other prospective banquet attendees to pay their CCSF dues. DC thought the banquet should be open to all due to its likely function as an inspirational and motivational experience that helps to produce more swims and revenue.

A flyer with merchandise pictures to be available at the banquet was mentioned by PS. DC – Observer forms also (completed ones for the year's swims?). The use of noted swimmer models for products was suggested.

## 3. Membership Dues & Swim Fees

### a. Corporate Budget

LB guided the board through a list of expenses on a sample budget. Income was then considered with modifications to the projections for numbers of sales and fees. Numbers were entered on a blank sample budget during discussion, and in an Excel spreadsheet in LB's laptop. Income projection was reduced through conservative assumptions from \$10,180 to \$5,730. Several changes to expenses were made including the number of meetings requiring mileage compensation, reduction of payment for board meeting expenses, reduction of observer compensation, and elimination of the On Board Observers Kit. PS and JY indicated that based upon previous sales at the banquet they felt that product sales through Café Press would provide substantially higher income than was currently assumed. Expenses were reduced from \$10,030 to \$5,730, for a net income of \$320 and with substantial capital and working account balances at the beginning of the year.

The reimbursement of expenses by Board members to attend and travel to Board meetings was amended for this year pending further development of income and experience with the budget. CCSF Board members voted to pay for their own meals and refreshments during meetings and mileage reimbursement was limited to three meetings per calendar year. Board members will not be reimbursed for mileage to travel to four or more meetings per year. The vote was unanimous.

DV mentioned the possibility of carrying on some business via blog, avoiding the expense of one of the meetings during the year. LB pointed out the length of our current meeting and suggested that during the complexities of initial setup of the new organization, face to face meetings may be necessary.

Fee increases for relay and solo swims and memberships were considered during the income and expense discussions. Relay and Solo fees were increased to \$210 and \$150 respectively. Annual membership and lifetime membership were increased to \$25 and \$250 respectively.

Due to a lack of time the following items will be addressed at the next Board meeting currently scheduled for Sunday February 24, 2008.

## **VI. Wrap Up and Adjournment**

### 1. Develop new CCSF Application Forms

DC will be provided with application form concerns, suggestions and changes.

A tentative date for the next board meeting was set for 2/24/08. The following tentative agenda topics for discussion were proposed.

Online Applications.

Liability and safety.

USMS and liability insurance for board members.

Board of Directors insurance.

Minimum age to swim.

(DC noted current age 12 in context with FINA, age 14, and England, age 16.)

Billing strategy.

Mission statement. Icontact, google accounts (FN)

Expand mission to include wider range of swims related to Catalina. (FN)

The meeting was adjourned at 2:27 PM.

Respectfully submitted,

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Donald R. Van Cleve, Jr.  
Secretary, CCSF