

Our mission – Providing a network and resources to support the success of LSC leaders.



LSC Development Committee Meeting Minutes

June 22, 2021

5:30pm PDT/8:30pm EDT

1. Welcome! Shelly opened the meeting at the 5:33PM by reading the mission statement.
Attendance: Shelly Rawding (Chair), Bob Crunstedt, Kim O'Shea, Kile Zeller, Mary Ellen Tynan, Eric Stimson, Lamar DeCasseres (5:52PM), Annika Ruelicke (athlete), Katelyn Smith (athlete), Wade Heggie, Jane Grosser (staff). Bold indicates present
2. Announcements and Kudos – Kudos to Katelyn and Annika for their mental health governance series presentation today. Kim also gave kudos and echoed by Bob who gave the panelists 6 out of 5 stars. Shelly will take the recording to share. Annika congratulated Katelyn on graduating from high school. Katelyn will be attending Simpson College in Iowa majoring in actuarial science. The agenda was approved as presented.
3. Team building – Today is National Chocolate Éclair Day... What is your favorite dessert?
Shelly: Chocolate – a bar of dark chocolate
Katelyn: Ice cream from a shop by her house. Cherry ice cream with fudge chunks.
Bob: Everything. Any kind of pie with ice cream. Maybe apple pie with cinnamon ice cream.
Kim: Also a chocolate fan but éclair is too rich. Homemade oatmeal chocolate chip cookie,
Annika: Loves sweets. Danish birthday cake – layered cake with whipped cream and strawberry filling with icing on top.
Wade: White chocolate charlotte from the Peabody in Memphis. White chocolate mousse with white chocolate ganache and strawberry sauce.
Mary Ellen: Napoleons but Wade's is sounding pretty good!
Eric: Training partner's tiramisu. He used to work as caterer in Hollywood.
Lamar (reported later): Red Velvet Cheesecake from Cheesecake Factory.
4. May 25 [minutes](#) were approved as presented
5. Shared Goals Review:
 - a) DEI - November General Chair Meeting – Eric reported they talked about what it would look like, potential keynote speakers. Focus on leadership and DEI through all sessions. Focus on committee productivity. DEI from the top down and general chairs good place to start.

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Coming together nicely. Discussion on providing a rubric to the LSCs, but need more time to look at and see what can do with it. Would be a target way for LSCs to breakdown DEI..

- b) Shared Services – Bob reported that it is pretty much on autopilot. Subcommittee moving to every other month meetings next will be in August. Potential projects and program ideas discussed for the GC workshop. Kim provided a first draft in teams of what LSCs can do to be more productive. Should we figure out a way to have an easy listing of our Governance Series resources so they are all in one place. We had the LSC resource library before and maybe we need to update.

6. General Chairs Virtual Meeting Nov 6:

a) August 1st PR roll out date -

- Keynote speaker ideas for this - Bob asked about theme for keynote speaker for GC Workshop. Shelly noted Jane is concerned about money for the speaker. Talked about Roberta or Betsy Butterick, but Jane wanted our committee to discuss. Focus might be more on leadership and communication as opposed to committee. Brendan Hansen, Leland, or other staff, but also David Plummer. We don't have the budget we previously had so may need to use connections. Josh Davis' group of clinicians remains on contract with USA Swimming and they have not be utilized due to COVID restrictions. Eric feels we need a menu to determine where to go based on our resources. David Plummer may be priced out. Need to give General Chairs the skills to be successful.

b) Committee Activation & Performance at the LSC Level

- Intro - Use our [1 Pager](#) as an introduction. Document was a summary of a 30 page document and first attempt to simply. Seeing it for first time, Mary Ellen has some ideas to make it even more user friendly for the GCs. Eric noted that they really struggled getting it down to this one page document and would love the input. Kim noted it is a lot of information on one page. Mary Ellen and Kim will take a stab and put in Teams for comments. As Shelly noted, people don't read these days so need to fit on one page. Eric has original documents so could help to interlace.
- Keynote ideas – see above and pass on to Jane.
- Governance Committee section – include diversifying personalities on committees (shapes game?), bring in Governance committee members with the general chairs. Morning would be introduction, keynote speaker and activity then lunch and bring in governance. Then after break bring in DEI committees to work with GC on how to bring in DEI at all levels. How to Identify, Recruit, Onboard, & Network DEI into committees.
- Other topics to include for Nov 6 – Kim mentioned keeping online registration on the radar, but maybe not necessary for GCs. Kim mentioned shapes and many of our committee members are not aware. Will be part of our July meeting.

c) Ways for LSCs to mentor and connect before Sept, during November and after Zone Workshop in April – groups of 2,3,4? Has anything been sent out to the GCs to see what

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they need? And maybe then schedule mini-topics. Eric noted that the feedback Jane is getting through LEAP is committees, committees, committees. Will probably get some of the same feedback. Need to get a sense of what they want. Mary Ellen noted that her GC wanted poolside chats broken out by size of LSC. Maybe that is how to connect ahead of time.

7. The Expanded Zone Workshop was discussed. See [Jane's expanded document](#)

- a) Shelly noted Finance people do not come in during the quad. Eric reported that sometimes they run their own thing. Need to find this out.
- b) Anything we need added to 2022?
 - Train the Trainers? Kim asked which trainers of what? Eric believes online registration.
 - CRP? Club Recognition Program.
 - LSC Fundraising? Mary Ellen mentioned coming out of COVID this might be helpful. LSCs want to know exactly what has worked. More resources for clubs – SWIMBIZ. Eric noted it was mentioned to Shayna.

8. LSC Governance Series Support

- a) July 27 - Mental Health follow up – Katelyn will do follow-up as Annika will be out of town.-
- b) August 24 – DEI – Lamar will find out what DEI as a committee wants to talk about. We can do legislation but is there something else? Need to start conversations and maybe we can be the venue.
- c) September 28 – Follow-up DEI
- d) October 26 – maybe something geared toward the GCs since meeting the next week. Possible topics? Bob suggested - marketing membership based on success of Tokyo. Eric found out that there are certain stations in his area that are required to do PSA for free. Mike Switalski having a PSA as learn to swim. Eric said it would be great if USA-S hand the LSCs the campaigns to go and market. Shelly said they used to provide a box maybe 20 years ago with a VHS tape in it. Need something like this again.
- e) November 16 – Follow-up

Meeting Schedule - 4th Tuesday of the Month

July 27th – Zoom Call – 5:30pm PDT/8:30pm EDT

August 24th- Zoom Call- 5:30pm PDT/8:30pm EDT

Subcommittees –

GC/DEI – 2nd Tuesday – 5:30pm PDT/8:30pm EDT – next meeting on Teams

Shared Service – August 18th – 7am PDT/10am EDT

Governance Series

July 27th – 3pm PDT/6pm EDT – Mental Health for Athletes follow up (Katelyn, Annika)

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August 24th – 3pm PDT/6pm EDT - DEI