

California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org



BOARD OF DIRECTORS MEETING MINUTES

Cannons Restaurant
Dana Point, CA 92629
April 11 & 12, 2019

Thursday, April 11, 2019

- I. Call to Order – the meeting was called to order by Mr. Humphreys at 9:06 AM
 - A. Pledge of Allegiance - Mr. Avila
 - B. Welcome and Introductions - Mr. Humphreys
 - C. Roll Call of Delegates - Mr. Graham

Chapter	No. of Members	Possible No. of Delegates	Delegates Present	Proxies	Total Votes
California State	296	8	8	0	8
Capitola	2	2	0	0	0
Carpinteria	4	2	1	0	1
Coronado	17	3	1	1	2
Del Mar	7	2	0	0	0
Encinitas	9	2	1	0	1
Huntington Beach	169	6	6	0	6
Imperial Beach	14	2	0	0	0
Laguna Beach	113	5	0	0	0
Lake Mission Viejo	3	2	0	0	0
Long Beach	75	4	2	0	2
Los Angeles City	16	2	0	0	0
Los Angeles County Beaches	157	6	6	0	6
Los Angeles County Lakes	38	3	3	0	3
Newport Beach	47	3	3	0	3
OC LGs-C.O.L.A.	17	3	0	0	0
Oceanside	19	3	2	0	2
Pendleton Coast	9	2	2	0	2
Pismo Beach	0	0	0	0	0
Port Hueneme	4	2	0	0	0
San Clemente	50	3	3	0	3
San Diego	18	3	0	0	0
San Luis Obispo Co.	20	3	0	0	0
Santa Barbara City	18	3	1	0	1
Santa Barbara County (Campus Pt)	11	2	2	0	2
Santa Cruz	62	4	1	1	2
Santa Monica Harbor Patrol	4	2	0	0	0
Seal Beach	54	4	2	0	2
Solana Beach	5	2	0	0	0
Tucson, AZ	2	2	0	0	0
Ventura County	6	2	0	0	0
Ventura Harbor Patrol	17	3	1	0	1
Independent/Unaffiliated	3	2	0	0	0
TOTAL	1286	97	45	2	47

II. Approval of Minutes – Huntington Beach, October 11 & 12, 2018

Motion by Mr. Moore to approve the minutes

Second by Mr. Ragsdale.

Discussion: none.

MPU

III. Officer's Reports

A. **President** - Mr. Humphreys

Mr. Humphreys thanked the hosts and the sponsors, told the group that he knows of their sacrifice to be here. He thanked the executive board and committee chairs for their work between meetings. He spoke about his involvement with the USLA Executive Committee, and an article in the upcoming Cal Surf News about membership drives. He reminded the board that members were heading to San Antonio for the USLA meeting shortly.

B. **Vice President** - Mr. Avila

Mr. Avila thanked the hosts and expressed how welcome he feels to be present. He discussed the Baker to Vegas relay race and his involvement in the USLA, including his management role with the Youth National Team. He thanked those chapters that financially supported their members at the 2018 World Lifesaving Championships in Australia.

C. Secretary - Mr. Graham
No report

D. **Treasurer** - Mr. Allen

Mr. Allen outlined his report and reported that there would be a Ways and Means committee meeting Friday at 0800.

E. **Past President** - Mr. Beuerlein

Mr. Beuerlein thanked the hosts and the sponsors. He gave an update on his work as USLA Vice President, and reviewed the progress of the City of Capitola in their efforts to offer high quality lifeguard services.

F. **1st Executive Delegate** - Mr. Silvestri

Mr. Silvestri thanked the group for participating in the SoCalPaddledown. He gave an update on the Scripps La Jolla Lifeguard Educational Conference, and told the group that he has decided not to seek reelection to the executive board in the fall.

G. **2nd Executive Delegate** - Mr. Butki

Mr. Butki said that he would be giving his report when he speaks as the Lifesaving Sport and Fitness chair.

H. **3rd Executive Delegate** - Mr. Etnyre

Mr. Etnyre outlined his report and thanked his association for making the meeting possible.

I. **4th Executive Delegate** - Mr. Hughes

Mr. Hughes spoke about the newsletter and his reflections on USLA meetings.

IV. Committee Reports

A. Bylaws/Policies & Procedure - Mr. Graham
No report

B. Certification - Mr. Lombardi
Mr. Lombardi outlined his report and mentioned that we will have a new applicant for certification: Navy Base Ventura County.

C. **Exchanges** - Ms. Schwene & Mr. Fiamengo
Mr. Fiamengo introduced the delegates to New Zealand, who spoke about their exchange.

D. Grants - Mr. Busatto & Mr. Etnyre
Mr. Etnyre outlined his report and welcomed suggestions.

E. **Junior Lifeguards** - Mr. Graham & Mr. Egan
Mr. Graham outlined their report and gave a preview of their committee meeting later in the day.

F. **Legislation** - Mr. Sandler
Mr. Sandler outlined his duties as PIO and mentioned there is no new legislation.

G. Lifesaving Sport and Fitness - Mr. Butki & Mr. Prosser
Mr. Butki spoke about the athletes committee and the progress in implementation of the group. He previewed the summer competition schedule and mentioned that the paddleboard relay will be contested at regionals. He then asked Mr. Organista to speak about the regional championships.

H. Membership - Mrs. Graham & Mrs. Schwene
Mrs. Graham spoke about the contents of her report, and mentioned that our total membership numbers were 1294. She reminded us that the JG members are far fewer than in the past. She then went on to discuss the method of signing up for membership and reminded the group how important it is to enter a valid email address. Mr. Moore asked if she could request from USLA that the kits be sent out by March 1st

I. Newsletter - Mr. Hughes
Mr. Hughes already spoke about the committee's work when he spoke as fourth delegate.

J. Original Founders - Mr. McGowan
No report

K. Professional Standards - Mr. Gipti
No report

L. **Public Education** - Mr. Silvestri
Mr. Silvestri spoke about JG tattoos, the PSA project and the costs associated with both. He invited the board to attend the committee meeting later in the afternoon.

M. **Public Information Officer** - Mr. Sandler
Mr. Sandler spoke about PIO related issues during the time that he spoke as the Legislation committee chair.

N. Public Relations - Ms. Jackson
Mr. Beuerlein gave the report on behalf of Ms. Jackson, who was not present. The report will be available on the website.

O. **Social Media** - Ms. Schwene, Ms. Page, & Mr. Richards

Ms. Schwene mentioned that the committee has written a policy that will be presented later in the day. She and Ms. Jackson will be giving a paper at the World Conference on Drowning Prevention in Durban later this year.

P. **Special Awards & Presentations** - Mr. Richardson

Mr. Richardson outlined his report and previewed some of the new submissions.

Q. **Statistics** - Mr. Burton

Mr. Burton spoke about the new USLA software.

R. **Training & Operations** - Mr. Barnes

Mr. Barnes and Mr. Lanich introduced themselves and offered their help in promoting the training and operations goals of the association.

S. **Ways and Means** - Mr. Allen

Mr. Allen spoke previously about the work of the committee.

T. **Website** - Mr. Etnyre

Mr. Etnyre gave an account of the work on the new website, and invited the group to attend the committee meeting later in the day.

V. **Award Presentations**

Mr. Beuerlein gave some history on the website and the hard work done by Mr. Moore and Pat Francis. He presented them with a special award.

VI. **Committee Workshops (as directed)**

Meeting to be recessed at approximately 5:00 PM and reconvened on Friday, April 12, 2019, at 0900.

Friday, April 12, 2019

VII. **Committee Reports from Workshops**

A. **Bylaws/Policies & Procedure** - Mr. Graham

Mr. Graham gave a brief verbal report.

B. **Certification** - Mr. Lombardi

No report.

C. **Exchanges** - Ms. Schwene & Mr. Fiamengo

No report.

D. **Grants** - Mr. Busatto & Mr. Etnyre

No report.

E. **Junior Lifeguards** - Mr. Graham & Mr. Egan

Mr. Egan gave a verbal report.

F. **Legislation** - Mr. Sandler

No report.

G. Lifesaving Sport and Fitness - Mr. Butki & Mr. Prosser
Mr. Butki gave a verbal report and mentioned that he has confidence in the ability of Carpinteria to host a successful championship.

H. Membership - Mrs. Graham & Ms. Schwene
Ms. Schwene gave a verbal report.

I. Newsletter - Mr. Hughes
No report

J. Original Founders - Mr. McGowan
No report

K. Professional Standards - Mr. Gipti
Mr. Gipti gave a verbal report.

L. Public Education - Mr. Silvestri
Mr. Silvestri gave a verbal report and mentioned that the PSA may be the largest and most impactful program that the committee has undertaken.

M. Public Information Officer - Mr. Sandler
No report.

N. Public Relations - Ms. Jackson
No report.

O. Social Media - Ms. Schwene, Ms. Page, & Mr. Richards
Ms. Schwene gave a verbal report.

P. *Special Awards & Presentations* - Mr. Richardson
Mr. Richardson gave a verbal report.

Q. Statistics - Mr. Burton
No report.

R. Training & Operations - Mr. Barnes
Mr. Barnes gave a verbal report.

S. Ways and Means - Mr. Allen
Mr. Allen gave a verbal report.

Motion by Mr. Richardson to approve amended report by Mr. Allen.

Second by Mr. Gipti

Discussion: none

MPU

T. Website - Mr. Etnyre
Mr. Etnyre thanked the group during a verbal report.

VIII. Old Business

A. Transition to new website.
Mr. Etnyre spoke previously about this topic.

B. 2019 CSLSA Regional Championships
Mr. Butki spoke previously about the event.

C. 2019 USLA National Championships
Mr. Butki spoke previously about the event.

IX. New Business

A. Committee Guidance Documents, Liaisons and Training
Mr. Humphreys again asked leaders to complete the documents.

B. California Marine Safety Chiefs Association update
Mr. Humphreys gave an update on the work of that association, and highlighted the beach driving certification project which is being developed in conjunction with USLA.

C. CSULB Shark Lab – Shark Symposium and CMSCA shark policy
Mr. Humphreys reviewed the symposium and the policy.

D. USLA Beach Driving Policy
Mr. Humphreys previously spoke about the policy.

E. 2020 CSLSA Regional Championships
Mr. Butki previously had mentioned that there is not a 2-year deal in the current contract.

F. 2020 USLA National Championships
The championships will be held in South Padre Island, Texas.

X. Future Meetings

A. CSLSA Meetings Dates & Locations

1. Fall 2019
 - a. Location: Ventura Port District, Ventura, California
 - b. Dates: November 7 & 8, 2019
2. Spring 2020
 - a. Location: TBD
 - b. Dates: TBD

B. USLA Meeting Dates & Location

1. Fall 2019
 - a. Kauai, Hawaii
 - b. Dates: December 5 – 7, 2019
2. Spring 2020
 - a. Mid-Atlantic region
 - b. Dates: TBA

XI. Privilege of the Chair - Mr. Humphreys
Mr. Humphreys thanked the group for a successful meeting, and wished us the best as we start our busy summer season.

XII. Adjournment

Motion to adjourn by Mr. Moore

Second by Mr. Gray

Discussion: none

MPU



California Surf Lifesaving Association

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PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Bill Humphreys
DATE: April 11, 2019
SUBJECT: President's Report

Introduction

Welcome and thanks to everyone here today. A special thanks goes out to our hosts, the San Clemente State Lifeguard Association for hosting the meeting and all of the sponsors present. We really appreciate it.

Recent Activities

Since our last Board of Director's meeting, a lot has taken place. Thanks once again to the volunteers who continue to work so hard on behalf of the CSLSA. Following is a brief overview of are some of the activities that you all have helped make successful:

- Fall 2018 – Our CSLSA Executive Board attended the USLA Board of Director's meeting in Delray, Florida. You'll hear more about the meeting as we go through various reports, particularly from our own Mike Beuerlein who, not only is our Past President/Advisor, is also the USLA Vice President. Of note, Mr. Beuerlein was successful in promoting a motion for the USLA to post all contracts online in an effort to improve transparency of the organization.
- USLA Executive Board Conference Calls. I have participated on multiple conference calls with the USLA regarding various issues. Of importance to us, have been talks in regard to the national team and manager selection processes and the start of an Athlete's Advisory panel. Our two representatives at this time are Kelsey Cummings and Brian Murphy.
- Website Review – We have all been working hard on updating the website and making the transition to from the old site to the new one. Special thanks go out to Bryan Etnyre, Byron Kine, Pat Francis, and Bob Moore for their continued work in assisting with this project.
- Committee Guidance Document – We have been working on a guidance document for committee chairs and members. The goal is to develop a resource for committee members which will contain describe: the purpose and mission of the committee (as tied to the mission of the CSLSA and USLA); general goals and plans, typical

annual committee cycle for project development, etc., and resources available such as references to policies and procedures, tips on how to chair a committee, etc. The document will be a living document, updated with best practices as we strive to continue to improve.

USLA – Upcoming BOD Meeting

The upcoming USLA Board of Directors meeting will be held in San Antonio and promises to be an important one for our region. At the last USLA BOD meeting, the Executive Board carried forward the requests from this board to seek more fair representation at the national level. We successfully presented in the membership committee, a proposal to add one additional delegate to any region which has more than 1,000 members, bringing the maximum number of delegates to 8. The prior formula capped delegates at 7 for any region over 800. Currently, there are two regions which will be impacted, on opposite coasts. Although this isn't the ideal situation or ultimate goal, it is a step in the right direction. Although the approved in committee, this is a bylaw change and therefore needs to be approved on the floor at this meeting by a 2/3rd's majority vote. We are confident that since it passed in committee nearly unanimously, with representatives from each region present, that those regions will stay true to their commitment and support this on the floor.

Conclusion

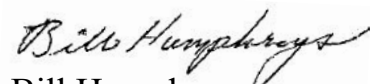
As we transition into summer, we are going into the most exciting time of our year. Spring breaks, rookie trainings, and summer activity starting in earnest. Chaos becomes the norm.

In order to be successful in the midst of this chaos, takes focus. Focus on the task at hand. Focus on training and being prepared. And, focus on your mission. This applies to lifesaving as well as daily life, including this meeting. As I said at the last meeting, "the main thing, is to keep the main thing, the main thing." Recognizing what the main thing is, however, can at times be a challenge.

For the purposes of the meeting today, although we will all be working on different committees with individual goals, we all have a unifying mission: *"To promote beach safety awareness and professional open-water lifesaving standards"*

Once again, please think about our mission as you break into your committee meetings, with a goal of making some giant strides towards achieving it!

Thank you.



Bill Humphreys

President, California Surf Lifesaving Association



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Gustavo S. Avila, Esq. Vice President
DATE: April 11, 2019
SUBJECT: Vice President's Report

Since our previous meeting, the following has taken place:

I attended the USLA Board of Directors Meeting in Florida. While at the meeting, I attended the following Committee meetings: Lifesaving Sport, Special Award, Memberships and Executive Committees.

I have received and reviewed a number of emails regarding various issues that required Executive Board attention.

The subjects have included: Email discussions regarding a proposed letter from the USLA and our association to a CSLSA member regarding postings on private blogs. Discussions regarding insurance purchase for the Executive Board with Mark Allen took place.

Bill Richardson submitted a proposed Guidance Document for the Special Awards Committee. Bill's proposal will be discussed during the Committee Meeting. I have also reviewed some submitted applications for various awards.

I received a number of emails, calls and texts from parents and athletes regarding applications to the U19 High Performance Squad for 2019, as well as questions regarding off season practices and camps. I have advised everyone that since the Coaching and Management appointments ended after Worlds, and that the application period is to close on April 12, 2019.

LIFESAVING SPORT

I traveled to Adelaide, Australia, as the USA Youth Team Manager for the 2018 World Lifesaving Championships. CSLSA Secretary, Casey Graham was the Head Coach. Alan Holt, from the Southeast Region Board member was the Assistant Coach.

There were a total of 12 athletes from throughout the United States. 8 of the athletes were from the Southwest Region. The most of the Athlete Fees related to the trip were raised or paid by the respective associations or JG programs. Thanks to the CSLSA, LA County Surf Racing, program for their support of the Team.

The team and staff were in Australia from November 24 through December 3.

The USLA sent out an announcement that a team would not be sent to the Sanyo-Bussan Championships in Japan in 2019. It is scheduled to take place in June.

Jay Butki, Casey Graham and I submitted names from our Region for review and possible selection by the USLA to be the Athlete Representatives. Some letters of interest or applications have been received and forwarded to Casey Graham, Jay Butki and myself. This appears to be similar to the effort being done by the CSLSA Sport Committee current work on attempting to establish an Athletes Committee for our Region.

REGIONALS 2019

I prepared and sent a Draft of the Host Agreement for Regional Championships to Matt Roberts, City of Carpinteria Parks and Recreation Director. We are currently close to a final document being prepared for approval and signatures.

I am also currently working on updating the Participant/Athlete Waiver for Regionals.

REGIONALS 2018

The final report from the host(s) arrived on April 10, 2019. It will be reviewed and discussed during this meeting.

Respectfully submitted,

Gustavo S. Avila, Esq.
CSLSA Vice President



California Surf Lifesaving Association

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TO: CSLSA BOD Members
FROM: Mark D. Allen
DATE: April 11, 2019
SUBJECT: CSLSA Spring BOD Meeting Treasurers Report

Attached are the following QuickBooks-Online reports:

- 2019 Budget vs Actuals (Jan 1st – Current)
- 2019 Balance Sheet
- 2018 Budget vs Actuals (for comparison)
- 2018 Balance Sheet (for comparison)

The following payments are pending or have not posted to the CSLSA Business Checking account for 2019

- 2018 Regionals payment to the SSSB LG Association
- Annual Registration renewal Fee to AG of Cal for Nonprofits (\$25.00)
- Ascend Business Advisory for filing of 2018 taxes (\$600.00)
- Balance due for Lifesaving Sport Comp trailer (unknown balance)

I would like to convene a mid-year Ways and Means meeting to correct a few budget changes made at our fall 2018 CSLSA BOD meeting. Identified budget concerns are:

- Special Awards and Presentations budget
- Website Budget
- Office Supply budget

Respectfully submitted
Mark D. Allen
CSLSA Treasurer

California Surf Lifesaving Association

BALANCE SHEET

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of America Business Advantage Select Savings	20,618.61
Bank of America Checking	33,596.18
Smith Barney Money Market	0.00
Total Bank Accounts	\$54,214.79
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.01
Total Other Current Assets	\$0.01
Total Current Assets	\$54,214.80
TOTAL ASSETS	
\$54,214.80	
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Exchange Fund	-70.00
Junior Lifeguard Account	16,996.63
Lifesaving Sport Account	5,169.51
Public Education Fund	11,558.74
Total Long-Term Liabilities	\$33,654.88
Total Liabilities	\$33,654.88
Equity	
Opening Bal Equity	0.00
Unrestricted Net Assets	16,359.34
Net Income	4,200.58
Total Equity	\$20,559.92
TOTAL LIABILITIES AND EQUITY	\$54,214.80

California Surf Lifesaving Association

BALANCE SHEET

As of April 10, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of America Business Advantage Select Savings	20,620.14
Bank of America Checking	18,460.55
Smith Barney Money Market	0.00
Total Bank Accounts	\$39,080.69
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.01
Total Other Current Assets	\$0.01
Total Current Assets	\$39,080.70
TOTAL ASSETS	\$39,080.70
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Exchange Fund	-70.00
Junior Lifeguard Account	21,783.00
Lifesaving Sport Account	5,169.51
Public Education Fund	11,558.74
Total Long-Term Liabilities	\$38,441.25
Total Liabilities	\$38,441.25
Equity	
Opening Bal Equity	0.00
Unrestricted Net Assets	15,523.55
Net Income	-14,884.10
Total Equity	\$639.45
TOTAL LIABILITIES AND EQUITY	\$39,080.70

California Surf Lifesaving Association

BUDGET VS. ACTUALS: FY_2018 - FY18 P&L

January - December 2018

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Donation Received	350.00		350.00	
Restricted		500.00	-500.00	
Total Donation Received	350.00	500.00	-150.00	70.00 %
Events				
Banquet	0.00	500.00	-500.00	0.00 %
BOD	23,201.13	12,000.00	11,201.13	193.34 %
Sponsorship		4,000.00	-4,000.00	
Total Events	23,201.13	16,500.00	6,701.13	140.61 %
Interest	8.82	50.00	-41.18	17.64 %
Lifesaving Sport Registration	10,274.18	8,000.00	2,274.18	128.43 %
Junior Lifeguard Competition	5,036.37	11,000.00	-5,963.63	45.79 %
Total Lifesaving Sport Registration	15,310.55	19,000.00	-3,689.45	80.58 %
Member Dues				
Member Dues	5,010.00		5,010.00	
Chapter Membership	14,936.00		14,936.00	
Junior Members	50.00	8,000.00	-7,950.00	0.63 %
Professional Members	7,499.00	33,500.00	-26,001.00	22.39 %
Total Member Dues	27,495.00	41,500.00	-14,005.00	66.25 %
Miscellaneous Income	340.00		340.00	
Officer Travel Inflows		1,500.00	-1,500.00	
Sales of Product Income	0.01		0.01	
Services	500.00		500.00	
Total Income	\$67,205.51	\$79,050.00	\$ -11,844.49	85.02 %
GROSS PROFIT	\$67,205.51	\$79,050.00	\$ -11,844.49	85.02 %
Expenses				
Donation Given		100.00	-100.00	
Exchange Committee	947.20	1,800.00	-852.80	52.62 %
Executive Board	100.00	500.00	-400.00	20.00 %
Banquet	462.77		462.77	
Meetings	353.91		353.91	
Total Executive Board	916.68	500.00	416.68	183.34 %
Insurance	5,397.00	5,300.00	97.00	101.83 %
Junior Lifeguards	5,195.80	12,000.00	-6,804.20	43.30 %
Lifesaving Sport	11,179.38	10,000.00	1,179.38	111.79 %
Magazine	836.55	500.00	336.55	167.31 %
Membership Committee	2,346.62	6,000.00	-3,653.38	39.11 %
Membership Payments	4,125.00	12,000.00	-7,875.00	34.38 %
Office Supplies	776.44	100.00	676.44	776.44 %
Professional Fees		600.00	-600.00	
Tax Filings	625.00	50.00	575.00	1,250.00 %
Total Professional Fees	625.00	650.00	-25.00	96.15 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Public Education		1,500.00	-1,500.00	
Public Relations		1,000.00	-1,000.00	
Reconciliation Discrepancies	1,688.99		1,688.99	
Special Awards & Presentations	384.11	150.00	234.11	256.07 %
Travel & Meetings	5,752.08	25,000.00	-19,247.92	23.01 %
2018 USLA BOD Meeting	17,680.18		17,680.18	
Meeting Registration	2,524.40	2,000.00	524.40	126.22 %
Total Travel & Meetings	25,956.66	27,000.00	-1,043.34	96.14 %
Website	2,629.50	1,500.00	1,129.50	175.30 %
Total Expenses	\$63,004.93	\$80,100.00	\$ -17,095.07	78.66 %
NET OPERATING INCOME	\$4,200.58	\$ -1,050.00	\$5,250.58	-400.06 %
NET INCOME	\$4,200.58	\$ -1,050.00	\$5,250.58	-400.06 %

California Surf Lifesaving Association

BUDGET VS. ACTUALS: FY_2019 - FY19 P&L

January - December 2019

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Interest	1.53		1.53	
Member Dues				
Professional Members	394.00		394.00	
Total Member Dues	394.00		394.00	
Total Income	\$395.53	\$0.00	\$395.53	0.00%
GROSS PROFIT	\$395.53	\$0.00	\$395.53	0.00%
Expenses				
Exchange Committee		1,800.00	-1,800.00	
Executive Board				
Meetings	295.09	500.00	-204.91	59.02 %
Total Executive Board	295.09	500.00	-204.91	59.02 %
Insurance	5,037.00	5,300.00	-263.00	95.04 %
Junior Lifeguards	750.00	7,500.00	-6,750.00	10.00 %
Lifesaving Sport	10.00	10,000.00	-9,990.00	0.10 %
Magazine		1,000.00	-1,000.00	
Membership Committee		6,000.00	-6,000.00	
Membership Payments	7,110.00	12,000.00	-4,890.00	59.25 %
Office Supplies	150.00	100.00	50.00	150.00 %
Professional Fees		600.00	-600.00	
Tax Filings		50.00	-50.00	
Total Professional Fees		650.00	-650.00	
Public Education	1,294.09	1,500.00	-205.91	86.27 %
Public Relations		1,000.00	-1,000.00	
Special Awards & Presentations	133.95	1,650.00	-1,516.05	8.12 %
Travel & Meetings				
Travel & Meetings		25,000.00	-25,000.00	
2018 USLA BOD Meeting	40.00		40.00	
Meeting Registration		2,000.00	-2,000.00	
Total Travel & Meetings	40.00	27,000.00	-26,960.00	0.15 %
Website	459.50	500.00	-40.50	91.90 %
Total Expenses	\$15,279.63	\$76,500.00	\$ -61,220.37	19.97 %
NET OPERATING INCOME	\$ -14,884.10	\$ -76,500.00	\$61,615.90	19.46 %
NET INCOME	\$ -14,884.10	\$ -76,500.00	\$61,615.90	19.46 %

California Surf Lifesaving Association

BUDGET OVERVIEW: FY_2019 - FY19 P&L

January - December 2019

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Exchange Committee	1,800.00
Executive Board	
Meetings	500.00
Total Executive Board	500.00
Insurance	5,050.00
Junior Lifeguards	7,500.00
Lifesaving Sport	10,000.00
Magazine	1,000.00
Membership Committee	6,000.00
Membership Payments	12,000.00
Office Supplies	100.00
Professional Fees	600.00
Tax Filings	50.00
Total Professional Fees	650.00
Public Education	1,500.00
Public Relations	1,000.00
Special Awards & Presentations	400.00
Travel & Meetings	25,000.00
Meeting Registration	2,000.00
Total Travel & Meetings	27,000.00
Website	2,000.00
Total Expenses	\$76,500.00
NET OPERATING INCOME	\$ -76,500.00
NET INCOME	\$ -76,500.00



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: The CSLSA Board of Directors

FROM: Michael A. Beuerlein

DATE: April 11, 2019

SUBJECT: Past President's Report

USLA Vice-President Duties

As USLA Vice-President, I have had the opportunity to participate in a number of USLA Executive Committee actions, I have conferred with the USLA Executive Board on a variety of matters and I continue to assist the USLA President with various projects (i.e. reviewing USLA surveys and the work of the USLA Executive Director, providing consultation and advice, etc.). I have been working with the Fundraising Project Group, and the Public Education, Certification, Membership, Bylaw and Heroic Act Committees. Most recently, the USLA President has asked me to report to the USLA Board of Directors in San Antonio on USLA's declining membership totals.

USLA Contracts

After years of requesting, I was happy to see that all current USLA contracts have been posted on the USLA website for all USLA Executive Committee Members to view.

Governor's Medal of Valor

Nominations for the Governor's Medal of Valor, the highest safety award in the state are due at the end of this month. Last year no Lifeguards were nominated. We'd like to keep that from becoming a trend. So, if you think any personnel from your agency are deserving of special recognition, please let Bill Richardson know.

Capitola

I have been communicating with the City of Capitola regarding their Lifeguard and Junior Lifeguard services. The news out of Capitola has been encouraging due to the following:

1. The City of Capitola has hired two new JG Coordinator/Lead City Lifeguards.
2. The City of Capitola is recruiting for their JG Instructor/Beach Lifeguard positions.
3. The City of Capitola says it is committed to meeting USLA standards.
4. The City of Santa Cruz has agreed to provide Lifeguard services on Capitola Beach in 2019.
5. The Central Fire Protection District of Santa Cruz County has agreed to train the Capitola Junior Lifeguard Instructors in 2019 and shadow the City of Santa Cruz Lifeguard Training and Operations on Capitola Beach in 2019.
6. The Central Fire Protection District of Santa Cruz County has agreed to take over Capitola Beach Lifeguard operations in 2020.

Southern California Water Safety Summit

On March 6, 2019, 140 water safety advocates and professionals assembled at Marina Park in Newport Beach for the inaugural Southern California Water Safety Summit, a one-day conference designed to be “a forum for collaboration on practices, programs, and policy that reduce drowning and aquatic injuries in our community.” The summit was co-hosted by the Ben Carlson Memorial & Scholarship Foundation and Hoag Hospital's Project Wipeout Program.

I had the honor of representing CSLSA and USLA as the moderator for the Drowning Prevention segment of the Southern California Water Safety Summit on March 6th.

According to Will Koon, the Summit Coordinator, “Major takeaways from the summit include a strong desire from multiple stakeholders to engage in meaningful discussions on future policy proposals to prevent drowning and aquatic injury, motivation to increase formal or informal statewide collaboration on drowning prevention and water safety, and unified efforts to improve the collection of data at the local and state level to improve drowning prevention and water safety promotion efforts”.

CSLSA Website Committee Meeting

On March 11th, I participated in the CSLSA Website Committee Meeting in Laguna Hills.

CSLSA Committee Guidance Documents

I have been working with the Certification, Professional Standards and Public Relations Committee Chairs on their committee guidance documents.

CSLSA Past President/Advisor

I continue to provide advise on a number of matters for the CSLSA President to consider.



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, First Delegate
DATE: April 11, 2019
SUBJECT: First Delegate Activity Spring 2019

SoCal Paddledown for Cancer Relay :

We will start the paddle at Imperial Beach this year and work our way north. Hopefully, with a little better communication than the past two years. I will work more closely with each agency this year in an attempt to make sure the paddle keeps moving. It mainly comes down to making sure all the locations in LA County are aware of the paddle and what we are trying to accomplish.

It still comes down to each agency communicating clearly with the agency they are handing off to as the paddle proceeds up the coast. It is also up to the local agency to assist with getting the word out to the Junior Lifeguards and the Public regarding the paddle.

I will work with Adam Sandler to have several well-timed press releases to see if we can garner more support from the public for this fundraiser.

Finally, I would like to thank the unknown guard(s) that painted HUENEME LG on our custom made board. I did not know that Hueneme was the center of the universe and deserving of such an honor.

Website Update :

We did ok getting info up. Way to much, came in way to late. Bob, Pat and Bryan have done a great job getting the info up as soon as I got it to them. We would like to discuss how we move forward with posting this information. Bryan and I feel it would be way less cluttered and more user friendly if we just had a link attached to each agency. That link would take the party to a flyer or a particular spot on their agency website. If it goes to a website then we are done. If a new flyer is preferred each year, then just send a .pdf to the first delegate and we will get it posted. Open for discussion.

Scripps La Jolla Lifeguard Partnership:

Last year we established the first Scripps La Jolla San Diego Lifeguard Educational Conference. It was a huge success and plans are already being made for this summer. The next phase of the partnership kicked in over the past couple of months.

The first step was creating a Beach Safety Program Needs Assessment for San Diego County. It was commissioned by the Scripps Memorial Hospital La Jolla Trauma Department. It was extensively research and prepared by Will Koon who reached out and contacted all of the San Diego County Lifeguard Chiefs and Supervisors. It is a very thorough 16 page document.

The Scripps team took that assessment and presented to the Lifeguard Chiefs at the SDRALERT meeting. That led to the creation of the Scripps Lifeguard Advisory Committee (SLAC) which is made up of a representative from each lifeguard agency in San Diego. SLAC met for the first time April 3rd. During their first meeting, the team created the SLAC Charter and Mission Statement. They also discussed the San Diego County Drowning/Submersion protocols, the 2019 Lifeguard Educational Conference and Future Program Priorities.

I was unable to attend the first meeting but will be at the next SLAC meeting on May 8th. It is awesome how quickly this entire partnership has taken off. I have to give major kudos to the entire Scripps La Jolla Team, Will Koon and all of the San Diego County Lifeguard Agencies for working so diligently on this exciting new Public Education Program.

Respectfully Submitted,

Mike Silvestri, First Delegate



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Jay Butki
DATE: April 11, 2019
SUBJECT: 2nd delegate Lifesaving Sport Report

2019 Lifesaving Sport Competition Dates:

Sun June 2: June Tune Surf Racing Clinic & Challenge-Hermosa Pier
Sun June 9: Ed Perry Regatta-Venice Avenue 26
Sat/Sun June 22-23: Santa Monica "Pier 360" Ocean Festival (Lifeguard Races-Sun June 23)
Sat/Sun June 22-23: Sanyo Bussan International Lifesaving Cup-Fukuoka, Japan
Sat June 29: South Bay Dozen-Torrance
Sat/Sun July 20-21 San Clemente Ocean Festival (Lifeguard Races-Sat July 20)
Fri/Sat July 26-27 CSLSA California Surf Lifesaving Championships-Carpinteria Beach
Sat August 3: International Surf Festival-Taplin Ocean Medley Relays-Hermosa Beach
Wed-Sat August 7-10 USLA National Championships, Virginia Beach, VA
Sept 28, 29, Oct 2: International Surf Rescue Challenge-Durban, South Africa

California Surf Lifesaving Championships - July 26 & 27 Carpinteria City & State Beach:

The Junior Lifeguards & Under 19s compete on 4 water venues on Friday July 26. Open Lifeguards & Masters compete on 2 water venues on Saturday the 27th. There will be RV/Trailer and camping for families. Visit: <https://www.carpinteriajuniorlifeguards.com/regionals> for more information. Additional Volunteers are needed: We need as many as possible to keep the event safe and maintained. Need course marshals, judges, assistants at registration, awards presenters, etc.

2019 CSLSA Lifesaving Sport Athletes Committee (LSAC):

USLA Reps: Brian Murphy, Kelsey Cummings

North County (94 Members): ???

Los Angeles County (206 Members): Jeff Gillott, Tim Burdiak, Coral Kemp

Orange County (418 Members): Hayden Hemmens, Renae Jackson

San Diego County (132 Members): Sean Barlow, Stephanie Morales

Cal State (328 Members): Ryan Gates

Santa Monica "Pier 360" Ocean Festival - Sat/Sun June 22 & 23:

Surf Lifesaving Racing returns to Santa Monica Pier on Sun June 23 as the Pier Paddle expanded into a 2-day event in 2018 now with \$2500 in prize money for Surf Lifesaving Racing. Events include Surf Swim, Paddleboard, Dory, Surfski, Paddlecross, Ironman, Taplin Relay & Board Relay. The day starts with a 10'6" rescue board surfing contest and the historic Santa Monica 1-mile Dory race.

South Bay Dozen – Sat June 29:

The South Bay Dozen is a one-day event that aims to encourage community, health, philanthropy, and fun by way of ocean racing and teamwork. The 14th annual event will be held on Saturday June 29th at Torrance Beach. The South Bay Dozen is recognized as a premier event in ocean racing, drawing competitors from all over California, the East Coast, and overseas. The event features elite men and women but aims to support the development of

junior athletes as well by including the USLA's Lifesaving High Performance Team and the Los Angeles County Junior Lifeguard Surf Racing Team. To encourage fitness and growth of surf sports among competitors; tickets to the raffle are not sold, but rather earned. All participants will be awarded raffle tickets upon finishing any race. Top 10 finishers will be awarded additional raffle tickets based on their place of finish. Twelve grand prize awards (each with retail value of \$300-\$1000) will be awarded and distributed to twelve "winners" selected by lottery and prize-giving festivities. Prize money will also be allotted to the event's top 5 men and top 3 women as scored by overall points. The junior events points will be scored separately and a top under 19 male and female will be announced at the conclusion of the event. Junior competitors will earn raffle tickets for all open and junior events that they finish.

USLA National Lifeguard Championships Virginia Beach, VA:

The 2019 USLA National Lifeguard Championships will be held August 8 through August 11, 2018. The Junior Lifeguard & U19 Championships will take place on August 8; the Lifeguard Championships on August 9, 10, and 11. Virginia Beach has 1 more year on option 2020 South Padre Island, TX.

2021 LACoSLSA is proposing a West Coast Nationals at either Santa Monica or Hermosa Beach before a return to VB

USLA Lifesaving Sport Committee:

Chair: Ed Zebrowski III-Mid Atlantic

Vice-Chair, National Teams: Tom Gill-South Atlantic

Vice Chair, Sport Development: James McCrady V-Southeast

Vice Chair, Rulebooks & Records: Jay Butki-Southwest

Vice Chair, Advisor and Championships Liaison: Ed Zebrowski Jr.-Mid Atlantic

Vice Chair, Junior Lifeguards: *Still Vacant after over a year ?? TBD*

At the April 2018 USLA Meeting the CSLSA proposed the creation of a USLA Lifesaving Sports Athletes Committee, the motion passed unanimously. On March 2019 nominations were due from each of the 9 USLA regions for 1 male and 1 female Athlete to represent their region on the initial committee. After careful consideration and discussion Brian Murphy and Kelsey Cummings were selected from the group of CSLSA Athletes to represent our Southwest region on the initial USLA Lifesaving Sport Athletes Committee. While the initial 2019 committee was nominated by the Regional Presidents and Executive Boards the next committee for 2020 will be nominated by Athletes and elected by Athletes on a ballot as part of the 2019 USLA National Lifeguard Championships Registration.

After 11 years of CSLSA proposing to add the ILS 3-person Paddleboard Relay for both Open Men & Open Women to the USLA Nationals I've finally had a small victory. The organizers and the USLA officials have conceded to make the Paddleboard Relay a demonstration event-Awards but no points-maximum of 4 teams of 3 per gender, at the 2019 USLA National Lifeguard Championships. The motion to add the Paddleboard Relay as a USLA event successfully passed in the Lifesaving Sport Committee in both 2008 and 2015 but was overturned both times in voting on the floor by Board of Directors. I will continue to make a motion to make it an official event.

Respectfully Submitted

Jay Butki-LACoSLSA / Skip Prosser-Long Beach Lifeguard Association



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Bryan R. Etnyre
DATE: April 11th, 2019
SUBJECT: 3rd Executive Delegate Report

In November, I traveled to Delray Beach, FL for the fall USLA Board of Directors Meeting. During the Membership Committee I made a motion to increase the delegate count based on the region's membership. The change would include an 8th Director with over 1000 members in the region. The motion passed in committee and was discussed further in the bylaws committee. Since this motion requires a change of bylaws the vote will occur at the Spring USLA BOD Meeting in San Antonio, TX.

At the October Board of Directors meeting I volunteered to co-chair the website committee along with Byran Kine. Much of the work I have done since then has been to get the new website up and running. On January 2nd, 2019 the new website went "live" and much time has been spent working out kinks and updating the site to match the old site when it was taken down. The process has been eye opening in the amount of work that goes into this organization's website. I wish to thank Bob Moore and Pat Francis for their many years of running the website and for the assistance they have provided me in the transition. Now that I truly understand the workload, I have a true appreciation of their commitment to this organization.

In December the San Clemente State Lifeguard Association volunteered to host this meeting. I have been working closely with them to make this meeting successful. I wish to thank Cannons Restaurant, the San Onofre Parks Foundation, the Doheny State Beach Interpretive Association, our vendors, and Beachsport for their support of CSLSA and its mission. Without their help this meeting would not have been possible.

Sincerely,

Bryan Etnyre



California Surf Lifesaving Association

TO: CSLSA Executive Board
FROM: Jim Hughes, Fourth Delegate
DATE: April 11, 2019
SUBJECT: **Fourth Delegate Report**

CSLSA CalSurf Newsletter- Spring 2019 Edition:

The Spring 2019 edition of the CalSurf Newsletter has been printed and ready for distribution. Key Features:

- Cover picture and story about a rescue in Carlsbad. Special thanks to Colin Boothman and Cole Ferguson
- Woolsey Fire story and pics from the Malibu Coast Surf Lifesaving Association
- Heroic & Meritorious Awards - Bill Richardson
- Water Safety Summit - Will Koon
- Delray Beach History
- Shark Stories Symposium
- Why Join the CSLSA? - Bill Humphreys
- J/G Corner
- Agency Profile: San Clemente State Lifeguard Association

Bryan provided the following vendors who qualified for ad space.

- Xcel Wetsuits
- Jrguards.com
- Watchtower
- Anetik
- Data Systems

Original Founders Committee

I was tasked by President Bill Humphreys with updating the CSLSA Purpose & Plan for the Original Founders committee. Apparently, this committee was created around time of the 50th Anniversary in 2014. The only reason I mention it in my report this morning is that there appears to be a vacancy as far as a chairperson for that committee right now.

USLA Meeting last Fall

Last April in Delrey Beach, Florida, I attended my second USLA National meeting as a delegate. I met with President Peter Davis and the rest of USLA board. I also made some additional contacts with the vendors present for potential ad sponsorship. I attended as many committee's and conversations as I could, as well as build and renew relationships with other members. I truly appreciated being there and look forward to San Antonio, Texas. I believe we have much to contribute to the USLA, considering the immense resources we have as first responders in California.

Respectfully submitted,

California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Leslie Schwene, Vince Fiamengo – Exchanges Committee Co-Chairs
DATE: April 11, 2019
SUBJECT: Spring Report

Hello CSLSA members! We are honored to present this report to you as we celebrate the continued tradition of international cooperation of life saving and camaraderie between California and New Zealand.

For the 2018/2019 season, the CSLSA sponsored Natalie May and Devon Beebe. They represented the CSLSA with professionalism while touring various New Zealand surf clubs. They will be giving a brief presentation about their recent educational exchange experience.

With summer just around the corner, it is now our opportunity to host Kiwi delegates and show them what California lifeguarding is all about. We look forward to working with the CSLSA Board of Directors, Lifeguard agencies, and individual hosts to organize another professional and educational exchange experience for our upcoming guests. With this said, we encourage ANYONE who is interested in hosting this year to please contact us. We have been very successful the past few years with diversifying host agencies from Imperial Beach to Santa Cruz, and we look forward to continuing this tradition.

As has been mentioned in past meetings, we are dedicated to ensuring the continued success of this program while working to encourage professionalism and embracing educational/training opportunities. The Kiwis have also embraced these goals and harbor no issues with allowing our delegates to engage in training opportunities including IRB and Helicopter operations, rock rescue training, mutual aid response (Coast Guard and Police), dispatch operations, beach education programs, and various other training opportunities. We would like to encourage our own host agencies with facilitating any available training opportunities and allowing the Kiwi delegates to participate.

We offer many thanks to the Board of Directors and the various members and agencies they represent, with continuing to make this exchange program an international icon.

Regards,

Leslie Schwene and Vincent Fiamengo
Exchanges Committee Co-Chairs



California Surf Lifesaving Association

To: CSLSA Executive Board
From: Casey T. Graham and R. Chris Egan
Date: March 22, 2018
Subject: JG committee report

Since our last Executive Board meeting, the committee has worked on the following:

Grants proposal.

We received five grant applications for our newly formed JG grant program. We enlisted the help of Bob Moore, Bill Richardson, and Rob McGowan to serve as a sub-committee and gave them full authority to award the grants. What followed was a very earnest effort on their part to help. They met in person and put in a concerted effort to define the roles of the sub-committee and review the submitted applications.

What they came back with were sound recommendations for the role of such a sub-committee, revised application forms for the grants, as well as for our other two awards that are granted each year. They also wrote a proposed policy and procedure that is detailed and comprehensive. They plan to present that to the Board of Directors in April for approval. The Junior Lifeguard committee co-chairs support the proposed policy.

The sub-committee met over lunch and then broke off to do their work over the following days. The informal sub-committee chair, Mr. Moore, requested to be reimbursed for the cost of their lunch, which totaled \$49.65 with gratuity (\$10 off coupon was used). Although the request was not made prior to the meeting, we will recommend at the Board of Directors meeting that the committee reimburse the cost of the meal. We feel it is a small price to pay for such dedication. Attached below are copies of their application forms for the three awards.

Vendors for the regional

Mr. Egan was able to bring in Slyde Handboards as a Bronze Level (\$500-\$1000) sponsor of the 2018 Regionals.

Agenda

We met about and planned our agenda for committee meeting at the spring 2018 Board of Directors meeting.



California Surf Lifesaving Association Junior Lifeguard Grant Application Form

FINAL DRAFT

GRANT CATEGORIES (Each Chapter may apply for only one grant category each year)

EQUIPMENT

Award of up to \$1,000 for equipment used in and for the Junior Lifeguard Guard Program.

Amount Requested: \$ _____

TRAINING

Award of up to \$1,000 for the training of personnel directly involved in the Junior Lifeguard Program.

Amount Requested: \$ _____

LOGISTICS

Award of up to \$1,000 to help fund transportation, recruitment, materials, public education program and other areas, relating directly to the Junior Lifeguard Program.

Amount Requested: \$ _____

Submitted by:

Name of Applicant: _____

Phone: (____) _____

Agency: _____

Chapter: _____

Junior Lifeguard Guard Program Title: _____

Agency Address: _____
Street Address City State Zip Code

Program Coordinator (Print)

Signature: _____

Date: _____

Chapter President (Print)

Signature: _____

Date: _____

Agency Director or Chief Officer (Print)

Signature: _____

Date: _____



California Surf Lifesaving Association

Junior Lifeguard of the Year Submission

FINAL DRAFT

Proposed Recipient:

Name: _____ Phone: (____) _____

Recipient Address: _____
Street Address City State Zip Code

Agency: _____ Chapter: _____

Junior Lifeguard Title: _____ Years in Program: _____

Agency Address: _____
Street Address City State Zip Code

Program Coordinator (Print) Phone: (____) _____

Signature: _____ Date: _____

Chapter President

Signature: _____ Date: _____

Agency Director or Chief Officer (Print)

Signature: _____ Date: _____

Qualifications for Submission:

Briefly describe the qualities or actions of the proposed recipient that qualify them for this award:



California Surf Lifesaving Association Junior Lifeguard Artwork Contest Submission

FINAL DRAFT

Submitted By:

Junior Guard's Name: _____ Phone: (____) _____

Address: _____
Street Address City State Zip Code

Agency: _____ Chapter: _____

Junior Lifeguard Rank: _____ Years in Program: _____

Agency Address: _____
Street Address City State Zip Code

Program Coordinator (Print) Phone: (____) _____

Signature: _____ Date: _____

Chapter President (Print) Signature: _____ Date: _____

Signature: _____ Date: _____

Agency Director or Chief Officer (Print) Signature: _____ Date: _____

Signature: _____ Date: _____

RETURN THIS SUBMISSION VIA E-MAIL DIRECTLY TO THE JUNIOR LIFEGUARD COMMITTEE CHAIR:

at: jrguards@cslsa.org

**** FOR COMMITTEE USE ONLY****

Action recommended by Review Panel: Approve Disapprove
Name (Print): _____ Signature: _____ Date: _____

Action Taken by Junior Lifeguard Committee Approve Disapprove
Committee Chair: _____ Signature: _____ Date: _____

Disposition: _____



TO: CSLSA Board of Directors

FROM: Adam Sandler, Legislation Committee Chair

DATE: April 11, 2019

SUBJECT: LEGISLATION COMMITTEE ACTIVITY REPORT

CSLSA-sponsored Lifeguard “Specialty License Plate”

“Always Swim Near A Lifeguard”

As previously noted, I have written draft Legislation for the CSLSA-sponsored “Specialty License Plate” acknowledging and supporting California Lifeguards needed to change the appropriate California vehicle code section, and create a new SLP category.

The Board decided that the “tag line” on the bottom of the license plate will say “Always Swim Near A Lifeguard” in keeping with the public-safety branding message of the CSLSA. A few examples of the license plate as it is being developed, are attached.

However, the CSLSA membership has not yet adopted an image for use on the license plate before presenting the proposed Legislation to targeted state lawmakers so they can move forward with committee hearings and eventual voting - and passage - by both Houses. If successful, the new vehicle code section and SLP category would be signed into law by the Governor at the end of the legislative session in August.

In the 2017-2018 Legislative session, Governor Brown vetoed all SLP bills that made it through the legislative process and were presented to him for signing into law. Brown cited the significant computer issues and customer service problems at the DMV as reasons, and didn’t want the DMV “distracted” from its core business, until it got the many problems fixed.

As a result, all the potential SLPs must resubmit their Bills to their respective committee, and get them voted on again in the 2019-2020 session. Governor Gavin Newsom has not stated whether or not he will veto or sign any SLP Bills presented during his first legislative session as Governor.

The DMV must receive at least 7,500 pre-orders for the plate before it will manufacture it, which is why we are opening applications to the general public rather than just a specific interest community such as the CSFA’s “Firefighter” plate.

Current Legislation Impacting Lifeguards

Currently, in the 2019-2020 session there aren't any Bills being proffered by Legislators impacting lifeguards. Bills concerning EMTs and Firefighters are also being monitored, but all are in stages too early for comment.

Respectfully submitted,

Adam Sandler, Legislation Chair









California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, Public Education Chair
DATE: April 11, 2019
SUBJECT: Public Education Activity Report Spring 2019

Tattoos:

I had 50,000 JG Tattoos made for distribution at this meeting. That task will be handled by the JG Committee Chairs.

John Wayne Cancer Foundation:

I want to thank the JWCF for their generous donation of \$5,000 last fall. It was decided last fall that money would be put toward our PSA Project.

PSA Project:

After last fall's meeting, John Moore put me in contact with Jake Janz. I had several discussions with Jake. Will and I sent him numerous links of beach and ocean safety video samples for him to review. I finally got a chance to meet Jake at the Southern California Safety Summit. Jake decided that we were kind of going about things backwards so he put me in contact with Eric Hernandez of the brand amp. They specialize in video production.

I shared the links with Eric and we exchanged some ideas. Eric then handed me off to Brackin. I was hoping to have some ballpark production cost numbers for this meeting but we are not quite there yet. Ben did come up with some great things for us discuss in committee today to assist them in moving the project forward.

Project Wipeout :

Project Wipeout and the Ben Carlson Foundation hosted the first Southern California Water Safety Summit on March 6th in Newport. It was a huge success. Jammed packed presentations and huge turnout. People from all over the country attended.

Project Wipeout, Hoag Hospital and Children's Hospital Los Angeles Trauma Program hosted a Stop The Bleed Train the Trainer Course for Junior Lifeguard Instructor on March 12th at Hoag.

The Project Wipeout Advisory Committee met a few times since last fall. Some highlights of that committees work: Stop the Bleed Trainer Course, Imaginology, Tactical Brain Training, Updated the Mission Statement, Set July 10th for the LG Educational Conference, Worked on some concepts for the beach safety website, Messaging for Beach Safety, Issues with the Beach Education Power Points, PW role transitions, Hospital Beach Date Project, PW Excellence in Lifesaving Award, Discussed 40th Anniversary t-shirts, Conference livestream discussed,

Respectfully Submitted,

Mike Silvestri, Public Education Chair
California Surf Lifesaving Association



TO: CSLSA Board of Directors

FROM: Adam Sandler, PIO

DATE: April 11, 2019

SUBJECT: PUBLIC INFORMATION OFFICER (PIO) ACTIVITY REPORT

*** (As there was no initial report submitted for the Fall 2018 meeting, this will be a year-to-date recap).*

Background

The Public Information Officer (PIO) role was created during the Fall 2017 CSLSA Board of Directors meeting. A PIO email address (pio@cslsa.org) was created along with a link on the website home page at the beginning of 2018.

Additionally, the Board decided to create a Step and Repeat banner of CSLSA and USLA logos, with a public safety message "Always Swim Near A Lifeguard." The banner would be used as a backdrop for photos taken at CSLSA meetings and events to aid in the branding of the CSLSA.

A CSLSA PIO Twitter was established in March, 2018. It is currently followed by several TV news and radio assignment editors, as well as by other PIOs from a handful of lifeguard, police and fire agencies. A number of CSLSA members are also following.

Activity

Since January, 2018, as PIO, I have responded to 57 email requests for information from various organizations, individuals and media. Requests range from information about the CSLSA, Rip Currents and other beach public safety data, to interview requests of leadership and members for news articles, blogs, podcasts etc.

These PIO contacts have been in addition to the press releases, alerts, emails and tweets to media that I service — and competitor and CSLSA leadership interviews that typically occur — before, during and after the CSLSA Regionals. The media outreach for Regionals is something I've been doing voluntarily for the CSLSA since July, 2010.

Special Awards Media

For the Spring 2018 CSLSA Board Meeting (April 12), I serviced press releases and media alerts for the Medal of Valor, Heroic Acts and Meritorious Act presentations to local print, TV and online media.

Several news outlets covered the meeting, including ABC and KTLA, as well as LA Times with a photographer. Articles also appeared in Easy Reader, The Argonaut, Patch and several other local news outlets, in advance and after the presentations. I also took photos of the award recipients and serviced them to numerous outlets along with an after-action press release.

I also serviced Special Awards press releases and media alerts for the USLA Spring Board of Directors meeting and Educational Conference (April 26), held in Long Beach.

CBS and Fox interviewed the award recipients. Daily Breeze and Long Beach Press Telegram wrote blurbs.

I also tweeted out photos and comments from the event, which were retweeted by several organizations, such as Newport Beach Lifeguards, Laguna Beach PD PIO, KNX, FoxLA and NWS to name a few. The LACoLifeguards used a photo I took at the meeting to tweet out a message about its Boat Captains being honored.

Public Safety Press Releases and Tweets

We have also been proactive in servicing press releases and tweeting public safety messages regarding heat waves, high surf (or both), rip current awareness, beach erosion, sting rays and other topics of interest to the media at specific times and when weather events occur. The goal is to keep the CSLSA name and brand in the public and media consciousness as a source of relevant beach and ocean safety information, while including our tag-line “Always Swim Near A Lifeguard.”

During the recent High Surf and Heat Wave events, we tweeted 8 original content tweets with art, and 12 retweets with CSLSA content, off outlets such as the National Weather Service and local news outlets. As a result, the NWS LA office began adding “Swim Near A Lifeguard” to its list of Do’s/Don’ts in its advisories after our numerous retweets. CBS LA and Fox’s Rick Dickert cited CSLSA as a source in several of its high surf advisory tweets.

Videos

We also plan to create a series of public safety videos on some of the above safety topics, and have them available to be tweeted, as well as posted on the CSLSA Facebook page and downloadable from our website.

Regionals Media Coverage

I serviced press releases and media alerts for the CSLSA Regionals competition which were held July 26 & 27 at Silver Strand State Beach in Coronado.

The event was covered by most of the local TV news outlets of the area, plus the San Diego Union Tribune, Coronado City News, Santa Cruz Sentinel, Coronado Patch and others.

Thursday July 26 - Fox 5 came out the venue to tape a preview of the event for its 5 pm and 9 am hits.

Friday, July 27 - Fox 5, CBS, NBC - covered the JGs competition. Hits ran during evening news.

Saturday, July 28 - KUSI (9) "Good Morning San Diego" did 4 live segments from the sand before the events started and interviewed LACoSLSA's Coral Kemp and Tim Burdiak.

NBC (interviewed LACoSLSA's Eldin Onsgard) ABC and Fox 5 ran its B-roll in the evening news block covering the events in progress that day. ABC ran its segment again on Sunday morning.

Respectfully,

Adam Sandler, PIO



California Surf Lifesaving Association

TO: CSLSA BOARD OF DIRECTORS
FROM: LESLIE SCHWENE, SIERRA PAGE, JONATHAN RICHARDS, SOCIAL MEDIA COMMITTEE CO-CHAIRS
DATE: APRIL 12, 2019
SUBJECT: **SOCIAL MEDIA COMMITTEE ACTION REPORT**

Social Media Committee met for the first time and had some good discussion that the chairpersons wanted to discuss.

- * The Committee presented and had the Committee approve the Social Media Policy which was then passed on to the Bylaws Committee.
- * Discussion about how to use the budget-Boosted Posts, Instagram Ads; Suggestion of looking at working with Surflife and getting links to our website and social media on local cameras
- * Focus on posting about important events that happen such as rescues, tryouts, beach/ocean public safety events. Trying to repost instead of original content as much as possible, especially for JGs and minors who are involved to protect CSLSA.
- * We still want to get at least one person from every chapter involved or at least sending us posts that they think should be shared by the CSLSA Social Media. Sending it through direct message to the CSLSA pages would be beneficial in case we miss something relevant.
- * When you see things posted by the CSLSA or articles relevant to Ocean Lifesaving, try to share the articles to get more visibility. Ideally if CSLSA has posted it, repost it from there so that we can drive more people to our CSLSA Facebook and Instagram Pages!

COMMITTEE TASKS & GOALS:

1. Look at working with Surflife if it is possible
2. Continue to post about important things that happen within member chapters of the CSLSA

ACTION REQUIRED: None. Board approval of the Membership Committee report will validate the recommendations and motions made.



California Lifesaving Association

TO: CSLSA Board of Directors
FROM: Bill Richardson, Committee Chair
DATE: April 11, 2019
SUBJECT: **CSLSA Special Awards & Presentations Committee Activity Report**

Awards Presentations:

The Committee received a submission from California State Parks for six Heroic Act Awards and one Meritorious Act for a single rescue on the jetty of Dana Point Harbor performed on April 9, 2018. The submission was subsequently approved by the CSLSA Committee, forwarded to USLA where it was also approved. Those awards will be presented today.

We also received a submission from Doug Leach (HBSLSA) on August 30th for Meritorious Act of two Cal State Lifeguards, Killian Rose and Andrew Hoff, for a successful late night rescue under very challenging conditions on August 3rd, 2018. That submission was approved by the CSLSA Committee and forwarded to USLA, where it was also approved.

All nine awards described above will be presented at this meeting.

Awards Submissions:

We received the following submissions from HBSLSA before this meeting:

- **Heroic Act** - Marine Safety Officer Doug Leach for his response to a capsized vessel approximately six miles off-shore. Leach was transported via Police helicopter, deployed onto the scene, performed CPR on one victim and controlled rescue activities upon arrival of OC Harbor Patrol and US Coast Guard vessels; and
- **Heroic Act** - Surfer, Ethan Hurst for a successful afterhours rescue of female victim from a rip current adjacent the Huntington Beach Pier, utilizing skills learned from the SALT program (**S**urfers **A**wareness in **L**ifesaving **T**echniques). Lifeguard personnel advise that the victim would have surely perished were it not for Ethan's response.
- **Heroic Act** – Surfer Mick Billings for a successful rescue of a male victim caught in a rip current 200 yards north of the Oceanside Pier, utilizing skills learned in the Oceanside JG Program. Lifeguard and Fire Department personnel advise that the victim would have surely perished were it not for Mick's response.

We will have short meeting to discuss these submissions, and any others that come in late for this meeting.



California Lifesaving Association

TO: CSLSA Board of Directors
FROM: Bill Richardson, Committee Chair
DATE: April 12, 2019
SUBJECT: **Special Awards & Presentations Committee Action Report**

The Committee met briefly to consider the following submissions. Actions are noted following each submission.

1. Heroic Act Submission – Doug Leach, Marine Safety Officer II from the City of Huntington Beach

At approximately 11:06 AM, on January 3, 2019, HB Marine Safety received a call from the HB Police Helicopter (HB1) requesting Marine Safety personnel to assist with a 9-1-1 call regarding a capsized vessel 6½ miles off shore, near oil platform Edith.

A temporary “landing zone” was created adjacent Marine Safety HQ where Marine Safety Officer II, Doug Leach was picked up by HB1 and transported to the scene of the accident.

Upon arrival to the capsized 25-foot pleasure craft, there were two victims observed in the water, one conscious, and one unconscious. Officer Leach deployed from the helicopter and immediately took charge of the rescue, and with assistance from US Coast Guard and two Orange County Sheriff’s, successfully removed the victims from the water and onto the OC Harbor Patrol Boat.

Once on board, Leach initiated CPR and with the aid of a Sheriff’s Deputy, and continued lifesaving measures on the way back to the dock in Huntington Harbor where they were relieved by HB Fire Paramedics.

Both subjects were taken to local hospitals where they were initially found to have life signs (breathing and pulse). Unfortunately, the subject upon whom Leach performed CPR eventually died as a result of the accident.

APPROVED unanimously for Heroic Act Award.

2. Heroic Act Submission – Ethan Hurst, 15 year-old surfer

At approximately 8:00 PM, and well after dark, HB Lifeguards received a call from HB Police of a 9-1-1 reporting screams emanating from the surf between Towers 1 & 3, south of the HB Pier. The area had been experiencing numerous rip currents throughout the day, and the bottom was very uneven from sand movement, leading to many inshore holes.

The victim, an adult female had been pulled out in a rip current and was in a near drowning condition, resulting in her screams for help.

Ethan Hurst, a 15-year student and member of a local High School surf team was still out surfing adjacent the HB Pier, when he heard the screams for help. He could not initially see the victim but could hear her calls for help. He yelled for her to continue yelling, using her voice as a means of locating her in the water. Upon arrival at her location, he could see that she was in desperate condition.

Using skills learned in the S.A.L.T. program (**Surfer Awareness in Lifesaving Techniques**), he utilized his surfboard as a rescue apparatus to support the victim while he brought her back to shore. He credits the skills he learned in S.A.L.T. with helping him aid the victim, preventing her from drowning while keeping himself safe from the potential actions of a drowning person.

APPROVED unanimously for Heroic Act Award.

Special Note: If you are interested in bringing the SALT Program to your agency, contact Leslie Schwene at: leslieschwene@gmail.com

3. Heroic Act Submission – Mick Billings, 15 year-old surfer

At approximately 12:30 PM, on Saturday April 4, 2019, Mick Billings, a 15 year-old Oceanside Junior Lifeguard was surfing about 200 yards north of the Oceanside Pier, when he observed a swimmer in distress in a rip current about 100 yards north of his location.

Recognizing the victim being caught in a rip current, and struggling to stay on the surface, all the while losing the battle with the rip current and tiring from his efforts, Mick recognized that the victim was in a near drowning state.

Utilizing skills learned in the Oceanside JG Program, Mick paddled quickly to the victim and placed him on his surfboard. He kept the victim under control with his head out of the water, while returning to shore. Once on shore Mick was relieved by Lifeguard who were delayed in their response due to special event traffic. They noted the victim to be going in and out of consciousness that the victim, and contacted Oceanside Fire to respond their Paramedics.

Oceanside Fire Department personnel treated and transported the victim to the hospital where he was expected to fully recover.

APPROVED unanimously for Heroic Act Award.

All the above submissions will be submitted to the USLA Committee for their review and possible approval for USLA Awards.

Shark Attack Rescue

The Committee received a verbal report from Larry Giles regarding an off-duty Lifeguard and Police Officer, as well as a “good Samaritan” citizen performing the rescue of a shark attack victim, while the shark was still in the water pursuing the victim and the rescuers.

The Committee agreed to approve the Lifeguard and Police Officer for a Medal of Valor (MOV) (Police Officer under the new provision of CSLSA Medal of Valor for Public Safety/Military Personnel), and the “Good Samaritan” a for Heroic Act Award.

APPROVED unanimously for two CSLSA Medals of Valor and one Heroic Act Award, and submission to USLA for one USLA Medal of Valor and two Heroic Act Awards (because the Police Officers qualifies for the CSLSA Medal of Valor, but not a USLA Medal of Valor).

These awards final approval are contingent upon receiving a written application in a timely manner.

It was asked if the Committee could submit the MOV information to the CA Department of Justice for the Governor’s Medal of Valor.

Upon looking up the application procedure, it was determined that the application must be submitted by the employing agency, and signed by the nominating agency’s head. *“If the appropriate signature is not included, the application will not be accepted.”*

To aide Chapters with this process in the future, I have downloaded the application to and will attach it to this report. I will then continue maintain it for distribution, upon request, until at some point in the future the application is made available on the CSLSA website.



California Surf Lifesaving Association

TO: CSLSA Executive Board
FROM: Ian Burton
DATE: April 9, 2019
SUBJECT: Statistics Report

The USLA has transitioned over to a new system for entering and keeping statistics. The new system should be much more reliable than the past system. I will be asking for any feedback the chapters may have with the new system – good or bad?

Here is a link to the CSLSA webpage for entering your agencies statistical information – <http://www.cslsa.org/content/Statistics.html>
 If that doesn't work, try the back-up form: <http://www.usla.org/page/STATISTICSFORM>

Below is a list of the agencies who have and have not reported stats for 2018.

2018 Reports	Still Need Reports for 2018
Aptos La Selva Fire Protection Dept.	Camp Pendleton
California State Parks	Carpinteria
Del Mar, City of, California	
Huntington Beach, City of, California	
Long Beach, City of, California	Imperial Beach
Los Angeles, City of, California	
Los Angeles, County of, Fire Department/Beaches, California	Lake Mission Viejo
Morro Bay, City of, California	LA County Lakes
Newport Beach, City of, California	Oxnard ARRT
Oceanside, City of, California	Port Hueneme
Orange, County of, U.S. Ocean Safety, California	Santa Barbara County
Pismo Beach, City of, California	Seal Beach
Port San Luis Harbor District, California	Solana Beach
San Clemente, City of, California	Ventura County ARRT
San Diego, City of, California	Ventura City ARRT
Santa Barbara, City of, California	Ventura Port District
Santa Cruz, City of, California	Central Fire ARRT Santa Cruz
Santa Monica, City of, California	
Tucson, City of, Arizona	
Ventura, County of, Channel Islands Harbor, Ventura, CA	
YMCA Surf Camp, Imperial Beach, California	
Coronado	
Encinitas	
Laguna Beach	



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Bryan R. Etnyre
DATE: April 11th, 2019
SUBJECT: Website Committee Report

At the fall CSLSA Board of Directors Meeting I volunteered to co-chair the website committee with Byran Kine. The big change that has happened since that meeting is the roll out of the new website which went online January 2nd. The new website is built on a user-friendly platform that allows for the end user to add and edit content. While this new platform has allowed for more streamlined content flow it hasn't been without issues.

The biggest issue is that the Studio 11 website was designed in 2017 and was intended to mirror the current website at that time. Unfortunately, the website was not updated along with Ms. Francis's website and when we went online in January, it became immediately apparent that 18 months of content was missing. I have spent many hours updating pages and adding elements that were never added. I have worked with the past committee chair, Bob Moore and past webmaster Pat Francis, along with President Humphreys, the executive board, and Studio 11 to get the website where it is present day. We are still currently lacking past meeting minutes, particularly the officer reports that correspond to the minutes. The purchase of Adobe DC Pro would allow the website committee and the Secretary to create PDF versions of the meeting minutes that would combine all the officer reports into one linkable document. The platform would cost \$179.88 annually.

The Website committee also handles all emails to the @cslsa.org email addresses. I have done some preliminary research on switching from Sitemail to using the Google platform which offers free services to non-profit groups. Those services include Gmail, Drive, and Hangouts; a platform to enhance communication with chat and video conferencing.

Sincerely,

Bryan Etnyre