

**Potomac Valley Swimming  
Board of Directors Meeting  
September 16, 2025  
Zoom Meeting**

- Attendance – Cherlynn Venit, Trish Buswell, Ellen Colket, Aaron Dean, Chris Schlegel, Jim Crampton, Cliff Gordan, Erika Livingston, Matt Cohan, Nicole Zhang. Non-voting members: Kim Bullers, Tim Husson, Barb Ship
- Call to order – **The meeting was called to order at 7:30 pm by the General Chair, Cherlynn Venit.**
- Roll Call – There are a sufficient number of voting members to conduct business.
- Consent Agenda – **Motion to approve the Consent Agenda as presented, seconded and approved.**
- Additional Agenda Items & Approval of Agenda – No additional items were added. **Motion to accept the Agenda as presented, seconded and approved.**
- Administrative Update
  - Ethics and Conflict of Interest for 2025-2026 – As a reminder all Board Members must sign the “Ethics and Conflict of Interest” form for the 2025-2026 season. Please print, sign and send back to Trish Buswell as soon as possible.
  - Personnel Committee Update:
    - Equipment Manager - There is one interested individual for the equipment manager position. Kelly Rose will stay on until we can complete the hiring process of the new equipment manager and likely through the October Open.
    - Social Media Manager – Our Social Media Manager will start to receive a stipend for their work.
  - Board Orientation Update – Reviewing P&P and By-Laws and conducting Board Orientation is the responsibility of the Governance Committee. The meeting will be scheduled on or before the October Board Meeting.
  - PVS Meet Host Update – October Open and January Open and February Distance all have a full complement of hosts. We are still looking for one host for November Open and a host for January Distance. *[FXFX did step up for the November Open prior to the October BOD Meeting]*.
  - Financial Statement (pulled from consent agenda) – Ellen presented the standard Finance Report.
    - The investment committee met at the end of August, reviewed the 2<sup>nd</sup> quarter portfolio, aligned on and moved \$250K from Wells Fargo to our RBC Wealth (4 bond instruments) with a better rate.

- We continue maintaining a 70/30 split. Using the money for Athlete Scholarships, Coaches and anything else that is needed for things outside our Operational Budget.
- We ended the 2025 fiscal year with a surplus of \$36K, after projecting a deficit of \$90. There were 4 major contributors for this difference. It was a short fall on the expense side, LC Zones, Athlete Travel, DEI and Club/Coach Development.
- 2026 Budget has been loaded and approved our annual HOD Meeting held May 20, 2025. There is a projected deficit of \$127K. We need to focus on the expenses and get them paid as soon as we can. If there are line items we have committed to, it is important that we do our best to spend the funds budgeted.
- PVS will be paying for all Club Memberships in mid-December. A reminder will be sent to all clubs. Clubs must be in good standing and a club in during the 2025 season.
- Sponsorship and Advertising Policy – This policy is still being worked on, it will be revisited and finalized by the next board meeting.
- Working on a Pilot program with Wells Fargo and testing the use of Zelle for some payments. Ellen will keep the board apprised of the process of this trial.
  - **Motion to accept the Financial Statement as presented, seconded and approved.**
- Budget vs Actual (pulled from consent agenda) – The report was provided and reflects the previous discussion.
  - **Motion to accept the Budget vs Actual Report as presented, seconded and approved.**
- Action Items/Motions
  - P&P Change Proposal – Travel Reimbursement Policy for Officials – Erika Livingston presented.
    - See the proposal attached.
    - Change the calculation to \$300 base fee, plus \$100 per day. Zones will remain the same at \$500.
    - It was recommended to add World Aquatics to the list of approved and eligible meets.

- **Motion to approve the Travel Reimbursement Policy for Officials by adding World Aquatics to the list of meets, seconded and approved.**
    - Tim noted that World Aquatics is not a USA Swimming meet and feels that it could be a slippery slope to include these meets. USA Swimming selects the representatives to go to these meets.
    - Erika explained that the reimbursement falls under the educational arm of this policy and feels that in the event a PVS Official gets selected the PVS Official's Committee feels Officials should be able to be reimbursed.
- **Motion to accept the proposal to make the standard amount of \$300 base amount plus \$100 per day, seconded and approved.**
  - It was asked: does the Official's reimbursement have to be the same at Athlete Travel? No, the fees only need to be the same for Olympic Trials.
  - Will this new amount affect the approved budget? Ellen noted that the difference will have a minimal impact on our approved budget. (Futures and Pro Series meets will increase by \$100, all other meets will remain the same, Open Water goes down). She will run the numbers based on the quantity of officials we had last year and see what the budget impact will be.
- DEI Event Update - Cliff Gordan reported
  - November 15-16 weekend he is working on a DEI camp at Howard University. It will be a Day Camp.
  - Eastern Zone DEI Committee meetings have started again and he is hopeful that there will be more programming available to DEI athletes next year.
- Coach Award's Process after Selection – Aaron and Terri will work on the process to contacting the award winners and sending them the needed information. .
- Proposal for USA-S HOD - Ellen and Cherlynn have met and provided all the data. Members were asked which LSCs have people reached out to regarding this proposal. We need to make sure we are ready to discuss with others about this proposal. T
  - The following LSC have been contacted: Florida, Allegheny Mountain, Florida Gold Coast, Maryland, Sierra Nevada, Metro, North Carolina, Connecticut, Texas, North Texas and South Carolina.

- Strategic Planning with USA S – Unfortunately Jane Grosser only had one date available, which will not work with the PVS Schedule. We will start looking at new dates. Those attending ABM in Denver will also have a Strategic Planning meeting, while away.
- Goals/Benchmarks – A survey was sent out after the Swimposium. There was a lot of positive reactions and good feedback. Quite a few parents stayed with their athletes for the opening remarks, then about 10 more signed up on the spot. People are asking for a similar Swimposium in the Spring with a focus on Long Course. Ideas on Long Course presentations for Coaches: nutrition and mental health, how to juggle everyone/everything.
- Thinking about what you are going to be doing on the Board and what you want to do...set bigger goal, with smaller steps is fine.
- New Business – no new business.
  - **Proposal to allow the officials that are selected to go to the World Aquatics meet, are eligible to receive travel for three meets plus Worlds, seconded and approved.**
    - There are at least 4 PVS Officials that will be going to a World Aquatics meet. Three meets (2 in US and one in Canada). PVS Officials will be going to either Illinois or Indiana. Both meets are in October.
    - New qualifying that will be coming down the pike for trials.
    - Worlds are this year, not sure about next year and will not be in 2028. There could be an alternate meet next year.
    - Officials need to have specific credentials to attend these meets.
- Comments (Stop, Start, Continue)
- Upcoming Meetings/Opportunities
  - USA-S webinars
  - PVS Committees: Officials – Jan 6, DEI – Sept 28, CCM – Oct 7, SafeSport – Sept 21, Governance - ?, Finance – Oct 22 or 23, Open Water - ?
    - All meetings must be posted to the website. Please send to Cherlynn and Tim
  - Next Scheduled Board Meeting – Tuesday, October 21.
- Adjournment – **Motion to adjourn, seconded and approved.**

## General Chair Report PVS BOD Meeting 9-16-25

As we begin a new season, we are excited to welcome our new Board members: Erika Livingston, Officials' Rep; Hanna Kovacs, Jr. Athlete Rep; Eurie Kim, At-Large Athlete Rep; and Jared Diallo, Jr Coaches' Rep. Welcome to all of you!

On Saturday, September 6<sup>th</sup>, PVS kicked off the new season with a PVS Swimposium at the University of Maryland. The all-day event featured guest speakers from across the country covering many topics relevant to our Coaches, Parents and Swimmers. Thank you to the Board members/Staff and PVS members who helped with the setup and execution throughout the day, stepping into whatever role was needed: Cherlynn Venit, Terri Marlin, Matt Cohen, Jim Crampton, Erika Livingston, Nicole Zhang, Eurie Kim, John Venit, and Bill McMahon. Your help throughout the day was phenomenal! I have attached a copy of the various speakers and topics covered.

The response from our coaches, swimmers and parents was extremely positive. Our survey gave the swimposium a ranking of 9 or higher by over 90% of the respondents.

### **The coaches appreciated the opportunity and provided the responses below to what they liked about the Swimposium:**

Having a conveniently timed clinic available that is close to home. I am rarely able to attend other clinics because it would interfere with coaching practices. This was an appreciated opportunity.

quality presenters

coach presenters were good and informative

I learned a lot at the Swimposium. The speakers were very knowledgeable and had great credibility. Through their talks, they've set us coaches up for success.

I liked that a variety of different engaging topics were included in the Swimposium.

I thought the topics for the coaches track were relevant and informative

The presenters were knowledgeable, credible, and their content was meaningful to my needs as a coach.

**The 13 & Over athletes provided the responses below to what they liked about the Swimposium:**

I loved the activities we did towards the end.

learning techniques for butterfly and safesport rules

Loved the fact that they brought in professionals and ask questions.

**The parents provided the responses below to what they liked about the Swimposium:**

The parent sessions were very informative. The moderators were engaging. I liked learning how to support my swimmer. My favorite session was with the parent of the Olympic swimmer. It was so nice to hear from her and ask her questions. I love that she didn't lecture to us but Instead took questions and had a convo about how it was as a parent when he was in school. It was also so great to get to speak to other parents.

The classroom sessions were a unique opportunity, with content and conversations that are rarely available.

Variety of presentations with actionable information

I think the mental health session for parents and coaches 12u was really great. I appreciated Bridget's candor in her session, and the energy in the positive sports parenting session.

Great information on how to be the best supportive parent of an athlete - from supporting routines, to being their cheerleading, to working through anxiety, and supporting responsible nutrition and sleep routines for our athletes.

The sessions for parents; boxed lunches

I like the speakers

Great info for parents - speakers were amazing

Board of Directors Meeting Agenda  
September 16, 2025  
Zoom @7:30 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) Ethics and Conflict of Interest Form for 2025-2026 (Trish)
  - b) Personnel Committee Update - Equipment Manager, Social Media Manager, Assistant Registrar (Trish)
  - c) Board Orientation Update (Cherlynn)
  - d) PVS Meet Host Update (Terri)
  - e) Financial Statement (Ellen) – pulled from consent agenda
  - f) Budget vs Actual (Ellen) – pulled from consent agenda
- 5) Action Items/Motions
  - a) P&P Change Proposal – Education Travel Reimbursement Policy for Officials (Erika)
  - b) DEI Event Updates (Cliff)
  - c) Coach Award's Process after Selection (Aaron)
  - d) Proposal for USA-S HOD (Cherlynn)
  - e) Strategic Planning with USA-S
  - f) Goals/Benchmarks for next month (All)
- 6) New Business
- 7) Comments (Stop, Start, Continue) (Cherlynn)
- 8) Upcoming Meetings/Opportunities
  - a) [USA-S](#) webinars
  - b) PVS Committees: Officials – Jan. 6; DEI – ?; CCM – Oct 7; SafeSport – ?; Gov – ?; Finance – ??, Open Water – ?? – Meetings MUST be posted to website – send to me and Tim
  - c) Next Scheduled Board Meeting: Tuesday, September 16 on Zoom
- 9) Adjournment

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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.

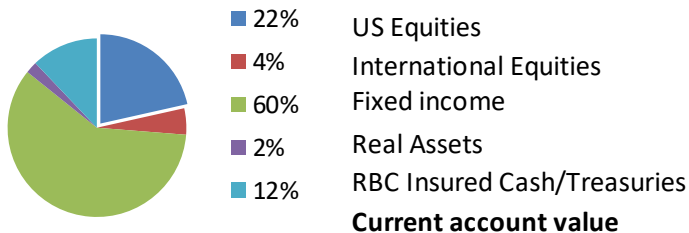


## Potomac Valley Swimming Finance Report as of 31-Aug-2025

### 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. We transferred \$250,000 at the end of August from Wells Fargo to RBC so as to upgrade from a low interest-bearing account to higher yielding assets. Our overall portfolio remains anchored in a long-term strategic allocation with a low risk profile.

### As of 31 Aug 2025 ASSET ALLOCATION SUMMARY



CURRENT VALUE		% of Portfolio
\$	269,117	22%
\$	59,828	4%
\$	746,544	60%
\$	26,750	2%
\$	151,686	12%
\$	1,253,925	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

We have completed the 2024-2025 season and only a couple of outstanding AR and expense items remain to commit to the books for final year-end close. Our Total Income is about 1% off of the end of year projection (excluding unrealized capital gains/losses), which is a great accomplishment. Our Expense portion will underrun the end of year projection by approximately \$92,700, due to four key expense areas: underruns in LC Zones (shortfall in headcount), Athlete Travel Assistance, Diversity, Equity, and Inclusion, and Club and Coach Development.

The final P&L for the 2025 season will reflect a Net Income surplus of \$36,343 versus a projected deficit of <\$89,570>.

### 2025-2026 Budget

The HOD approved the PVS 2025-2026 budget presented on 20-May with a projected Net Income deficit of <\$127,020>. This budget has been entered into our Quick Books Accounting system for the 2026 season.





## Potomac Valley Swimming Finance Report as of 31-Aug-2025

### Noteworthy items:

- a. 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 register their clubs as this will be done by PVS no later than mid-December.***
- b. Sponsorship and Advertising draft policy and rate scheduled issued for review. Feedback received and another revision will be ready by early-September.
- c. 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.
- d. We are continuing to gather information for the use of Zelle via Wells Fargo as a means to collect 2026 athlete Zones' registration fees as well as pay certain vendor invoices. If this feature proves to be viable, it will be online for the 2026 season.

Respectfully submitted,

Ellen Colket  
Vice Chair Finance

# Proposal to Modify Travel Reimbursement Policy for Officials

## Purpose

1. Update the current travel reimbursement policy for officials to ensure fair, consistent, and transparent compensation across all meets.
2. Add World Aquatics meets to the list of approved eligible meets but do not change the maximum number of meets that can be reimbursed (i.e 3 maximum per year, but if 3, one must be a zone or sectional meet).

## Proposed Update

Implement a standardized reimbursement formula as follows for national/international meets:

- **Base Amount:** \$300 per meet (regardless of duration)
- **Plus:** \$100 per day of the meet

This formula directly links reimbursement to the length of the meet, ensuring that longer commitments are fairly compensated.

Zone/sectional meets: recommendation is to continue a maximum of \$500 per meet.

## Example under proposed policy

Meet Duration	Calculation	Total Reimbursement
3-day meet	$\$300 + (3 \times \$100)$	<b>\$600</b>
4-day meet	$\$300 + (4 \times \$100)$	<b>\$700</b>
5-day meet	$\$300 + (5 \times \$100)$	<b>\$800</b>

Specific meets:

Toyota US Open (Dec 3-6, 2025)	\$700
Speedo Winter Junior Champs (Dec 10-13, 2025)	\$700
Tyr Pro Swim Series Austin (Jan 14-17, 2026)	\$700
Tyr Pro Swim Series Westmont (Mar 4-7, 2026)	\$700
Open Water National and Junior Nation Champs (April 2-4)	\$600
Tyr Pro Swim Series Sacramento (May 20-23, 2026)	\$700
Tyr Pro Swim Series – Indianapolis (June 17-20, 2026)	\$700
Toyota National Championships (July 28-Aug 1, 2026)	\$800
Tyr Futures Championships (July 29-Aug 1, 2026)	\$700
Speedo Junior National Championships (Aug 3-7, 2026)	\$800
World Aquatics World Cup Carmel, Ind (Oct 10-12, 2025)	\$700
World Aquatics World Cup, Westmont, ILL (Oct 17-19, 2025)	\$700
World Aquatics World Cup, Toronto, CA (Oct 23-25)	\$700
Pan Pacific Swimming Championships, Irvine, CA (Aug 12-15)	\$700
Para Swimming Championships use the same formula	

## General Chair Summit Report

### 10-21-25

This year's Annual Business Meeting and Annual Summit once again brought together LSC Leaders, Coaches, Officials and Athletes from all over the country as well as USA Swimming leaders and staff for 3 days of discussions and idea sharing. As the General Chair, I attended the general chair track, the Mega LSC meeting, the screening of the new documentary "When Everyone Swims", the Eastern Zone meeting, as well as the legislative sessions as a voting member.

On Thursday, our contingent met to review our progress over the past year, reviewed our mission and vision statement, and discussed ideas moving forward. This seems to be a favorite of the board members as we always find new ideas and expand ideas during the meeting. The idea of an athlete social grew into a relay carnival followed by an athlete social. The athletes embraced the idea and seem to be working on its feasibility. We also discussed the divestiture of the PVS equipment and how to proceed with that idea in a responsible way giving teams/organizations that utilize the program a chance to prepare. We also agreed on the priority that will be given the opportunity to purchase the equipment. The Board members also each created a list of 3 things we feel that we are doing really well in the LSC and 3 things we need to work on. We then talked about how our programming aligns with our mission in the areas of competition, education, leadership, safety and equity. The idea of moving the LC Open Champs meet earlier (June) was mentioned with the coaches working to determine the feasibility of it as well as discussions about a possible North/South meet for those without age group champs cut times. We discussed adding local coaches' education trainings at the Swimposium, as well as 2 virtual opportunities and one in person during the spring. We also want to find and promote to the coaches an additional zone-style opportunity for our swimmers with disabilities and will check with DEI on ideas of meets we can help build support for our athletes to attend. Finally we talked about expanding our SSRP teams with a goal of 50% of the PVS teams as well as ensuring at least 50% of our athletes are on a SSRP team.

After the board working meeting, I attended the Mega LSC Meeting. We discussed Communication & Collaboration first. Illinois attributes their LSC cohesiveness to their robust camp program that creates a pipeline for their athletes. The discussion of needing a strategic plan to help clubs move together as part of the LSC was also noted. Next we discussed Programming for Growth, Retention & Performance. Smart growth was a common theme since most of us have pool issues and unfortunately do not have room for everybody who wants to join. The idea of renovating summer pools for practice sites has become the new go-to. LSCs are also growing their SafeSport teams by making the decision to require teams to be SSRP to be eligible to host meets. They have informed teams of this plan and given them roughly a year to comply. LSCs were asked: what does a member's experience feel like in your LSC. Several talked about their culminating meet and how they make them memorable with goodie bags, trinkets, laser show, photo booth for winners, etc. Illinois talked about engaging the senior athletes by having them run the camp for the 10 & Under athletes. Some brought up the idea of a digital welcome package for newly registered athletes and Indiana talked about their Team Indiana logo that emphasizes being a part of something bigger than their own club. Swimming World magazine presented information about their Virtual magazine for LSCs or Clubs that feature informative articles as well as LSC specific content requiring very light engagement from the executive committee of the LSC. Several LSCs are already utilizing the magazine. Our last discussion revolved around LA2028 and the idea initiated last November

around the LSC All-Star Athlete Festival during the 2026 PanPac Championships. LSCs will fund to send athletes to participate in a camp and an All-Star meet. Athletes would be broken out into 4 teams to compete. Projected dates are 8/12-8/16/26.

On Friday, we had a full day of meetings. Our morning started with a discussion about Navigating LSC Disputes. We reviewed several scenarios and tried to determine who should handle the dispute. The LSC Administrative Review Board's role was discussed as part of the panel with the suggestion that LSC ARBs have their own Policy & Procedures in place to give guidelines on how to handle situations. Ohio and Pacific Swimming both have these available and are willing to share. We also discussed how people approach disputes and their resolutions by defining our personality types in dealing with disputes and the importance of utilizing individuals with varying personalities based on the dispute.

Our second meeting revolved around Fees with Purpose: Funding What Matters. It was suggested that 30% of fees go toward Admin and 70% go toward membership. Strategic planning was again emphasized as the way to determine what the LSCs priorities are to achieve the mission, in what ways our current fees support these priorities, and identifying where we see gaps or underfunded areas that directly impact members. For each program funded it was suggested that we determine who the target audience is, what the expected result is, how long the program will last, how you measure the result, and how you will communicate the program (use platforms utilized by the targeted generation). We learned that the mean premium LSC fee is currently \$19 and the range charged is \$5-\$40. We were all asked to return home and discuss how our LSC might redistribute funds to better support growth and performance.

During the luncheon, several awards were distributed including the lifetime membership for Ellen Colket (from PVS). We were also honored to have one of our athletes, Jonathan Lei, recognized as the recipient of the USA Swimming SafeSport Impact Award. Jonathan and his family travelled to Denver for the award luncheon and Johnny also attend the athlete's track during the Summit. It is incredibly satisfying to see our athletes' development since attending the first Athletes' Summit in Maine in 2023.

During the first afternoon session, the general chairs and coaches met together to discuss how we can collaborate for growth. Once again, the lack of pool space dominated the conversations. Several LSCs mentioned the option of putting portable pools in old office buildings & stores while others discussed heating outdoor summer pools. Many expressed frustrations with USA-S and the lack of support in developing more pool options in varying areas of the country (i.e., one size does not fit all). Discussions also brought up the idea of offering business courses for teams at the HOD, sending out parent education, and creating a summit for LSC Club collaborations (similar to our Swimposium).

The final session for the general chairs was titled Diving into Data. Each LSC was provided a packet with several printed data points and Eric Stimson went through how to create the reports for ourselves in SWIMs. We were asked to review the data to determine how we were doing in the areas of growth, retention and performance and to see if it could give us any insight.

On Saturday, I attended the Eastern Zone meeting where we voted on new EZ Board members and the locations for EZ meets for the 2026-2027 season. We also discussed the need for a new venue for the 2026 SC Southern Sectionals meet. PVS will be working with Maryland Swimming to submit a bid in the state of Maryland.

Finally, I attended the USA-S HOD where we presented our proposed rule change. Unfortunately, we were defeated; however we did have the support of roughly 40% of the HOD. Hopefully this outcome leads to further discussion at USA Swimming regarding the boundary issues since there were two other similar requests being made in other LSCs. After the meeting, the new VSI General Chair approached us and is willing to have further discussions.

Overall, the Summit and ABM were insightful and provided the opportunity to network and share ideas, as well as discuss common pains and successes, with other LSCs across the country. It is always uplifting to meet with others who are also tasked with planning and providing programming in the best interests of their athletes, coaches and teams. I thank PVS once again for providing this exceptional opportunity to me.