NEM Annual Meeting Minutes

Date: Wednesday, October 8, 2025
Time: 7:00 PM – 9:00 PM
Location: Zoom
Attendees: **A = Absent P = Present**

Member	A/P	Member	A/P	Member	A/P	Member	A/P
Tracy Grilli - President	P	Jen Downing – Team Coordinator	P	Nate McBride – Webmaster	P	Leo Letendre – Treasurer	P
Shannon Linsey –Social Media Coordinator	P	Beth Estel – Secretary	P	Kevin Loughlin – Immediate Past President	P	Olivia Juras – Communications Coordinator	A
Doug Sayles – NEM Member	P	Dan Epstein – Incoming NEM Club Representative to the NELMSC Board	P	Susan O'Brien – Incoming NEM Club Representative to the NELMSC Board	P	Andrew Strehle - NEM Member	P
Christian Avard - NEM Member	P	Emily Mitchell - NEM Member	P	Janet Crowley - NEM Member	P	Jennifer Brehob - NEM Member	P
Kysa Crusco – NEM Member	P	Leslie Craven - NEM Member	P	Marwan Moussa - NEM Member	P	Paula Hernandez - NEM Member	P
Sue Trendy - NEM Member	P	Cheryl Scott (Scotty) - NEM Member	P	Doug O'Brien – NEM Member			

Minutes:

Topic/Agenda Item	Discussion
1. Approval of 2024 Minutes	**Approved**
2. Officer and Member Reports **President** **Team Coordinator** **Social Media Coordinator** **Treasurer**	**President – Tracy Grilli** • Remembering Doug Bosley ● Doug made significant contributions to NEM over the past two decades. During his time as our NEM president, he created a website and focused on increasing club participation in pool and open water competitions. His main goal was to ensure sustainability of the club. His loyalty and dedication to NEM will always be remembered. • Review of our 2024 accomplishments: ● NEM Newsletter is back! ● Updated NEM Logo ● NEM Facebook page, NEM Facebook Group page, Instagram have all be refreshed by Shannon Linsey - our new social media coordinator. ● Created an NEM Team Store on Swim Outlet ● Held the Annual NEM Monster Meet – hosted by Granite State Penguins with proceeds going to support NEM • New in 2025: ● Introduced a "Welcome to New England Masters Swim Club" letter that includes links to NEM, NELMSC, and USMS ● New NEM Donation Page that is promoted via welcome letter, newsletter, social media pages and link on our website. We successfully raised $5,000.

Topic/Agenda Item	Discussion
	● I want to recognize and thank Olivia, who is stepping down from the board, for her energy, ideas, and assistance with the newsletter. ● I want to welcome two new board members - NEM Club Representatives to the NELMSC Board: Dan Epstein, Susan O'Brien Report Conclusion: ● Thanks to LMSC for granting $6 per member fee for the 2024 registration ● Thanks to our NEM Board – Leo, Beth, Jen, Nate, Doug, Keven, Olivia, and Shannon ● Please note we are in a much better financial position than we were in the past ● And in 2026 will be working on providing additional benefits to our members and workout groups **Team Coordinator – Jen Downing** Summary of activities for Oct. 2024 – Sept. 2025 Virtual National Championships 2024 USMS 3000/6000 ● 19 swimmers completed 2024 USMS 3000/6000 virtual national championships. As a team, NEM finished 4th in 3000 and 10th in the 6000. NEM had 2 individual national champions and 1 relay national champion. *NEM paid $120 for 6 relays.* Virtual National Championship 2025 USMS 1 Hour Swim ● 163 swimmers submitted results for 2025 USMS 1-hr swim virtual national championship. NEM finished 2nd in large club division. NEM had 32 total relays with 11 W relays, 9 M relays, and 12 mixed relays. NEM had 4 individual national champions and 3 relay national champions. *NEM paid $512 for 32 relays.* 2025 USMS Spring Nationals in San Antonio, TX ● 41 swimmers competed at 2025 USMS Spring Nationals in San Antonio, TX and NEM finished 3rd in regional club division. NEM had 12 individual national champions and 1 relay national champion. *Tracy Grilli coordinated, and NEM paid $216 18 relays*. 2025 USMS Summer Nationals in Federal Way, WA ● 18 swimmers competed at 2025 USMS Summer Nationals in Federal Way, WA and NEM finished 5th in regional club division and 11th overall. NEM had 6 individual national champions and Rich Baughman set a world record in the 1500 M FR for M 70-744. *Tracy Grilli coordinated, and NEM paid $60 for 5 relays*. 2025 World Aquatics Masters Championships in Singapore ● 13 swimmers competed at 2025 World Aquatics Masters Championships in Singapore. *Kysa Crusco coordinated. Unfortunately, we missed the relay entry deadline and NEM had no relays.* 2025 USMS 5k/10k virtual national championships ● Only 1 swimmer for 2025 USMS 5k/10k virtual national championships so no NEM relays submitted. 2025 USMS 3000/6000 virtual national championships ● Plan to submit relays for 2025 USMS 3000/6000 virtual national championships once registration closes (Sept 15-Nov 15). **Social Media Coordinator – Shannon Linsey** Social Media ● Since January 2025, NEM has gained 277 followers on Instagram and 40 on Facebook, and we've gained over 133k views this year! Our Instagram collaborations with Masters Swimming (such as the "I'm tired" video from the Harvard meet, Tracy sharing her story, and the "how many years have you been masters swimming?" post) have been the most successful, gardening 200-400 likes each. The amazing world record by Rich Baughman at Summer Nationals 2025 was also very

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	popular on Facebook, gaining 6.8k views and 164 likes. We highlighted the names of our Worlds and Spring / Summer nationals team members and wished them good luck in advance of each competition. We are active on Instagram / Facebook stories, share about 2-4 posts per month, and answer DMs from interested swimmers. NEM Email ● newenglandmastersswimming@gmail.com is now used for our online accounts (Constant Contact, Canva, etc.) and is linked to the Contact Us form on our website to receive communications from interested members. All members of the NEM board were provided with access to this account. ● All emails are labeled and addressed by Shannon and Tracy daily NEM News ● In September 2025, NEM News got a refresh, and our open rate remains high averaging ~70% of our audience of 1.2k team members. We recently sent out a communication regarding our upcoming annual meeting, which contained link buttons to RSVP, so a calendar invitation was sent to all who expressed interest. We sent out a one-pager about us to those who expressed interest in joining the meeting or expressed interest in learning more but could not attend - and we are planning to also post it to Facebook and Instagram. **Treasurer - Leo Letendre** FY running April through March Current balance $16,284.54 2026 Budget projecting a net positive ● Includes member donations – with a target of $2,000 FY26, due to possible donation fatigue ▪ Note: less than 50 people donated last year and we raised $5,000 ● Fundraising through a combination of events: ▪ NEM Store – Swim Outlet ▪ NEM Monster Meet ▪ NEM Donations Tax exempt status in good standing. Budget needs to remain below $50,000 Gear funds may be used for bag tags this coming year Reasonable funds should be approximately 3 years. Our annual budget is approximate $5,000 so we are in good shape Budget approved Spread sheets and Budgets attached. *Overall, another great year!*
3. Old Business - Discussions	**NEM Team Store on Swim Outlet** Should we consider raising product costs by a percentage (as a donation) to increase NEM funds? ● Tracy will run a report to review usage of products and current pricing and email the board for feedback

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	<u>One Hour Swim</u> • Promote in December – Sue O'Brien will assist Tracy and keep Jen Downing in the loop ● Create handouts/business cards "We want our crown back!!!" ● Create Workout group challenges and awards for participation: o Small 5-15, Med 16-44, Large 45+ ▪ Highest registered percentage ▪ Group total yardage ▪ Best avg yardage per swimmer within group • Possibly present awards at Harvard – trophy or plaque ● Consider – guessing total yardage for NEM for the hour swim – to participate put in $5 and it becomes a 50/50. Process through Venmo – (tax implications?) • BU may offer to run an hour swim **<u>Discord</u>** • Overview 2024 Nate created for board and since has created channels for all workout groups ● Conversations can occur in Discord without "trolls" Discord is completely **FREE** ● Calendar, Alerts, Registrations, Consolidate information ● Downside is the name itself ● People are not familiar with it ● It's new ● Nate created a set of instructions ● Is it dying a slow death because no one was using it ● Welcome page when you join – rules and information, announcements ● NEM could see what everyone is doing ● It was suggested to remove workout groups. It was mentioned that workout groups already have their own chat groups. • Tracy requested that we email her with our thoughts and that we are going to keep it and make it work • Perhaps Nate and Shannon can lead the promotion of Discord platform
4. New Business	**<u>What can we use our funds for?</u>** • **NEM Members** • **Workout groups** ● Bag Tags and ???? Need ideas from the group **<u>New Positions:</u>** • NEM At Large Representative to the NE LMSC Board ▪ Dan Epstein ▪ Susan O'Brien ● These folks will attend our NEM meetings and represent us at the LMSC meetings

Topic/Agenda Item	Discussion
	Board Member Elections: • All Approved for a 2-year term a) President – Tracy Grilli b) Treasurer – Leo Letendre c) Secretary – Beth Estel d) Communications & Social Media Coordinator – Shannon Linsey e) Webmaster – Nate McBride g) At Large Representatives – Daniel Epstein, Susan O'Brien Team Coordinator - Jen Downing was elected last year and has one year left in her term