

**Potomac Valley Swimming
Board of Directors Meeting
July 22, 2025
Video Conference**

- Attendance – Cherlynn Venit, Trish Buswell, Ellen Colket, Aaron Dean, Chris Schlegel, Mary Massoumi, Jim Crampton, Cliff Gordan, Nicole Erickson, Matt Cohen, Harper Freeman. Non-Voting members; Kim Bullers, Tim Husson, Jared Diallo, Erika Livingston.
- Meeting is called to order at 7:30 pm by General Chair, Cherlynn Venit
 - Welcome to the Board, Jared Diallo. He will be the Junior Coaches Rep starting in the fall. Also welcome to Erika Livingston, she will be the Officials Representative starting September 1.
- There are a sufficient number of voting members to conduct business.
- Consent Agenda
 - **Motion to approve the Submitted Athlete report and June Minutes as presented, seconded and approved.**
- Additional Agenda Items and Approval of Agenda
 - **Motion to approve the agenda as presented, with added Athlete Travel report, seconded and approved.**
- Administrative Updates
 - New Team – Cherlynn announced that we have a new PVS club, Metro Surge Aquatic Club (METR).
 - Financial Statement – See Finance Report submitted by Ellen Colket. There are still a few outstanding items where funds need to be spent. Ellen has been in touch with the BOD members who are responsible and expect that the money will be spent prior to the end of the fiscal year. BOD members were reminded that all requests for reimbursement & expense reports for the 2025 budget year are due to Ellen no later than August 31, so the books can be closed. We start the 2026 fiscal/budget year on September 1.
 - Athlete Scholarship Program – 36 athlete applications have been received. There will be 10 athletes awarded with scholarships. The committee will meet on July 29 to make final decisions and letters of notifications will be sent by mid-August.
 - **Motion to accept the financial report and actuals as presented, seconded and approved.**
 - Budget vs Actual – included in Finance report.
- Action Items/Motions –
 - Officials Representative/Chair submitted a motion; To add the Officials Chair position an ex-officio position. Cherlynn informed the Board that this motion requires an HOD vote, as it is in the By-Laws. We will discuss this at the August Board Meeting, when Barb is in attendance.

- National Team Travel – Aaron Dean reported that he submitted one final Athlete Reimbursement request for Athlete Travel that he previously missed. The application was submitted on time. The reimbursement has been paid out, he just wanted to inform the Board.
- Old Business
 - PVS Basket for Golden Goggles Auction update – Ellen Colket reported that we have a number of things to send to USA Swimming for the Golden Goggles Auction. There will be a couple of baskets/items to auction off, to include; National tickets with parking pass for 2026 season, a Kate Ledecky signed book, additional sport tickets, shirts, hoodie, backpack, another book and a piece of art and a few other little goodies.
 - Swimposium Update – We have secured, September 6 at University of Maryland. There are tracks for; 12 & U Athletes, 13 & O Athletes, Coaches, Officials and Parents. There will be in-water camps for the Athletes, Meet Director training, Safe Sport and several other presentations. Cherlynn shared the planned schedule.
 - Cost \$50 for Athletes to do participate in the camp
 - \$25 for the Swimposium; to include speakers and lunch.
 - Registration will start August 4
 - LC Champs Post-Meet Debrief:
 - LC Open Champs: Aaron Dean reported:
 - Overall meet ran well, there was a good environment, and reasonable timelines. The UMD staff were great to work with and the CSC staff was very helpful at keeping parents out of the stands until timers were secured for each session. Their help was appreciated. Only a couple sessions started a couple minutes late, while waiting for timers.
 - There was a lot of positive feedback on live feed, which is archived, so swimmers can go back and watch.
 - Saturday was the smallest session and there were still quite a few scratches from finals, particularly on Saturday.
 - Aaron stated that OME a challenge to work with. There were some advantages; as it allowed some flexibility. But there were still a number of changes and corrections that had to be made.
 - In OME the events didn't line up by event number when the data was imported from OME to HY-Tek. This caused several hours of manual labor getting all athletes entered. One recommendation for the future is to Split OME into two meets; Junior and Senior Champs, however this would come with its own challenges.
 - Unattached athletes were also a bit of an issue. If an athlete entered themselves, they were entered an unattached and there was no way to determine the team they were affiliated

with. Additionally, for the clubs with multiple sites, there is not any way to indicate which site the Athletes are with, like we can do in Hy-Tek. This causes issues with post meet reporting.

- There is a big learning curve with OME. Meet hosts need a lot of time and training with OME. Aaron is not sure OME is the best option for our Championship meets.
- There are a few cuts that can be fixed for next year.
- Final sessions were 2 hours and moved quickly. Aaron thinks that maybe they could have added more to make finals more special for the swimmers.
- He still feels that this is not necessarily a “true Champ meets” – only one relay team entered in one event. The meet does have a purpose with over 900 athletes in attendance.
- PVS should continue the meet hosts the ability to provide the best product as possible.
- Coach Representative, Nicole Erickson noted that she heard positive feedback from coaches on deck on how the meet ran. However, there were a number of coaches who were not thrilled with the number of college athletes at the meet and felt they were taking finals opportunities from PVS swimmers. She also suggests for the 400 free and 400 IM, that swimmers provide their own timer.
- LC Age Group Champs; Chris Schlegel reported:
 - He received a lot of positive feedback from coaches on deck. But feels there need to be a few event changes for future meets.
 - TOLL/Henry did a terrific job hosting the meet! Both meet hosts felt that the amount of money budgeted for hospitality was a little lacking for a Championship meet. Chris feels that we should be sure that financially we are putting forth the best product for our members.
 - The Admin team did a wonderful job with the meet table.
 - There are some cut times that could be tightened, to help timelines. .
 - Biggest complaint was from VA teams on the 4 day schedule with the Saturday break. It was difficult to get a hotel room for the first two day, then checking out and then back in for the last night.
 - There are a few other small items to tweak but all in all it was a great meet for PVS.
 - Cliff Gordan commented that he felt the meet ran well, but suggestions not having assigned warm up for the 13-14 sessions. There were some clubs did not get as much warm up

time in the LC pool as they wanted. We should strive to find a way to give everyone LC opportunity.

- Coaches seemed to like the full 4 day format, but we might want to look at other days and/or a weekend earlier, so not to affect summer league.
- LC Zone Prep Status – Chris Schlegel and Jared Diallo reported that Zone team applications will be extended to Thursday 7/24 at 5:00 pm, to help fill out team size, hotel and buses.
- Champs Meet Task Force - Cherlynn will put together a task force to discuss Championship meets. She will ask Henry, Chris and Aaron to meet and encourages any other interested coaches to attend. Something will be sent out soon.
- Proposal for USA-S HOD – There is an idea on how to get USA-S HOD proposal information out to other LSCs. There will be more information at the August meeting.
- Goals/Benchmarks due for next month
- New Business
 - Fairland News – Cherlynn received a call from Fairland that the Aquatic Center will be closed for the summer of 2026. She is waiting for the formal communication with closing dates. This will likely affect our LC Open meet dates. Once final closing dates are announced, we will look at the meet schedule and make changes as needed. In addition, it is also expected that Audrey Moore will also be closed and KSAC will still be closed. The CCM will have to be flexible and think out of the box to find a way to get the PVS LC Open meets on the schedule and ensure that all swimmers will have the opportunity to swim next June.
- Comments (Stop, Start, Continue)
- Upcoming Meetings Opportunities
 - Remember there are a number of USA S Webinars online.
 - PVS Committees: Reminder, all meetings must be posted on PVS website. Send dates to Cherlynn and Tim.
- Next Board Meeting: Tuesday, August 19, 7:30 pm on Zoom. We will possibly use it as a Strategic Planning Meeting.

Board of Directors Meeting Agenda
July 22, 2025
Zoom @7:00 PM (click to join the meeting)

Call Meeting to Order

- 1) Introductions/Roll Call to establish Quorum
- 2) Consent Agenda: pull any for discussion? (Cherlynn)
- 3) Additional Agenda Items & Approval of the Agenda (Cherlynn)
- 4) Administrative Update
 - a) New Team (Cherlynn)
 - b) Financial Statement (Ellen) – pulled from consent agenda
 - c) Budget vs Actual (Ellen) – pulled from consent agenda
- 5) Action Items/Motions
- 6) Old Business
 - a) Update - PVS Basket for Golden Goggles Auction
 - b) Update – Swimposium
 - c) LC Champs Outbrief (Chris, Aaron, Terri)
 - d) LC Zones Prep Status (Chris, Jared)
 - e) Champs Meet Task Force
 - f) Proposal for USA-S HOD
 - g) Goals/Benchmarks for next month (All)
- 7) New Business
 - a) Fairland News
- 8) Comments (Stop, Start, Continue) (Cherlynn)
- 9) Upcoming Meetings/Opportunities
 - a) [USA-S](#) webinars
 - b) PVS Committees: Officials – ?; DEI – ?; CCM – Oct 4; SafeSport – ?; Gov – ?; Finance - ??, Open Water - ?? – Meetings MUST be posted to website – send to me and Tim
 - c) Next Scheduled Board Meeting: Tuesday, August 19 on Zoom (Strategic Planning?)
- 10) Adjournment

Mission Statement: PVS supports and promotes excellence for all through competition, education, inclusion, and leadership in a safe, equitable environment.

Vision Statement: PVS aims to achieve excellence in and out of the pool as a diverse community grounded in a shared love of competitive swimming.

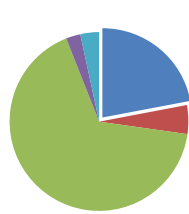


Potomac Valley Swimming Finance Report as of 30-Jun-2025

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, year-to-date, net of fees. Our overall portfolio remains anchored in a long-term strategic allocation with a low risk profile.

As of 30 Jun 2025 ASSET ALLOCATION SUMMARY



| | |
|-----------------------|-----------------------------|
| 22% | US Equities |
| 5% | International Equities |
| 67% | Fixed income |
| 3% | Real Assets |
| 3% | RBC Insured Cash/Treasuries |
| Current account value | |

| CURRENT VALUE | | % of Portfolio |
|---------------|---------|----------------|
| \$ | 217,883 | 22% |
| \$ | 51,489 | 5% |
| \$ | 660,367 | 67% |
| \$ | 25,827 | 3% |
| \$ | 33,092 | 3% |
| \$ | 988,658 | 100% |

Investment Objective - **Balanced Growth**
Risk Tolerance - **Low Risk**

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

2025 Budget Performance

The P&L provided reflects income & expenses as of 10 months into the 2025 season. Our income to-date is 83% of the end of year projection and attributed to primarily registration income (99%), PVS Meet Entries (80%), 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 61% of the end of year projection and primarily composed of PVS Meet expenses, Club Equipment Grants, Annual Business Meeting expenses, Salaries, Payroll Taxes, Equipment Storage, Audit, and Property Tax costs. **Note:** splash fee income is down 2% and Equipment Rental income is down 60% as compared to this time last year.

ACTION REQUIRING YOUR ATTENTION

- **2025 Budget:** need all budget holders to fulfill on commitments end of year (eoy) income and spend commitments as approved in the May HOD. Key areas with underruns are:
 - Athlete Travel Assistance
 - Diversity, Equity, and Inclusion
 - Strategic Planning



Potomac Valley Swimming Finance Report as of 30-Jun-2025

- Club & Coach Development
- Athlete Awards
- Officials Support

Please submit all invoices and reimbursement requests prior to end of season (31-Aug-2025).

Noteworthy items:

- The 2025 Zones contracts for lodging, catering, and buses have been signed. Registrations and payments are being processed through TeamUnify.
- The Athlete Scholarship program was launched Monday, 16-Jun for application submissions. Applications are due by 15-Jul, 5 pm ET. Committee designated recipients as well as those not selected will be notified on 13-August and scholarship funds will be distributed to schools on 20-August.
- PVS will be paying the 2026 USA Swimming club registration fee (\$225 per club) for established PVS clubs and absorbing the LSC and USA Swimming Technical fees. Worked with USA Swimming to allow us to pay all registrations using the PVS credit card, therefore, no club credits will be necessary for this in the 2026 season. ***Established PVS clubs in good standing should not be registering their clubs as this will be done by PVS no later than mid-December.***
- Sponsorship and Advertising draft policy and rate scheduled issued for review. Feedback received and another revision will be ready by mid-August.
- The pilot with Wells Fargo's bill-pay service began in early December 2024 and continues. Currently, the initial findings are that there may not be as much of a savings (time nor money) than hoped, however, we will continue to assess this throughout the Summer months.
- We are the initial stages of testing the use of Zelle via Wells Fargo as a means to collect athlete Zones registration fees as well as payment of certain vendors. We are still in the data gathering stage so if implemented, this feature would not be online until the 2026 season.

Reminders:

- We have less than 5 clubs to transition to ACH payment of bills.
- As we move towards the season's end, please make sure to submit all reimbursement requests and other payables due by PVS immediately following the trip and/or expense is incurred. We need to promptly reconcile and close our books following the season end of 31-Aug-2025.

Respectfully submitted,
Ellen Colket
Vice Chair Finance

Potomac Valley Swimming Athlete Report (July)

Harper Freeman (Senior Rep) - PAVA Panthers Swim Club

Nicole Zhang (Junior Rep) - Machine Aquatics

Zach Suarez (At Large Rep) - York Swim Club

Senior Rep thank you to the board.

Dear PVS Athletes, Board Members, and Community,

I wanted to take a moment to thank you for the opportunity to serve as an athlete representative on the PVS Board over the past two years. It's hard to sum up what this experience has meant to me, it's truly been one of the most rewarding chapters of my life so far.

When I first stepped into this role, I wasn't entirely sure what to expect. (Board lingo is very hard to learn at first). But through every conversation, and late night committee meeting, I found myself growing into a leader. I'm proud to have launched initiatives like the Swimathon to raise funds for our athletes in need, create the Athlete Team Rep Committee to bring athlete voices together throughout teams, and bring some extra energy to our sport through themed meets at PVS Champs. These projects weren't just ideas. They were efforts to build community culture, and fun.

This role sparked a passion I didn't even know I had. What began during my sophomore summer has now led me to opportunities I never expected, attending the Maine Leadership Summit, and now serving on the USA Swimming Athlete Executive Committee. But none of that would have happened without PVS. That journey started here, and I'm so grateful for the people who encouraged and supported me along the way.

Thank you for believing in me, trusting me, and allowing me to represent this incredible community.

These past two years have been nothing short of unforgettable.

Sincerely (and don't stop believing),

Harper Freeman

New Athlete Representatives effective Sep. 1

Athlete At Large - Eurie Kim

Junior Athlete Rep - Hanna Kovac


Senior Athlete Rep - Nicole Zhang

Athlete Engagement 2024-2025

We've seen remarkable growth in student-athlete engagement across platforms. Instagram followers and view counts are climbing steadily, showing athletes are actively consuming our content even if they're not yet commenting. Spirit days have transformed into school-wide celebrations with unprecedented athlete participation. Most impressively, we're witnessing a surge in leadership applications, with more athletes stepping forward to guide their teams and programs! (50 TR Applicants on July 11th).

Team Rep 25-26 Applications Open

Application Link → <https://forms.gle/v1Wzouk8PKSDPhGx9>

View Registered Reps →  2025-26 Team Reps

PVS Champs

- It was amazing to rewatch our races, can we please continue to do this at all championship meets.
- Highlighted event winners on the PVS Athlete Insta → Boosted Engagement
- Meet went really well and they were quick sessions which was amazing.

As we move into the next year, we are excited to build upon successes from this past year and develop new initiatives to further enhance athlete representation and engagement within Potomac Valley Swimming. We remain committed to ensuring athlete voices are heard at all levels of our organization.

Respectfully Submitted,

Harper Freeman, Senior Rep