

Potomac Valley Swimming
Board of Directors Meeting Agenda
February 18, 2025
Zoom @7:00 PM

- Attendance – Cherlynn Venit, Ellen Colket, Aaron Dean, Cliff Gordan, Jim Crampton, Matt Cohen, Barb Ship, Mary Massoumi, Harper Freeman, Nicole Zhang, Trish Buswell, Chris Schlegel. Non-voting members: Kim Bullers, Tim Husson, Karyn McCannon
- Introductions/Roll Call to establish Quorum – The Meeting was called to order at 7:00 pm. There are a sufficient number of voting board members to conduct business.
- Consent Agenda: No requests to pull additional items requested.
 - **Motion to accept the Consent Agenda as presented, seconded and approved.**
 - All Board members were reminded that Board Reports are due one week prior to the meeting, to allow ample time for review. Please send a note if no report is planned to be submitted.
- Additional Agenda Items & Approval of the Agenda – There were no requests to add any agenda items.
 - **Motion to accept the agenda as stated, seconded and approved.**
- Thank You’s – The General Chair thanked the following individuals for their work on getting all PVS Championship meet information pulled together and out to the members: Chris Schlegel, Aaron Dean, Terri Marlin, Karyn McCannon and Paris Jacobs. Please let the board know if anything else is needed for the upcoming meets.
- Administrative Update
 - GC Open Zoom meeting for coaches (Feb. 26 from 10-11 am) – General Chair, Cherlynn hosted an Open Zoom meeting for coaches in January. One coach attended and Cherlynn felt that they had a good discussion and were able to share ideas on how to get younger coaches more involved and additional training. A second Open Coach Zoom meeting is scheduled for Wednesday, February 26 at 10am. Information will be emailed to coaches.
 - Virginia Swimming (VSI) Sanctioning Procedures for PVS teams – Cherlynn has had a call with all clubs who will be hosting meets in VSI territory through the end of the season to let them know there will be a new sanctioning procedure. Fairfax Foxes just completed the sanctioning process for a meet in VSI. Tim Husson, the meet referee, worked with FXXF throughout the process and provided a detailed list of the procedures for VSI sanctioning. He noted;
 - The process was not too difficult. Mary Turner, from VSI, provided guidance along the way. The standard PVS meet announcement was submitted, VSI, reviewed, edited and added a few additional items they require. The most significant requirements are that all Club Meet Hosts be Safe Sport recognized, meet announcements are due 60 days prior to

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the meet and a meet director and meet referees must attend a VSI workshops/clinics.

- FFXF meet was sanctioned and is posted on both VSI and PVS.
 - Cherlynn noted that VSI will consider waiving the Safe Sport requirement for the rest of this season, to give our clubs time to become compliant.
 - Thank you, Tim, for your detailed guidance on the VSI sanctioning process.
- Tim Husson was looking through the statistics of the pools PVS clubs use for meets that fall in VSI territory. Of the 25 total meets VSI only holds 1-2 meets at those facilities. It is not that PVS is pushing them out of the pools, they are available for any club to use.
- Action Items/Motions
 - Financial Reports/P&L Statements/Audit Documents – Ellen Colket reported.
 - We are currently 5 months through our 2025 season; a majority of our registration income has been received and the other significant income to-go items include LC Zones and Splash Fees. We still have several expense items for which \$0 has been committed. These categories are Strategic Planning, Health and Well Being, DEI, Safe Sport, Open Water, and Swimposium (now reallocated to Swim Camps). End of Year (EOY) projections are due from each budget holder no later than 11-March. Additionally, 2026 budget needs are due from each budget holder as well no later than 11-March.
 - **Profit & Loss, EOY, and Budget Planning Required Actions** – Ellen created a spreadsheet with three tabs, Jan 31 to Jan 31 comparison, EOY Expense Projections and 2026 Budget plan. Budget holder names are identified next to each line item. ***Ellen to re-send this worksheet and information to all BOD members 19-February.*** All budget holders are asked to review their line items and provide End of Year (EOY) projections to Finance@pvswim.org and Accounting@pvswim.org no later than March 11. The EOY projections and 2026 Budget will be finalized and approved at the April meeting. This will be posted to the PVS website in early May and presented at HOD on Tuesday, May 20th.
 - \$500 Club Credits and \$70 Registration Credits – A majority of the teams have already taken advantage of the \$500 invoice credit and have received the \$70 registration credits. With Championship meets coming up, it is anticipated that most of the funds will be used by the end of March. If there is any credit due to clubs on March 31st, a check will be issued to those clubs.
 - Anna Valasco is a new Athlete member of the finance committee. She attended the January meeting and has already contributed.
 - We are continuing to work with the Wells Fargo Pilot program for bill pay.
 - The Athlete Scholarship Program, which was a huge success last year, will be launched for the 2nd year, starting in April.

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- We are still looking to see how the addition of the Block Party program and the changes to the VSI sanctioning/fees will impact our financials.
 - **Motion to accept the Financial Reports as submitted and presented, seconded and approved.**
- Old Business
 - Swimposium/PVS Camp – The Swimposium Committee met twice over the last few weeks and have decided to move the Swimposium to Saturday, September 5, giving us more time to commit to the planning and to give PVS a great season kickoff for the 2025-2026 season.
 - In its place on Sunday, April 6, PVS will host two swim camps powered by Fitter and Faster. The camps will be held at the University of Maryland, the cost to swimmers will be \$25. PVS will cover the cost of the facility and a portion of the camp registration fees. Fitter & Faster is committed to discounting the registration fees for our athletes. Clinicians and Coaches will be brought in to work with the 13 & Over athletes on Starts, Turns, Breakouts and meet mindset and resilience, and to work with the 12 & Under athletes on Starts, Turns, Breakout and overcoming pre-meet anxiety. Converting to a PVS Camp on Sunday, April 6 at UMD presented by F&F. \$25 per athlete. PVS will subsidize the additional registration fee that is being discounted by F&F. The details will be released as soon as they are finalized, sometime in the next week or two.
 - VSI fee update – Since the January BoD meeting, The PVS VSI Sanction/Fee Committee met again, and sent a letter formally to VSI requesting them to share the pools that are currently used by PVS that are within VSI territory, allowing PVS to sanction these meets. The VSI Board has agreed to allow PVS to present our request at their Board meeting on Monday, March 3. Cherlynn will be the presenter. If you have any ideas, additional comments/notes please let Cherlynn so she can prepare a statement and express our desire to find a solution that is in the best interest of the athletes.
 - PVS Advertising policy committee update – Ellen developed the Advertising and Sponsorship Policy as well as pricing/rate schedule for review by the committee. They are in the process of reviewing and will bring a final proposal back to the board in March.
 - Cherlynn presented a proposal from a local pace clock company, who reached out and offered to loan two pace clocks for use during SC Championship warm-ups at UMD, in exchange for advertising.
 - Motion to approve the request to accept pace clocks for the use of Championship warmup in exchange for advertising opportunities to the coaches in the LSC, seconded and defeated (3 yes, 5 no).
 - There was a brief discussion from both sides. We will send the company the new advertising information once complete.

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- Goals/Benchmarks for next month – Cherlynn will send out the questionnaire for all to complete.
- New Business
 - LSC Outstanding Service Award – Cherlynn is looking for nominations and reported that a QR code will be posted at HOD in May and nominations can be made. The award will be presented at the Swimposium.
 - Free Recruiting Seminar Opportunity - A small company started by former PVS athletes have started a business to help high school athletes with the recruiting process. They offer a free on-line presentation for athletes and their parents about the recruiting process to all levels of college swimming. After the initial presentation, they will offer additional services for a fee.
 - After a brief discussion, it was concluded that PVS will not utilize these services for the association as a whole. Cherlynn asked if there was anyone who was interested in attending one of the presentations to see what it is all about.
 - BOD Strategic Meeting – Cherlynn has been searching for a date that the board can get together for a planning session. She is looking at Saturday, April 5, since the Swimposium has been moved to September and the new swim camp will be on Sunday, April 6. Cherlynn will send out a short survey to help determine the best day and time for Board members.
 - The Meet Director Training is still in the planning process. We hope to have details soon.
 - Tim Husson informed the Board that Art Davis, a former PVS Board member and Official, recently passed away.
 - Short Course Champs Excitement Factor –
 - The Athlete Reps asked about doing “theme” nights at the upcoming SC Champs. Everyone was in agreement and Meet Management will communicate with the clubs.
 - They will plan for a “Blue Out” during Jr/Sr Champs Finals on Saturday.
 - A Red Out for 14 & U finals on Saturdays.
 - “Hot Heats” were also suggested for prelims.
 - It was determined that Hot Heats will be easier to manage during the LC Champs prelims. We will plan for summer.
- Comments/Ideas for the Betterment of the LSC
- Upcoming Meetings/Opportunities
 - [USA-S](#) webinars
 - PVS Committees
 - Next Scheduled Board Meeting: Tuesday, March 11, starting at 7:30 pm.
 - We will look at the rest of the meetings this fiscal year and see if there is a better day or time for the majority of the board members.
- Adjournment – Thank you everyone.

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1. Minutes of [January 21, 2025 Meeting](#)

2. Committee Reports

- a) [General Chair](#)
- b) [Administrative Vice Chair](#) – pulled for review
- c) [Finance Vice Chair](#) – pulled for review (see attached)
- d) Senior Vice Chair – none
- e) Age Group Vice Chair - none
- f) Operations Vice Chair - none
- g) [Athletes Representatives](#)
- h) Coaches Representatives - none
- i) [Officials Representative/Chair](#)
- j) [DEI Chair](#)
- k) SafeSport Chair - none
- l) Other Reports - [VSI Sanctioning](#)- Tim

Board of Directors Meeting Agenda
February 18, 2025
Zoom @7:00 PM ([click to join the meeting](#))

Call Meeting to Order

- 1) Introductions/Roll Call to establish Quorum (Cherlynn/Terri)
- 2) [Consent Agenda](#): pull any for discussion? (Cherlynn)
- 3) Additional Agenda Items & Approval of the Agenda (Cherlynn)
- 4) Thank You (Cherlynn)
- 5) Administrative Update
 - a) GC Open Zoom meeting for coaches (Feb. 26 from 10-11 am)(Cherlynn)
 - b) VSI Sanctioning Procedures for PVS teams (Tim) – pulled from consent agenda
 - c) College Swim Connect (Trish) – pulled from consent agenda
- 6) Action Items/Motions
 - a) Financial Reports/P&L Statements/Audit Documents (Ellen) – pulled from consent agenda
- 7) Old Business
 - a) Swimposium/PVS Camp (Cherlynn)
 - b) VSI fee update (Cherlynn)
 - c) PVS Advertising policy committee update (Ellen)
 - d) Goals/Benchmarks for next month (All)
- 8) New Business
 - a) LSC Outstanding Service Award – Nominations at HOD/Award at Swimposium?
 - b) Free Recruiting Seminar Opportunity – send to teams & let them coordinate
 - c) BOD Strategic Meeting – April 5th?
- 9) Comments/Ideas for the Betterment of the LSC
- 10) Upcoming Meetings/Opportunities
 - a) [USA-S](#) webinars
 - b) PVS Committees
 - c) Next Scheduled Board Meeting: Tuesday, March 18 on Zoom?
- 11) Adjournment

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General Chair Report
2-18-25 BOD Meeting

The Swimposium committee met and has begun developing ideas and lining up speakers for the PVS Swimposium. The committee decided to plan the event for the 2025-2026 season kick-off on Sept 6th rather than doing it for this year. For this year, the committee decided to offer a PVS-sponsored swim camp on Sunday, April 6th powered by Fitter & Faster. The camp will be offered in two sessions (9-12 and 13 & over). Per our athletes' recommendations, it will focus on Starts, Turns, Underwaters and Breakouts. Each will also have an educational component: 13 & overs will discuss Meet Mindset and Resilience and the 9-12-year-olds will discuss how to overcome meet anxiety.

I am working with our current Arena vendor SportFair, to set up special PVS Shop Days that will offer a % discount on all merchandise to PVS members with code both In Store and online. SportFair will feature Arena products; however, we are working to provide discounts on all brands.

VSI – PVS Proposal: VSI acknowledged receiving our proposal to share sanctioning authority in Loudoun, Fauquier, Prince William and Spotsylvania counties. They will bring it to their Board at their next Board meeting on March 3 and to their HOD in April. I have been invited to speak on the proposal during their Board meeting before they go into closed session to discuss the proposal.

The Advertising, Sponsorships and website monetization committee continues to work on developing plans on how to handle the requests to advertise in PVS and how to best reach out for sponsors to help with some of our programming.

Jr/Sr Champs: The contract has been received from UMD (Cherlynn), the vendor (SportFair) has been arranged (Cherlynn), BagTags have been ordered (Karyn), and awards (??) and banners (Chris) have been ordered.

Age Group Champs: The contract has been received from UMD (Cherlynn), the vendors (Fine Design – Paris and SportFair - Cherlynn) have been arranged, BagTags have been ordered (Paris), and awards (Terri) and banners (Chris) have been ordered.

2025-2026 Facility Bids/Reservations: We received a request for facility bids from Fairfax county (due Feb.17). Bids for the October Open, November Open, January Open, PVS LC1 and LC2 have been submitted by Mary and Terri. We also submitted for the dates that used to be the 18 & under Championship meet in February to initially reserve the dates for potential other programming such as an Open Water Camp or PVS Swim Camp.

I attended the LSC Leaders Meeting on 2-13-25. It was announced that the new Coach Development Academy will take place April 11-13 in Colorado Springs, CO. There are 15 spots remaining. The program will cover the following topics: Teaching in a way children learn; Harnessing athlete motivation; Leading in a transformational way; and Designing quality training sessions.

There was also a presentation from Indiana Swimming about Establishing Successful LSC Processes for Growth and Change. They started the journey back in 20024 by making a Goal to

have more under 18-year-old athletes make Olympic Trials. During the process they created a Camp Program for all levels of athletes as a developmental tool and made sure to provide unique learning experiences for staff at camps. They also stressed the need to use metrics at the LSC & Club level (USA-S can help with this) to provide and drive visions. They also stressed that personally asking coaches to be involved helped to get more people involved and provided a foundation for all opportunities. Some ideas shared included offering LC time trials after shaved, tapered SC meets; providing LSC sponsored camps at OTC; getting AG Coaches to buy in that it is not just for Senior athletes; and providing 8 & Under, 10 & under camps for the elite swimmers in each age group. An important key to building a strong LSC included having coaches build relationships across team and athlete levels to become ONE LSC. The final message was that a shared goal paired with an intentional invitation builds success. I have reached out to the presenter for additional information on their camp programs and funding allocation/resources for the program.

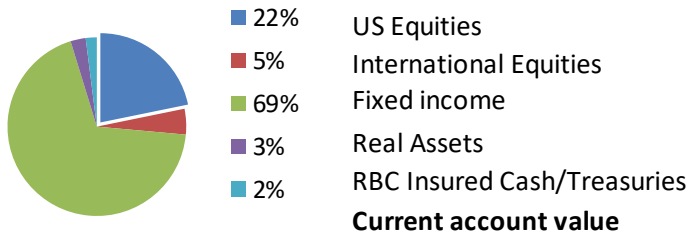


Potomac Valley Swimming Finance Report as of 31-Jan-2025

Financial Performance

Our investment portfolio managed by RBC Wealth Management continues to exceed our growth target, outperforming the MSCI All Country World Index and earning 3% or greater, net of fees.

As of 31 Jan 2025 ASSET ALLOCATION SUMMARY



CURRENT VALUE		% of Portfolio
\$	207,221	22%
\$	44,056	5%
\$	653,126	69%
\$	26,260	3%
\$	19,215	2%
\$	949,878	100%

Investment Objective - **Balanced Growth**

Risk Tolerance - **Low Risk**

Our General Operating Account (GOA), Restricted Operating Account (ROA) and Special Accounts currently remain within the Wells Fargo Banking Institution.

2025 Budget Performance

The P&L provided reflects income & expenses as of 5 months into the 2025 season. Our income to-date is 55% of the budget and attributed to: registration income (97%), PVS Meet Entries (42%), and the remainder is related to splash fees, equipment rental, donations, dividends and interest, and an offset of PVS club credits. Our expenses are approximately 32.5% of the budget and primarily composed of PVS Meet expenses, Club Equipment Grants, Annual Business Meeting expenses, Salaries, Payroll Taxes, Equipment Storage, Audit, and Property Tax costs.

Top of Mind

- Need to determine if there are Expense category spends needed for the following items/areas:
 - **LC Zones:** hotel booking. Know Chris Schlegel is working on this.
 - **Health & Well Being initiative:** any initial program costs and/or reimbursements?
 - **DE&I Event:** anything requiring a deposit?
 - **Open Water:** any firm commitments/expenditures for this line item?
 - **LSC Strategy Meeting (mid-season):** any pre-planning and/or meeting room/pool booking costs or reservations?
 - **Swimposium has been rescheduled** and funds are reallocated to Swim Camps for April 6th: Should book any firm commitments or planned expenditures soon for this event.



Potomac Valley Swimming Finance Report as of 31-Jan-2025

ACTION REQUIRING YOUR ATTENTION

- **Need** more timely and accurate submittals to Finance of Pool Rental invoices, Meet Director's reports, and all items necessary for month-end close in any given month.
- **All Budget Holders are asked to submit to accounting@pvswim.org the following input by Noon on March 11th:**
 - **End of year projections** (e.g., what are the dollars projected in total by 31-Aug-2025) – enter this on tab 2 of the P&L report. Please be prepared to provide the numerical and financial basis supporting your projection.
 - **2026 budget needs** on tab 3 of the P&L report. If you have new items to add to/build on the 2025 budget, please fill out the **PVS Budget Request Form**. Please be prepared to provide the numerical and financial details supporting your request.

Noteworthy items:

- a. The PVS club support program for the 2025 season was launched in early September and a \$500 goodwill credit has been applied to 48 clubs. 26 clubs have fully used their credits, with the remaining 11 having some of their credit to-go. A second credit for \$70 has been applied to 48 clubs to cover their registration. PVS waived its fee LSC for club registration. Any club with credit remaining as of 31-March will be issued refund checks in accordance with the Club Support Policy.
- b. Sponsorship and Advertising draft policy and rate scheduled issued for review.
- c. Added new athlete member to the Finance/Investment Committee – Anna Valasco.
- d. Several annual Business and Tax filings have been completed, including:
 - i. Business, Professional, & Occupational License (BPOL) – Fairfax County, Virginia. 2025 License has been received.
 - ii. Business Property Tax Return – Fairfax County, Virginia
 - iii. Maryland Annual Report – year ending 31-Dec-2024
- e. We began a pilot of Wells Fargo's bill pay service in early December 2024. The time from payment request to payout was approximately 12 days, however, we will continue to test several more transactions during the first few months of 2025 to determine the feasibility and effectiveness of bill pay for PVS. This has the potential for saving on the cost of purchasing checks, stamps, envelopes, and saving time if the pilot is successful.
- f. The Athlete Scholarship program will launch in April 2025 for its 2nd year.

Reminders:

- We continue to request that all clubs utilize ACH payment of bills in lieu of writing checks to process payment to PVS.

Respectfully submitted,

Ellen Colket
Vice Chair Finance

PVS Officials Rep – Barb Ship
Report: February, 2025

As of 2/6/25 we had 530 certified officials who are in good standing.

For comparison, we had 597 certified officials (some of whom were not in good standing) in December, and 560 in November (some of whom were not in good standing).

Athlete Report - February

Harper Freeman - Senior Rep

Nicole Zhang - Junior Rep

Zach Suarez - At Large Rep

Team Reps Notes 1/26/2025:

Meet at 7:15

Adjourned at 7:34

Attended: Harper Freeman, Zach Suarez, Addi Ramey, Ava Goins, Spencer Liu, Alana Molino, Anna Valasco, Ceceilia Russel , Madeline Roche, Averie Davis

Athlete Committee proposals are on pages two through four.

Over 1400 Impressions on the Athlete Website since launching, we will continue to update content and provide feed.

Committed Athletes project in the works!

Click [Here](#) for the Athlete Website

Proposal for Themed PVS Meets in Our LSC

Proposed by: Harper Freeman and the Team Reps Committee

Proposal: Introduce **Themed Meets** to PVS held Championship meets.

Introduction

The idea of adding themed meets to Potomac Valley Swimming (PVS) events offers an exciting chance to increase engagement, and make the experience more enjoyable for athletes, coaches, and spectators. Themes like Black Out, Tropical, Neon, and Red/Blue Out (PVS Out) are easy and fun ideas to bring to meets.

Benefits of Themed Meets

1. Inclusion and Community

Themed meets create a fun and welcoming atmosphere where swimmers of all ages and skill levels can share a common experience. Themes like Tropical or Red/Blue Out encourage team spirit and unity, helping swimmers feel like they're part of something bigger.

2. Promoting Excellence and Leadership

A themed meet is more than just a fun idea, it's a way to inspire swimmers to do their best. Creative themes bring energy to meets, which motivates athletes to push themselves. Plus, involving senior swimmers in organizing decorations, leading cheers, or planning activities gives them opportunities to practice leadership.

3. Encouraging Safe and Equitable Participation

Themed meets should be inclusive, safe, and accessible for everyone. Simple dress codes, like wearing a specific color, and using reusable or affordable decorations can ensure that no swimmer feels left out.

4. Boosting Spectator and Athlete Engagement

The energy of a Black Out or Neon theme can pump up athletes and fans, leading to higher enthusiasm. A vibrant, engaged crowd makes meets more fun for everyone and can even help swimmers achieve personal bests at end of season meets.

Conclusion

Themed PVS meets are a creative and impactful way to bring the Potomac Valley Swimming community closer together. By promoting inclusion, leadership, and fun, these meets perfectly align with the mission and vision of PVS. They're an opportunity to celebrate everything we love about swimming while giving back to the athletes, families, and fans who make our sport so special.

Click [Here](#) for the Athlete Website

Proposal for Hot Heats at Age Group Championships

Proposed by: Harper Freeman and Team Reps Committee

Proposal: Introduce **Hot Heats** to PVS Age Group Championship meets at the end of season.

Introduction

The addition of *Hot Heats* to the Age Group Championships would bring excitement and energy to the meet, making it more engaging for both swimmers and spectators. *Hot Heats* are specific races announced just before they start, where the winner receives a fun prize. This idea aligns with the goals of promoting excellence, encouraging participation, and making swimming more fun.

Details of Hot Heats

- **What Are Hot Heats?**

Hot Heats are randomly selected heats during the meet. These heats are announced over the loudspeaker right before they start. Swimmers in that heat know they have a chance to win a prize if they finish first.

- **Who Can Participate?**

Every swimmer in the selected heat is eligible to compete for the prize. The randomness ensures fairness and inclusivity.

- **What Are the Prizes?**

Prizes could be small but fun and meaningful items like extra PVS-branded swim caps, water bottles that are kept from previous years leaving no cost to the LSC.

Benefits of Hot Heats

1. **Motivation for Swimmers**

Knowing they have a chance to win a prize can give swimmers an extra boost of energy and motivation, leading to better performances.

2. **Enhanced Spectator Engagement**

Announcing *Hot Heats* makes the meet more exciting for spectators, as they'll cheer louder for their swimmers and get more involved in the action.

3. **Creating a Fun Atmosphere**

The unpredictability of *Hot Heats* keeps the meet fresh and fun, making swimmers look forward to the competition even more.

Projected Budget for Hot Heats

Item	Quantity	Cost Per Item	Total Cost
PVS-branded swim caps	20	\$5.00	\$100.00
Water bottles	15	\$8.00	\$120.00

Total Estimated Budget: \$220.00 - If PVS does not currently have it.

Conclusion

Hot Heats are an affordable and exciting way to make Age Group Championships more engaging for everyone involved. This idea promotes competition, celebrates individual achievements, and adds a fun twist to the meet. With a reasonable budget and the potential for sponsorships, *Hot Heats* could quickly become a favorite part of the event and encourage more participation in future PVS meets.