

# Potomac Valley Swimming

*Racing into the Future*



May 23, 2007  
HOD Meeting

## *The Presentation Will:*



- Address Three Strategic Issues:
  - Propose Creating a PVS Executive Director
  - Propose a Communications Plan
  - Discuss the Need for More Pools

# *PVS Management Challenges*



- Current Board represents hundreds of years of institutional knowledge
- Board members are experiencing high levels of stress and frustration
- Time constraints impact ability to implement and manage programs

# *PVS Management Challenges* (continued)



- Coordination of work between the support personnel is minimal and informal
- Will be increasingly difficult to find talented “new blood” to serve on the Board or fill other key roles
- Situation will only get worse in the future as LSC grows in numbers and complexity

# *PVS Management Solutions*

- Create an Executive Director position to serve as the “go to” person for PVS day-to-day business affairs
  - Reduce day-to-day responsibilities of volunteer Board members
  - Manage support personnel
  - Manage current and new programs
  - Develop internal and external communications

# *Executive Director*

- Manage LSC Staff
- Maintain and apply P&P and Bylaws
- Communicate
  - ✓ Meet face to face with every club at least once a year
  - ✓ Manage internal and external LSC communications
- Propose & manage initiatives & programs to achieve strategic goals
- Prepare weekly report on activities for BOD
- Prepare for BOD & HOD meetings
- Insure legal compliance
- Reports to GC; secondarily to entire BOD
- Act as Public Relations liaison with governmental bodies, pool management & general public

## *Executive Director* (continued)



- Full-time position
- Probably should be an LSC employee
- Compensation package to be market based

# *Communication Plan*



- PVS does not effectively communicate with our members
- Website is good for some things (schedules, meet announcements and swim times) but does not provide adequate communications to rank and file members



# *Communication Plan* (continued)



- Create a quarterly newsletter; snail mail or email (if member desires) to all PVS members.
- Use advertising to defray some cost.
- Broad range of subjects that inform and educate members
- Great PR tool!
- Use the political power of 8,000 members to the benefit of PVS



# Lanes

*A quarterly Newsletter of  
Potomac Valley Swimming*

## XXXX Breaks American Record

Be a PVS Official – It's fun,  
rewarding and you'll be right  
there for all the drama

Pool deck safety – what to tell  
your swimmer

The controversy regarding  
Flyover starts

## Upcoming Meet Schedule

County increasing pool rental rates  
Contact your elected official!  
Here's how.

What is a false start?

Meet Janet Auger – PVS's  
Administrator

# *Pools*



- Increasingly difficult to find more water
- Scarcity and affordability of water is the single greatest threat to PVS's future health and growth
  - The LSC should aggressively promote and support new aquatic facilities construction

## *Pools* (continued)

- PVS probably cannot independently build and operate new pools
  - Construction - \$300 per sq. ft. Does not include land, legal, zoning or site costs
  - Operating cost - \$14 per sq. ft. annually in Mid-Atlantic region. Does not include staffing.
  - Time line – 3 to more than 10 years from idea to opening
  - No shortcuts

## *Pools* (continued)

- What is the “right” kind of aquatic facility?
  - 25 yd/meter deep water 8 lane pool; used for swim team training, high intensity aerobic exercise and competitions
  - Smaller shallow warm water pool; use for learn to swim programs, water aerobics, physical therapy
  - One or two physical therapy tanks; low slope entry ramp, privacy screening

## *Pools* (continued)



- Partner with hospitals for use of therapy tank and warm water pools
- Offer both group and premium level swim lessons
- Revenue flows from these activities will support competition pool

## *Pools* (continued)



- A viable business model to support 50 meter pools has yet to be discovered
  - These “big” pools must be built with public money
- Only 1% of new pools in U.S. are being built with private funding
- Very long and difficult process but it can and has been done

# *Pools* (continued)



- PVS Strategy
- Be an aggressive promoter, supporter and possibly partner with anyone willing to build the right kind of new aquatic facilities
  - County Governments
  - Clubs
  - Universities
  - High schools
  - Maintain strong partnerships with existing facilities



# Potomac Valley Swimming

## *Racing into the Future Questions*



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