

**Potomac Valley Swimming  
Board of Directors Meeting Agenda  
October 21, 2025  
Zoom @7:30 PM**

- Attendance – Cherlynn Venit, Trish Buswell, Ellen Colket, Aaron Dean, Chris Schlegel, Blair Cameron, Jim Crampton, Cliff Gordan, Erika Livingston, Matt Cohen, Nicole Zhang. Non-Voting: Kim Bullers, Tim Husson, Dave DiNardo, Barb Ship, Kristina Minear.
- The meeting was called to order at 7:30 pm by General Chair, Cherlynn Venit.
  - Welcome to new members of the Board and PVS Committees/Staff:
    - Blair Cameron, Operations Chair.
    - Brian Blais, Equipment Manager
    - Kristina Minear, Technical Committee
    - Thank you all for your commitment to PVS, we look forward to working with you.
- There are a sufficient number of voting members in attendance to conduct business.
- Consent Agenda: pull any for discussion?
  - **Motion to accept the Consent Agenda as presented, seconded and approved.**
- Additional Agenda Items & Approval of the Agenda – Nothing new to add.
  - **Motion to approve the agenda as presented, seconded and approved.**
- Board Orientation – Dave DiNardo, Governance Committee Chair
  - Dave presented the Board Orientation, reviewing the purpose and responsibilities of the PVS Board of Directors.
    - LSC – Local Swimming Committee – there are four Zones, which are then made up of the 58 LSCs in USA Swimming. Each LSC is responsible for governing the USA Swimming clubs in their area. PVS is a member of the Eastern Zone.
    - We are one of the 5 largest LSC with over 13,500 members.
    - 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.
    - All Board members must sign/acknowledge the Conflict of Interest Policy and Whistle Blower Protection Policy.
      - Please sign and return to Admin Chair, Trish Buswell. This goes to all BOD members and Committee Chairs.
    - All PVS By-Laws and Policies & Procedures are kept up to date and are posted on the PVS Website.
    - Meeting schedule on website – all meetings need to be posted on the website. All meetings are open for anyone to attend, except for Executive Sessions.

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- Responsibilities (SPICE): Serve our membership, Provide mutual support, Identify and develop new leaders, Create organization continuity and progression, Encourage idea sharing and development
- Consent Agenda – For all board meeting, committee reports are sent in advance and then approved as a block. Items can be pulled as necessary.
- Communications – It is important that we adhere to the Communications Policy
  - Board members should use their pvs swim.org emails when communicating PVS business.
  - MAAPP policy must be followed for any meetings and communications with athletes. Communication with athlete are only permitted between 5am and 10pm.
  - For communication with minor athletes, at least one other adult or parent must be copied. If you are going to message a group of athletes, at least one more adult must be on the text/message. If it is a one-on-one correspondence with a minor the parent must be included.
  - If an athlete contacts a board member and does not include their parent, how do we respond? Jim Crampton will get clarification from USA S Safe Sport.
- Orientation Sources – there are a number of resources available on the PVS Website and USA Website. Also feel free to reach out to other Board members, PVS staff or Governance if you need assistance.
- Administrative Update
  - PVS Meet Host Update – January Distance and SC Open Champ meet hosts are still needed.
  - Follow or Update P&P - Trish is working on P&P updates. There are a number of pieces where we are not following current policies. All Board members are asked to review your “piece” and make sure that all the policies are being followed or updated the policy, so it matches our current practice. If anything needs to be updated right away, please send to Trish.
  - Financial Statement – pulled from consent agenda, Ellen presented:
    - Finance Statement – the investments are highlighted; we moved .25 million in the last quarter. In month 1 of the 2026 season (Sept 1, 2025-Aug 31, 2026), P&L shows the 2026 budget that was approved at HOD and actuals as of Sept 30, 2025, compared to Sept 30, 2024. Our Income is just slightly below last year; this shows a slight lag in registrations. Our Expenses are currently about 50% higher than this time last year due to Swimposium and the expense reports from ABM.
    - Each Board Member is asked to review their specific categories, and to start working on your programs and plan on where the money will be going.

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- PVS will be paying for all club registrations, and all will be paid prior to December 1. There are 6 clubs who have paid their club registration themselves, Ellen and Kim will work on how to take care of those clubs/fees.
  - It was noted that paying the club registration fees is a year-to-year decision at HOD. Ellen noted it is not really a sustainable program to continue every year. We will review again at HOD in May 2026.
- Advertising & Sponsorship policy: Thank you for all the input and edits to the policy. We will review and vote on it.
- Wells Fargo pilot program for payments – After the Wells Fargo trial period with the pilot program the Finance Chair and Treasurer decided not to go further with the program. They will now begin looking for other payment options such as Zelle/Apple pay. The board will be kept informed about their decision.
  - Bill.com was suggested as an option, Maryland Swimming uses it. Ellen said she will look at it and report back.
- **Motion to accept the September financial statements as presented, seconded and approved.**
  - Budget vs Actual – pulled from consent agenda – as part of the report
    - On the expense side there was a reallocation of funds; Of the \$13,000 from Swimposium, \$3100 was moved to the appropriate category; Camps.
      - **Motion to accept the Budget vs Actual as amended, seconded and approved.**
- Action Items/Motions
  - Bylaws Update Approval – Admin Chair, Trish Buswell reported:
    - The Bylaw updates required by USA Swimming were minor and of housekeeping nature.
    - **Motion to accept the changes to the Bylaws, based upon USA Swimming HOD, seconded and approved.**
      - These will be reflected in our Bylaws and posted, then voted on at HOD.
  - Website Results Posting – Cherlynn shared a document regarding the various emails that have been received from swimmers/parents regarding the result posting policy. These individuals are asking for result files to continue to be posted so the results can be uploaded to various third party platforms (SwimIO, SwimCloud). Previously a decision was made to only post the result report to avoid the posting of athlete's private information (i.e. birth dates). We as a board need to decide if/how we will be posting the results and how we want to handle.

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- The Board discussed the different advantages/disadvantages of posting the results and the various third parties that use this information. Joel Shinofield, from USA Swimming briefly joined in the meeting to answer questions and discuss.
  - USA Swimming feels a statement regarding the posting of results should be included in the meet announcements, therefore serving as permission to post without any date of birth/identifying information. Joel noted that USA Swimming does not directly share any data with third party platforms.
  - As far as we are aware, there have not been any previous complaints to how PVS results are posted. However, PVS is trying to be pro-active and ensure the safety of all our athletes.
  - There are some platforms/apps that pull the results and are used heavily in the DMV area.
  - **Motion to approve posting MM results file excluding PII and providing a statement to the membership in the meet announcement regarding the posting of meet results on the PVS website (MM results file), seconded and approved.**
    - Will a similar statement also be needed for Meet Mobile – there are some MA that state the programs will be in Meet Mobile. Can data be pulled from meet mobile? This is not necessary, only age, club, and swimmers’ names are on Meet Mobile.
    - Tim will be creating the results file and Terri, Cherlynn, Kristina will create the statement and add to the meet announcements, make it retroactive.
    - A personal option is that Club to club communication should be whatever the club feels is appropriate but not distributed publicly.
      - A statement for P&P should be put in place regarding meet data from club to club (Blair, Aaron will work on this).
- Advertising/Sponsorship Policy – (Ellen) – The document has been reviewed and edited by board members and now shared.
- Document was shared to review (Advertising, sponsorship and website)
  - **Motion to approve the Advertising Policy as presented, seconded and approved.**
    - Quid pro Quo – giving something for something else, such as our relationship with Fitter and Faster.
    - In kind – things that are done without wanting something in return. For an example, someone who is donating money, time, equipment.
    - Sponsorship and Advertising Pricing
    - Three levels (gold, silver bronze)
  - **Motion to approved the guidance and pricing, seconded and approved.**

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- Is relationship with Arena, outside of this discussion? Yes, for now, due to our current contract. When we renew the contract we will take a look and adjust to fit the matrix.
  - Schedule 2026-2027 submitted by CCM – Short Course season for 26-27 season was endorsed by CCM in September.
    - **Motion to approve the 2026-2027 Short Course season as endorsed by CCM, seconded and approved.**
      - The LC meets will be voted on at the January CCM, the delay is CCM setting the dates is due to the possible reformatting of the Long Course meet schedule.
- Old Business
  - DEI Event Updates – Cliff Gordan reported:
    - The DEI Camp will be April 18-19, 2026. The application will open January 2026 and close in February, then notification will be sent in March. The event will be at Howard University.
      - The itinerary and info will be posted with application, there will be a \$25 per athlete fee.
  - Coach Award's Process after Selection – All coach winners will be notified in the next few weeks.
  - Athletes Representatives noted there will be an Athlete Committee will be meeting soon.
- New Business – no new business.
- Upcoming Meetings/Opportunities
  - [USA-S](#) webinars
  - PVS Committees: Officials – Jan. 6; DEI – Oct. 26; CCM – Jan. 6; SafeSport – Nov 9; Gov – ?; Finance – Oct. 23, Open Water - ?? – Meetings MUST be posted to website – send to me and Tim
  - Next Scheduled Board Meeting: Tuesday, November 18 on Zoom.
- Adjournment

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Board of Directors Meeting Agenda  
October 21, 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) Board Orientation (Governance Committee - Dave)
- 5) Administrative Update
  - a) PVS Meet Host Update (Terri)
  - b) Follow or Update P&P (Cherlynn)
  - c) Financial Statement (Ellen) – pulled from consent agenda
  - d) Budget vs Actual (Ellen) – pulled from consent agenda
- 6) Action Items/Motions
  - a) Bylaws Update Approval (Trish)
  - b) Website Results Posting (Cherlynn)
  - c) Advertising/Sponsorship Policy (Ellen)
  - d) Schedule 2026-2027 submitted by CCM (Chris)
- 7) Old Business
  - a) DEI Event Updates (Cliff)
  - b) Coach Award's Process after Selection (Aaron)
- 8) New Business
- 9) Upcoming Meetings/Opportunities
  - a) [USA-S](#) webinars
  - b) PVS Committees: Officials – Jan. 6; DEI – Oct. 26; CCM – Jan. 6; SafeSport – Nov 9; Gov – ?; Finance – Oct. 23, Open Water - ?? – Meetings MUST be posted to website – send to me and Tim
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- 10) Adjournment

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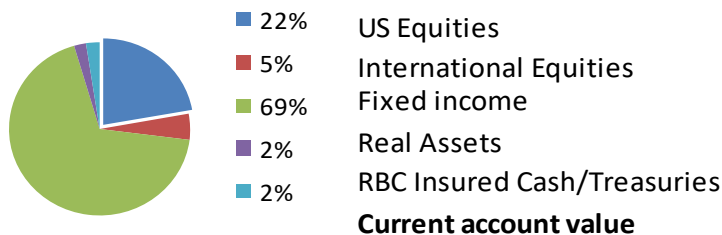


## Potomac Valley Swimming Finance Report as of 30-Sep-2025

### 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 Sep 2025 ASSET ALLOCATION SUMMARY



CURRENT VALUE		% of Portfolio
\$	281,514	22%
\$	61,064	5%
\$	868,131	69%
\$	26,512	2%
\$	30,655	2%
\$	1,267,876	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.

### 2026 Budget Performance

We are one month into the 2025-2026 season. Compared to last season at this time, our income is approximately 3.7% less while our expenses are 50% higher. On the income side, Premium and Flex registrations are lagging by approximately 10% and 17%, respectively, as compared to last season. The increase in expenses is primarily due to two items: the Swimposium which was held earlier in the season as well as the timely submissions of the Summit/ABM expense reports which allowed for quick reimbursements.

### Noteworthy items:

- 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.***



## **Potomac Valley Swimming Finance Report as of 30-Sep-2025**

- b. The revised PVS Sponsorship and Advertising draft policy and rate scheduled was reviewed during the ABM and updated with subsequent issuance to the PVS Board for review/feedback/approval. We will look to acquire a full vote during the 21-Oct-2025 Board meeting.
- c. The pilot with Wells Fargo's bill-pay service began in early December 2024 and our test has been concluded. Our finding is that there is minimal if any financial savings and the time for receipt of check by the "customer" is twice what it normally takes.
- d. We have launched a pilot using Zelle via Wells Fargo to reimburse/pay officials and a few others. This has been working extremely well, allowing for quick reimbursements. We will continue testing and subsequently develop a proposal for submission to and review by the Board in first quarter 2026. We are also looking to use this as a means to collect 2026 athlete Zones' registration fees as well as for payment of certain vendor invoices.
- e. We will begin working with KWC audit firm in November to conduct the biennial accounting review of PVS' financial statements. The purpose of the accounting review is to provide limited assurance that our financial statements are free from material misstatements and to provide reasonable assurance that financial statements conform with the applicable financial reporting framework.

Respectfully submitted,

Ellen Colket  
Vice Chair Finance



Last Name	First name	Meet Level	Meet	Dates	Maximum	Amount Rec	Amount Approv	Qualified	Notes
Allison	Tom	National	Winter Juniors East	12/11-14/24	700	700	700	yes	Board 1/25
Allison	Tom	National	National Championship	6/3-7/25	800	740.73	740.73	Yes	Board 7/25
Avelis	John	National	Winter Juniors East	12/11-14/24	700	700	700	yes	Board 1/25
Avelis	John	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Baird	Mike	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Baird	Mike	National	Tyr Pro Series Westmont	3/5-8/25	600	595.18	595.18	Yes	Board 4/25
Bruley	Joshua	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	244.33	244.33	Yes	Board 6/25
Bruley	Joshua	EZ/Sectionals	EZ Long Course Senior Zone Ch	8/7-10/25	500	500	500	Yes	Board 8/25
Buswell	Patricia	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 6/25
Buswell	Patricia	National	Tyr Summer Champs	8/5-8/25	800	800	800	Yes	Board 8/25
Colket	Ellen	National	Tyr Pro Series Ft Lauderdale	4/30-5/3/25	600	600	600	Yes	Board 6/25
Colket	Ellen	National	National Championship	6/3-7/25	800	593.42	593.42	Yes	Board 7/25
Colon	Juan	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
David	Lincoln	EZ/Sectionals	EZ SC Age Group Champs	4/2-5/25	500	500	500	Yes	Board 4/25
Dinardo	Dave	National	Toyota US Open	12/4-7/24	700	700	700	yes	Board 1/25
Dinardo	Dave	National	Speedo Junior National Champ	7/30-8/3/25	800	800	800	Yes	Board 9/25
Donley	Thomas	National	Tyr Summer Champs	8/5-8/25	800	800	800	Yes	Board 8/25
Fowkes	Becky	National	Speedo Junior National Champ	7/30-8/3/25	800	800	800	Yes	Board 8/25
Fowkes	Rebecca	National	Futures Justin Texas	7/23-26/25	600	600	600	Yes	Board 8/25
Friedman	Frances	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Friedman	Frances	National	Speedo Junior National Champ	7/30-8/3/25	800	800	800	Yes	Board 8/25
Fulham	Brooke	National	Futures Greensboro	8/23-26/25	600	600	600	Yes	Board 8/25
Fulham	Brooke	EZ/Sectionals	EZ LC Zone Sr Champs	8/7-10/25	500	500	500	Yes	Board 8/25
Greene	Jonalyn	EZ/Sectionals	EZ SC North Sectionals	3/27-30/25	500	427.43	427.43	Yes	Board 6/25
Husson	Tim	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 3/25
Husson	Tim	National	Winter Juniors East	12/11-14/24	700	700	700	yes	Board 1/25
Ignatenko	Tatiana	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	482	482	Yes	Board 6/25
Ignatenko	Tatiana	EZ/Sectionals	EZ SC South Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
James	Matt	National	Toyota US Open	12/4-7/24	700	700	700	yes	Board 1/25
James	Matt	National	Speedo Junior National Champ	7/30-8/3/25	800	800	800	Yes	Board 8/25
Jampole	Paul	National	Winter Juniors East	12/11-14/24	700	1,029.56	700	yes	Board 1/25
Jampole	Paul	National	National Championship	6/3-7/25	800	800	800	Yes	Board 6/25

Jauss	Fred	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	497.6	497.6	Yes	Board 6/25
Jester	Elizabeth	National	Para Nationals	12/13-15/24	600	600	600	yes	Board 1/25
Jester	Elizabeth	National	US Paralympics Swimming Natio	6/20 - 6/22	600	600	600	yes	Board 7/25
Johnson	Joe	EZ/Sectionals	EZ SC Age Group Champs	4/2-5/25	500	500	500	Yes	Board 4/25
Jung	Mitchell	EZ/Sectionals	EZ LC Age Group Champs	8/6-9/25	500	482.64	482.64	Yes	Board 8/25
Kovacs	John	EZ/Sectionals	EZ SC South Sectionals	3/27-30/25	500	480.99	480.99	Yes	Board 4/25
Kovacs	John	National	Futures Justin Texas	8/23-26/25	600	600	600	Yes	Board 8/25
Kozhanov	Igor	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Livingston	Erika	National	Futures Justin Texas	7/23-26/25	600	600	600	Yes	Board 8/25
Livingston	Erika	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 3/25
McMahon	Bill	EZ/Sectionals	EZ SC North Sectionals	3/27-30/25	500	320.99	320.99	Yes	Board 6/25
McMillen	Rich	National	Toyota US Open	12/4-7/24	700	700	700	yes	Board 1/25
McMillen	Rich	National	National Championship	6/3-7/25	800	770.16	770.16	Yes	Board 8/25
Mock	Kira	EZ/Sectionals	EZ SC South Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
Mock	Kira	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Moore	Jessica	National	Toyota US Open	12/4-7/24	700	700	700	yes	Board 1/25
Moore	Jessica	National	Tyr Summer Champs	8/5-8/25	800	800	800	Yes	Board 8/25
Neill	Jack	National	National Championship	6/3-7/25	800	800	800	yes	Board 6/25
Neill	Jack	National	Toyota US Open	12/4-7/24	700	700	700	yes	Board 1/25
Neill	Jack	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Oehler	Mike	EZ/Sectionals	EZ SC North LC Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
Oehler	Hope	EZ/Sectionals	EZ SC North LC Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
Oliver	Chris	National	Winter Juniors East	12/11-14/24	700	676.5	676.5	yes	Board 1/25
Oliver	Tom	National	Winter Juniors East	12/11-14/24	700	403.2	403.2	yes	Board 1/25
Oliver	Thomas	EZ/Sectionals	EZ Long Course Senior Zone Ct	8/7-10/25	500	500	500	Yes	Board 8/25
Oliver	Christina	EZ/Sectionals	EZ Long Course Senior Zone Ct	8/7-10/25	500	500	500	Yes	Board 8/25
Owen	Hang	EZ/Sectionals	EZ SC South Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
Owen	Hang	National	Tyr Summer Champs	8/5-8/25	800	800	800	Yes	Board 8/25
Rowell	Kelly	National	Winter Juniors East	12/11-14/24	700	533.74	533.74	yes	Board 1/25
Rowell	Kelly	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	500	500	Yes	Board 6/25
Rowell	Kelly	National	Futures Richmond	7/23-26/25	600	600	600	Yes	Board 9/25
Scott	Meghan	EZ/Sectionals	EZ LC Age Group Champs	8/6-9/25	500	465.74	465.74	Yes	Board 8/25
Ship	Barbara	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	173.6	173.6	yes	Board 6/25

Ship	Barbara	National	Toyota US Open	12/4-7/24	700	436.84	436.84	yes	Board 1/25
Ship	Barbara	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 3/25
Toppin	Eric	EZ/Sectionals	EZ SC North Sectionals	3/27-30/25	500	500	500	Yes	Board 4/25
Tucker	Linda	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 3/25
Walsh	Patrick	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	289.87	289.87	Yes	Board 6/25
Walton	Ian	EZ/Sectionals	EZ SC Age Group Champs	4/2-5/25	500	500	500	Yes	Board 4/25
Witkin	Scott	National	Tyr Summer Champs	8/5-8/25	800	800	800	Yes	Board 8/25
Young	Kelly	EZ/Sectionals	EZ LC Supersectionals	5/15-18/25	500	382.97	382.97	Yes	Board 6/25
Zamora	KT	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 4/25
Zamora	Jorge	National	Tyr Pro Series Westmont	3/5-8/25	600	600	600	Yes	Board 4/25

43,597.93

## **PVS Safe Sport Board Report**

### **TUE SEP 16, 2025**

**Swimposium** Safe Sport presentations were phenomenal. We were so fortunate for USA Swimming Safe Sport Director Liz Hahn to be our Safe Sport presenter. Many of us have seen how excellent she is at teaching adults and athletes 12-17, but she has yet another gear for 9-12 year-olds. Liz presented age-appropriate information and strategies in engaging and interactive ways. Talking with swimmers even many days after, it is clear that by creatively keeping their attention, there was significant retention.

**Seeking Input** Please let me know of anyone who might be a valuable speaker, resource, consultant, or member for our committee. We also appreciate any good Safe Sport articles/newsletters from other organizations, e.g., other sports, schools, etc.

### **USA Swimming Safe Sport Conference - September 25.**

This conference is held every two years. 2024 provided an opportunity for deeper in-person discussions on difficult situations. I came away from 2024 as part of a network of Safe Sport advocates who share situations, ideas, and resources, all incredibly useful for this position. Looking forward to learning more this year, with an eye out for best practices at meets and incentive programs. Links to the agenda, speakers, and speaker bios are below in I and III.

**NEW PVS SSRC - Congratulations to RMSC.** On Sep 10, RMSC became the most recent PVS club to become Safe Sport Recognized. Kudos to Athlete Representative and PVS Safe Sport Committee member Johnny Lei who led this effort for RMSC.

### **I. Next Safe Sport Meeting - Sunday, September 21, 6:30pm-7:30pm**

- \* Safe Sport Incidents/Concerns
- \* PVS Swimposium Sep 6 - Safe Sport Sessions and Information
- \* USA Safe Sport Conference Sep 25 - agenda and speaker bios
- \* Review of 2024-2025 Goals & Projects
- \* 2025-2026 Goals & Projects

### **II. TRAINING FOR PARENTS - NOTE : Now on TUESDAYS**

Tues., Oct 21 at 8:00 p.m. EST | [REGISTER](#)

Tues., Nov 4 at 8:00 p.m. EST | [REGISTER](#)

Tues., Dec 9 at 8:00 p.m. EST | [REGISTER](#)

### **TRAINING FOR ATHLETES - Still on THURSDAYS**

Thur., Oct 23 at 8:00 p.m. EST | [REGISTER](#)

Thur., Nov 6 at 8:00 p.m. EST | [REGISTER](#)

Thur., Dec 11 at 8:00 p.m. EST | [REGISTER](#)

### **III. USA Safe Sport Conference Sep 25 - agenda and speaker bios**

- \* SSRP - Importance, Implementation, and Incentives
- \* Cultivating a Positive Culture
- \* Safe Sport Policies - Myths vs. Truths
- \* Safe Sport OR SafeSport - Working together with the Center for SafeSport

**!V. Over 1/3 of PVS Clubs are now Safe Sport Recognized Clubs (SSRC)**

**A. With the addition of [ASTS](#) and [RMSC](#), 18 PVS Clubs are now SSRC**

[ASA](#), [CSC](#), [DCPR](#), [DRAG](#), [FISH](#),, [FXFX](#), [LIFE](#), [NCAP](#), [OCCS](#). [PAC](#), [RIPS](#), [SA](#),  
[SDS](#), [TOLL](#), [TRA](#), and [YORK](#)

**B. In Progress**

\* 3 clubs, [ERSC](#), [AAC](#),, and [STJ](#) have the required 51/52 points to be SSRC but not in the required categories OR are waiting for approval.

\* [WSH](#), 47 points, [BWST](#) 44 points.

\* [TIBU](#), [RY](#), [RMSC](#), [PM](#), [PAVA](#), [MAC](#) are in the first half of the process.

**C. 28 PVS clubs have a Safe Sport Coordinator:**

**V. Safe Sport Dates**

Wed Sep 17 7:00pm-8:00pm Eastern Zone Safe Sport Meeting

Sun Sep 21 6:30pm-7:30pm PVS Safe Sport Committee Meeting


Thr Sep 25 9:00am-5:00pm USA Safe Sport Conference

Tentative SUN OCT 12 6:30pm PVS Safe Sport Committee Meeting

Tentative SUN NOV 2nd OR SUN NOV 9th 6:30pm-7:30pm PVS Safe Sport

Respectfully submitted,

Jim Crampton



# PVS Sponsorships and Advertising Guidance and Pricing

## **GUIDANCE**

**Advertisements** inform consumers about products, services, or ideas. **Sponsorships** support events, organizations, or individuals to improve the sponsor's image.

Types of advertising and sponsorship opportunities to consider:

1. **High Strategic Fit & High Impact:** These are the most desirable, offering both strong alignment with the PVS' goals and significant marketing impact.
  2. **High Strategic Fit & Low Impact:** These align well with PVS' goals but may not offer substantial reach or effectiveness. They can be considered if resources allow.
  3. **Low Strategic Fit & High Impact:** These opportunities offer significant vendor marketing impact but may not align well with PVS' values. They should be approached with caution.
  4. **Low Strategic Fit & Low Impact:** These are the least desirable, offering neither strong alignment nor significant impact. They are generally not worth pursuing.
- \* **Basic Tier (Bronze) –**  
Limited ad (e.g., smaller banner ads, less prominent placement)  
Basic Targeting options (e.g., teams only)  
Social media with logo presence on a PVS post  
Lower ad impressions or clicks allowed  
Limited reporting and analytics
- \*\* **Standard Tier (Silver) –**  
¼ to ½ page ad (e.g., mid-size banner ads, more prominent placement)  
Mid-size population Targeting options (e.g., coaches, families)  
Advertiser Social media post and logo with link on PVS website  
½ target population ad impressions or clicks allowed  
Reporting and analytics
- \*\*\* **Premium Tier (Gold) –**  
½ to full size page ad (e.g., large banner/logo, more prominent placement)  
Full population Targeting options

## PVS Sponsorships and Advertising Guidance and Pricing

Advertiser Social media post, logo with link on PVS website and email to PVS head coaches/Team Administrator  
Full target population ad impressions or clicks allowed  
Reporting and analytics

### PRICING

	Sponsorship/Events & Tiers – flat fee	Bronze	Silver	Gold
1.	PVS Swimposium	<del>\$21</del> ,500	<del>\$53</del> ,000	<del>\$105</del> ,000 (QR code/link to vendor site)
2.	PVS SC/LC Championship	\$1,500	\$2,500	\$3,500
3.	PVS Zones (outfitting, bus, activity fees, etc.)	\$2,500	\$4,000	\$6,000
4.	PVS Swim Camps	\$1,500	\$3,000	\$5,000
5.				

	Advertising Items & Tiers	Bronze*	Silver**	Gold***
1.	Vendor Events (external swim camps, clinics, etc.) – per ad	\$500	\$750	\$1,000
2.	Vendor Products (Apparel, etc.) – annual fee	\$1,000	\$2,000	\$5,000 (QR code/link to vendor site)
3.				
4.				
5.				

- Optionally, sponsors can be charged a percentage (typically 15% - 25%) of their expected ROI. **For example**, if past sponsors generated 50 leads worth an average of \$800, you could justify pricing the package at 15-25% of an ROI of 40,000 (or \$6,000 to \$10,000)



## Advertising, sponsorships, and website monetization for non-LSC events and opportunities

### Policy

[This policy is effective October ~~2022~~, 2025]

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- 1) Events may be promoted through Potomac Valley Swimming (PVS) prior to the event for a fee.
  - a. PVS may monetize its communication media including postings on the PVS [mediawebsite](#) in order to promote events (e.g., clinics, camps, seminars, webinars, and lessons).
  - b. PVS also may solicit sponsors for PVS-hosted events (e.g., Short Course and Long Course Championship Meets). PVS seeks sponsors that support and help further its mission and do not offend its community.
- 2) Organizations within the LSC (TIER 1) will be given more favorable consideration (i.e., pricing) than those from outside the LSC (TIER 2) for their events.
- 3) The use of email to distribute information to PVS managed address lists about non-PV LSC events or opportunities is prohibited.
- 4) PVS reserves the right to refuse to publicize and/or remove an event if it is deemed by PVS not to be aligned with the interests or core values of its members.
- 5) DISCLAIMER: Posting or advertising an event or organization using PVS media cannot be construed as a recommendation for or endorsement of the event, product or service being advertised. PVS may provide links to other Internet sites for informational purposes and the convenience of its users; it does not endorse the products or services that the linked organizations offer. When users select a link to an external Web site, they are leaving the PVS website and are subject to the privacy and security policies of the owners/sponsors of the external site. Furthermore, PVS does not control or guarantee the currency, accuracy, relevance, or completeness of information found on linked, external Web sites.
- 6) Exceptions may be made to promote events for no fee:
  - a. USA Swimming-sponsored events (including LSC-sanctioned meets taking place outside of the LSC or an approved meet within the PV-LSC such as Block Party meets); high school or collegiate championship meets, which may be publicized prior to the event as a news story if there is no profit for an individual or club in the LSC.
  - b. Exceptions also may be made for requests for [donations and/or](#) volunteers to help with an event or fundraisers with a legally registered entity. These events must be designed to support a cause that is in keeping with PVS' mission or core values and the interests of its members, as long as it is not an initiative that financially benefits a specific individual or club in the LSC (e.g., soliciting volunteers to support an event or a fund-raiser to support the building or renovation of a competition swimming pool).
- 7) Exceptions may be made to promote suppliers/vendors where the arrangement is quid pro quo – i.e., a discount is provided to clubs.
- 8) Promotions or sponsorships intended to solicit memberships for a specific club are prohibited from being advertised on the LSC website.





## **Advertising, sponsorships, and website monetization for non-LSC events and opportunities**

- 9) The PVS General Chair is responsible for the implementation of this policy with the advice and consent of the Board. The General Chair will collaborate with the Administrative Vice Chair and Board in those instances where a promotion or sponsorship matter is deemed outside the scope of this policy.
- 10) This policy will be reviewed for updates and changes as determined necessary, by the Administrative Vice Chair and General Chair.

DRAFT



# Gift and Grants Acceptance

## Policy

[This policy is effective October 22, 2025]

### Part 1: Authority

Potomac Valley Swimming (PVS) may actively solicit and accept gifts and donations to further the mission of PVS.

### Part 2: Donations

All gifts donated to PVS are to be directed to the LSC and its mission. Donations include monetary gifts, publicly traded securities, closely held securities, life insurance, planned gifts, memorials, and donations of real property. It also includes equipment, supplies, in-kind donations, and volunteer hours.

The Accepting Donated Goods & Equipment form is required for all gifts of equipment, vehicles, supplies, in-kind donations, and volunteer hours.

DRAFT

## **Website Results Posting Discussion**

- Began receiving emails and questions from parents after the first weekend of meets regarding the results Meet Manager files not being posted.
- We responded with an explanation that the webmaster reported to the Board in August the plan to remove all files except the PDF result file to protect PII. The webmaster report from the August Board meeting is in the minutes from the meeting. The webmaster implied that this was the direction USA Swimming was moving towards.
- During the USA Swimming Summit, the subject was apparently covered in the registrars' track. Many other LSCs removed Meet Manager files from their websites as well.
- During the October Leaders call with USA Swimming, leaders were notified that meet manager result files can be listed on the website as long as the birthdates have been removed (check box during export).
- Several parents and athletes have contacted PVS about getting the results reinstated on the website so that they can send them to 3<sup>rd</sup> party apps to utilize the app functions (SwimCloud, SwimIO, SwimStandards, etc.)
- Third party app developers were reaching out to their customers asking the customers to contact the LSCs asking for the files to be reloaded to the websites. These companies use the files to make their products work. Some receive the files from the parents, swimmers, teams while others obtain them using bots.
- Some of the apps are utilized for college recruiting, others for goal setting or tracking swimmers' progress.
- The PVS Board needs to make a decision on the direction we want to take now that we know it is permissible to post these files as long as birth dates are removed.
- PVS also needs to decide if a statement is needed in meet announcements to inform athletes and parents that this information will be available to entities outside of PVS and USA Swimming if we choose to post the results again.