



## BOARD OF DIRECTORS MEETING MINUTES

San Clemente Community Center

100 North Calle Seville San Clemente CA 92672

9AM – October 10, 2024

### Thursday, October 10

- I. **Call to Order** - Meeting called to order by Mr. Avila at 9:12 AM.
  - A. Pledge of Allegiance - Mr. Graham
  - B. Welcome and Introductions - Mr. Avila
    1. Mr. Avila welcomed everyone and introduced Lt. Sean Staudenbaur from San Clemente City.
    2. Opening Ceremony (Mr. Hughes and Mr. Beuerlein) – Each chapter was asked to provide sand from their beaches for a mixing of the sands ceremony to represent unity for the organization.
  - C. Roll Call of Delegates - Mr. Hughes & Mr. Beuerlein

| Chapter                    | No. of Members | Possible No. of Delegates | Delegates Present | Proxies | Total Votes |
|----------------------------|----------------|---------------------------|-------------------|---------|-------------|
| California State           | <b>233</b>     | <b>7</b>                  | 7                 |         | <b>7</b>    |
| Capitola                   | <b>17</b>      | <b>3</b>                  | 2                 | 1       | <b>3</b>    |
| Carpinteria                | <b>1</b>       | <b>0</b>                  |                   |         | <b>0</b>    |
| Coronado                   | <b>14</b>      | <b>2</b>                  | 2                 |         | <b>2</b>    |
| Del Mar                    | <b>16</b>      | <b>3</b>                  |                   |         | <b>0</b>    |
| Encinitas                  | <b>7</b>       | <b>2</b>                  |                   |         | <b>0</b>    |
| Huntington Beach           | <b>117</b>     | <b>5</b>                  | 2                 | 2       | <b>4</b>    |
| Imperial Beach             | <b>5</b>       | <b>2</b>                  | 2                 |         | <b>2</b>    |
| Laguna Beach               | <b>158</b>     | <b>6</b>                  | 1                 |         | <b>1</b>    |
| Lake Mission Viejo         | <b>3</b>       | <b>2</b>                  |                   |         | <b>0</b>    |
| Los Angeles City           | <b>19</b>      | <b>3</b>                  | 1                 |         | <b>1</b>    |
| Los Angeles County Beaches | <b>165</b>     | <b>6</b>                  | 4                 | 2       | <b>6</b>    |
| Los Angeles County Lakes   | <b>24</b>      | <b>3</b>                  | 3                 |         | <b>3</b>    |
| Long Beach                 | <b>58</b>      | <b>4</b>                  | 4                 |         | <b>4</b>    |
| Newport Beach              | <b>23</b>      | <b>3</b>                  | 1                 |         | <b>1</b>    |
| OC Lifeguards -C.O.L.A.    | <b>19</b>      | <b>3</b>                  |                   |         | <b>0</b>    |
| Oceanside                  | <b>24</b>      | <b>3</b>                  | 2                 |         | <b>2</b>    |
| Pendleton Coast            | <b>11</b>      | <b>2</b>                  | 1                 |         | <b>1</b>    |
| Pismo Beach                | <b>18</b>      | <b>3</b>                  |                   |         | <b>0</b>    |
| Port Hueneme               | <b>7</b>       | <b>2</b>                  | 1                 | 1       | <b>2</b>    |
| San Clemente               | <b>44</b>      | <b>3</b>                  | 3                 |         | <b>3</b>    |

**Roll Call  
of  
Delegates**

2 - 15 Members: 2 Delegates      151 - 200 Members: 6 Delegates  
 16 - 50 Members: 3 Delegates      201 - 250 Members: 7 Delegates  
 51 - 100 Members: 4 Delegates      251 – Members & up: 8 Delegates  
 101 - 150 Members: 5 Delegates      As of March 30, 2023

|                                   |             |           |           |          |           |
|-----------------------------------|-------------|-----------|-----------|----------|-----------|
| San Diego                         | 141         | 5         |           |          | 0         |
| San Luis Obispo County            | 25          | 3         |           |          | 0         |
| Santa Barbara City                | 23          | 3         | 2         | 1        | 3         |
| Santa Barbara County (Campus Pt.) | 8           | 2         | 2         |          | 2         |
| Santa Cruz                        | 65          | 4         | 4         |          | 4         |
| Santa Monica Harbor Patrol        | 10          | 2         |           |          | 0         |
| Seal Beach                        | 56          | 4         | 3         | 1        | 4         |
| Solana Beach                      | 1           | 0         |           |          | 0         |
| Tucson, AZ                        | 0           | 0         |           |          | 0         |
| Ventura County                    | 1           | 0         |           |          | 0         |
| Ventura Harbor Patrol             | 20          | 3         |           |          | 0         |
| Independent/Unaffiliated          | 3           | 2         |           |          | 0         |
| <b>TOTAL</b>                      | <b>1336</b> | <b>86</b> | <b>47</b> | <b>8</b> | <b>55</b> |

II. **Approval of Minutes** – Capitola CA, April 11 & 12, 2024

**Motion:** Moved by Mr. Moore to approve the minutes.

**Second:** Mr. Lombardi

**Discussion:** (none)

**Action:** MPU

III. **Officer's Reports**

A. [President](#) - Mr. Avila

Mr. Avila has been involved in the following activities:

1. Attended the USLA Executive Committee Meetings as needed.
2. Tracked and followed the CSLSA athletes that have trained and competed in Australia this winter.
3. Helped with organization of the USA National Teams' trip to Australia for the Lifesaving World Championships 2024. He was the Manager of the Youth National Team. He made a number of appeals to decisions of officials during the competition. He was also responsible for the arrangements for Team and Supporters' dinners.
4. Thanked Ryan Gates, as he stepped up into the position as the Teams Coordinator. Thanked Casey Graham who was the Youth Team Coach. Thanked the Open Team coaches and supporting staff for helping out with the Youth Team when asked.
5. Obtained information from the USLA regarding a proposed Host Agreement for 2025 Lifeguard Nationals. We have almost completed the draft to present to the USLA, following approval from the HSBJLA President and the California State Park Superintendent.
6. Spoke to Lauren Fraga from the John Wayne Cancer Foundation, she is expected to be present today to present us with a check for their continued support of the CSLSA.
7. Led a discussion by our Region related to the approval of the Empowers Media agreement. We were the only Region that voted "NO," with two people that failed to vote.
8. Reviewed emails from the USLA and commented as needed.
9. Continue to follow the water pollution issue in South San Diego County.
10. Volunteered for both days of our Regional Championships at Dockweiler Beach.
11. SAFESPORT USA - Mr. Avila - has been collaborating with Kay Smiley to prepare a plan for implementing SAFESPORT into the USLA structure.
12. Mr. Avila has reviewed and responded to a number of emails regarding the proposed Bylaw change that was proposed during New Business at the Coronado meeting. Further discussion to take place this meeting.
13. Has reviewed the proposed Agenda for the Board of Directors meeting in San Clemente.
14. Mr. Avila has registered for the USLA Fall meeting.

15. Mr. Avila's newest grandson, Jack Scales, was born September 10, 2024. Mother and grandson are home and doing great.

B. [Vice President](#) - Mr. Graham

Mr. Graham has been involved in the following activities:

1. assisted with the leadership aspects of both the Friday and the Saturday Regionals events, which were a success by many measures.
2. facilitated a portion of the Maroochydore Visitors tour in Santa Barbara County.
3. Served as the head coach for the Youth National Team at the LWC 2024 event.
4. Discussion about the expansion of the regional championships
5. Discussed the possibility of an expanded event with stakeholders.
6. Awarded one grant (LA City) and denied the only other applicant for not meeting the criteria.

C. [Secretary](#) - Mr. Hughes

Mr. Hughes has been involved in the following activities:

1. Continue to prepare minutes and set agendas for the CSLSA Executive Board and Board of Directors meetings.
2. Assisted with awards distribution at the CSLSA Regional Championships at Dockweiler Beach in July.
3. Corresponded with several committee chairs regarding their Committee Guidance Document.
4. Attended a USLA 60th Planning Meeting via zoom on September 30th.

D. [Treasurer](#) - Mr. Sholl

Mr. Sholl has been involved in the following activities:

1. Acted on behalf of the CSLSA on financial matters, provided bookkeeping services for the CSLSA.
2. Received payments, paid reimbursements to members, submitted payments for services.
3. Volunteered at the CSLSA Lifeguard and JG Championships.
4. Participated as a competitor at the CSLSA Lifeguard Championships.
5. Hosted a Kamana Community workshop for female athletes in Santa Barbara.
6. Hosted a JG Competition in Santa Barbara for over 1,000 JG's.
7. Observed the inaugural Santa Cruz City's Collin's Race event.
8. Participated in local and international bodysurfing events.
9. The Ways & Means Committee will commence tomorrow morning at 8:30 AM.

E. [Past President/Advisor](#) - Mr. Beuerlein

Mr. Beuerlein has been involved in the following activities:

**California Surf Lifesaving Association**

1. Arranged and participated in a meeting with Hawaiian Lifeguard Association Executive Director Kirstin Hermstad, USLA President Davis, USLA Executive Director Smiley, USLA Treasurer McCormick and Pacific Islands President Vierra. The purpose of the meeting was to see if HLA Executive Director Hermstad could help USLA in garnering grants and to explore funding an additional staff member position to assist USLA Executive Director Smiley. The discussion was preliminary and will continue in the future.
2. In Pittsburgh, USLA Executive Delegate Michael Bradley was successful in getting the USLA Policy & Procedure III-B changed to allow more flexibility in scheduling dates for USLA Board of Director Meetings.
3. In Pittsburgh, the USLA Dues Distribution Policy IV-B.C was changed to the language requested by the CSLSA Bylaw Committee and the CSLSA Board of Directors.
4. In Pittsburgh, Mr. Beuerlein participated in the Executive Committee, Conference Planning Committee, Certification Committee, Public Education Committee, Bylaw Committee, Heroic Acts Committee, and the Fundraising Project Group.
5. As USLA Advisor, Mr. Beuerlein has been working with USLA Legal Advisor Chip More on how to best garner support for United States House of Representatives Concurrent Resolution 41 to have Open Water Lifeguards recognized as First Responders in federal legislation.

6. Mr. Avila has been tasked by the USLA Certification Committee to identify Lifeguard Agencies in the Southwest Region that are not USLA certified. Please let Mr. Beuerlein know of any agencies in our region that are not USLA certified.
  7. At USLA Meetings, Mr. Beuerlein represented CSLSA to the USLA Heroic Acts Committee and participated in the voting for the 1st USLA - Ben Carlson Lifeguard of the Year to be awarded at the next USLA Meeting in Hawaii.
  8. Continues to forward mail from the Huntington Beach Post Office Box each month to CSLSA and USLA.
  9. As the USLA Advisor, Mr. Beuerlein has been consulting with the USLA President, providing the USLA President with advice, helping the USLA President with special assignments, reviewing the work of the USLA Executive Director, and coordinating USLA Committees and Meetings.
  10. CSLSA Committee Chairs
  11. Thanked Brandi White and Byron Kine for stepping up to Co-Chair the CSLSA Fundraising Committee. Thanked Casey Graham and Vianne Kelly for stepping up to Co-Chair the CSLSA Exchange Committee. Now that all our Committee Chair positions are filled, Mr. Beuerlein has been assisting almost all our committees with various projects.
  12. CSLSA Agendas & Minutes
  13. Continues to review CSLSA Agendas & Minutes and submit recommendations to the President & Secretary prior to their distribution to the Executive Board and Board of Directors.
  14. Counsel & Advice
  15. Continues to provide counsel and advise the CSLSA President as needed.
- F. [1<sup>st</sup> Executive Delegate](#) (Verbal Report) - Mr. Butki  
Mr. Butki has been involved in the following activities:
1. Rewrote the rules for the Regionals and Nationals Lifeguard Competitions.
  2. Discussed the current status and history of the SoCal Paddledown/Block the Blaze events.
  3. Assisted in the preparation and operation of several Lifesaving Sport events, including the Regionals and Nationals.
  4. Stated that no agency has been confirmed to host the 2025 Regionals at this time.
  5. Received an invitation for the 2025 Super Surf Competition in Australia.
  6. The 2025 Weiland Shield will be held the first week of August in Los Angeles.
- G. [2<sup>nd</sup> Executive Delegate](#) - Mr. Prosser  
Mr. Prosser has been involved in the following activities:
1. Thanked San Clemente, for hosting the 2024 Fall Board of Directors meeting. Thanked all of the CSLSA members who are able to be in attendance today.
  2. Attended the USLA 2024 Spring BOD meeting in Pittsburgh, PA and attended the Lifesaving Sport, Junior Guard, Ways & Means, Membership and Public Education Committee meetings. Mr. Prosser will be attending the 2024 Fall USLA meeting in Honolulu, Hawaii.
  3. Posted the Sprint 2024 USLA meeting minutes from April, which can be accessed online at [usla.org](http://usla.org) when logged in.
  4. Summer was very eventful, and Mr. Prosser offered time, resources and/or scoring expertise to twelve local and national events.
- June Events**
5. 29th Roger Coulter Inter-crew (Long Beach), 30th Pier 360 (Santa Monica)
- July Events**
6. 6th South Bay Dozen (Torrance Beach), 10th Mid-Atlantic Regionals (Delaware State Beach) , 17th/18th Southeast Regionals (Navarre Beach) , 26th/27th CSLSA Regionals (Los Angeles) , 31st Long Beach Dutch Miller Inter-crew (Long Beach)
- August Events**

7. Sixth-9th USLA Nationals (South Padre Island), 18th Naples Island Swim (Long Beach), 25th Catalina Classic (Manhattan Beach)

**September Events**

8. 20th Super Girl Surf Pro (Oceanside), California Gold (Newport Beach)

**CSLSA website changes:**

9. Added CSLSA Fall 2024 Meeting information.
10. Added USLA Fall 2024 Meeting Information
11. Removed 2024 CSLSA Regional Information
12. Removed 2024 USLA Nationals Information
13. Provided CSLSA email address for Tania Wood
14. Uploaded New Zealand Exchange information upon request from Vianne Kelly.

- H. [3<sup>rd</sup> Executive Delegate](#) - Mr. Carey

Mr. Carey has been involved in the following activities:

1. Emailed the draft document of Standards for Lifeguards Exposed to Polluted Water on the Job to a couple of different doctors and received a reply from Dr. Peter Wernicki. He gave some preliminary advice and offered to assist. He also commented that this could develop into a national standard.
2. Attended both days of Regionals to assist.
3. Distributed information to SD County Lifeguard Associations regarding Fall BoD meeting, UCSD Ocean illness survey (again), and Congressional Resolution 41.
4. Locked in his travel reservations for Fall USLA Meeting.
5. Collaborated with Kay Smiley to put together the agency spotlight on Coronado for USLA social media.
6. Distributed information to Lifeguards regarding Super Girl Female Lifeguard Competition on 9/20/24. Attended with a hybrid team.

- I. [4<sup>th</sup> Executive Delegate](#) - Ms. Kemp

Ms. Kemp has been involved in the following activities:

**Professional**

1. Ms. Kemp is the Advanced Programs Coordinator for the LA County Junior Lifeguard Program which includes two programs: the Cadet Program and Surf Racing Team.
2. Ms. Kemp organized and coordinated the CSLSA Regional Junior Lifeguard Championships at Dockweiler State Beach.
3. Spoke on behalf of the Los Angeles County Fire Department Lifeguard Division at the
4. SoCal Water Safety Summit in "Rapid Presentation" tour de California.

**Association**

5. As of October 3, Ms. Kemp is a returning Board Member for the Los Angeles County Surf Lifesaving Association (LACoSLA).
6. Served as a liaison for the JG Committee.

**CSLSA**

7. The Public Relations Committee is making the page forward facing and
8. having constant interactions with other agencies.

**9. USLA**

10. As the Vice Chair for the Lifesaving Sport Committee under Ed Zebrowski III, Ms. Kemp's focus is on improving language within the policies and procedures. Recently a survey to Nationals participants was distributed.
11. Also looking at new language and procedures for the selection of National Teams Management and coaching staff for the Open, National and Youth National Teams.

12. LA County FD will be sponsoring 5 Lifeguard Personnel to attend the USLA Board of Directors Meeting in the Fall:  
**Supergirl Surf Pro:**
13. For the first time ever, the USLA partnered with Jersey Mike's and will host three events on September 20 to highlight surf lifesaving as both a career and competitive sport.

IV. **Committee Reports**

A. **Bylaws/Policies & Procedures** - Mr. Moore and Mr. Richardson

1. The Bylaws/Policies & Procedures Committee presented and discussed a Policy Proposal (Version 1) that was made at the Spring 2024 CSLSA Board of Directors meeting by the CSLSA Treasurer. The proposed Policy change is to II-M Dues Distribution. Upon receipt of this proposal, this CSLSA Bylaws/P&P's Committee Chair investigated with the USLA Junior Lifeguard Committee Chair and the USLA Bylaws/Policy & Procedures Committee Chair to clarify the intent of dues distribution. The Treasurer's proposal conflicted with the USLA P&P's.
2. Upon receipt of this proposal, this CSLSA Bylaws/P&P's Committee Chair investigated with the USLA Junior Lifeguard Committee Chair and the USLA Bylaws/Policy & Procedures Committee Chair to clarify the intent of dues distribution.
3. Based on further research, this CSLSA Bylaws/P&P's Chair recommended the following (Version 2):

***Dues Distribution***

***A. Lifeguard Membership Dues***

***USLA fulfillment costs deducted prior to USLA/CSLSA percentage split.***

1. ***50% to USLA after fulfillment deduction***
2. ***50% to CSLSA after fulfillment deduction***

***B. Junior Lifeguard Membership Dues***

***USLA fulfillment costs deducted prior to USLA/CSLSA percentage split.***

1. ***80% to USLA 50% to USLA after fulfillment deduction***
2. ***20% to CSLSA 50% to CSLSA after fulfillment deduction***

4. Note: Percentages are used in this recommendation and not dollar amounts. The USLA makes the dollar amounts and can change at the vote of their Board of Directors. Percentages stay constant for our region.
5. Tabled (to be revisited at the Fall 2024 BOD Mtg, this meeting) This Committee Chair requested that (Version 2) II-M be shared at the Spring 2024 USLA BOD Mtg.
6. It is the understanding of this Committee Chair that the II-M CSLSA Policy proposal was discussed at the Spring 2024 USLA BOD meeting, was not in conflict with the USLA P&P's, and represented the process of distribution of dues for both Lifeguard Dues Distribution and Junior Lifeguard Dues Distribution.
7. The Bylaws/Policy & Procedures Committee requests the CSLSA Board of Directors take Policy (Version 2) II-M policy proposal **OFF** the Table and vote unanimously to adopt.

B. **Certification** - Mr. Lombardi

1. Mr. Lombardi stated that there has been one new certification: City of Pismo Beach – Fire and Beaches, at the Basic Level.
2. There are three other agencies that are in the application process: Camp Pendleton, Santa Barbara Harbor Patrol, and Imperial Beach.

C. **Exchanges** (verbal report) - Mr. Graham & Ms. Kelly

1. Mr. Graham revealed the names of the lifeguards who will be involved in the next New Zealand exchange program.

D. **Fundraising** - Ms. White & Mr. Kine

1. Since the last Board of Directors Meeting, the committee has been exploring different fundraising opportunities such as:
2. Providing Lifeguard agencies with affordable Stingray hot water bags with QR codes that direct patrons to the CSLSA website.
3. Contacting local Hotels/Resorts to see if a certain percentage of guest room bookings can go toward the association.
4. Adding a “DONATE NOW” option to the current CSLSA website so that people visiting the site have an easy way to support the association.
5. Hold a towel design contest where the winning design is then sold by the Association (Nomadix) CSLSA Online Store.
6. Contact local stores to see if they can add an option for customers to donate to CSLSA during checkout.

E. [Grants](#) - Ms. Bryant

1. As a new Grants Committee chair, Ms. Bryant has developed a Grants Committee Guidance Document establishing the mission and goals for the committee.
2. There are two major themes of the Guidance Document
  1. The first is establishing resources that will facilitate successful grant application for professional lifeguards and their agencies.
  2. The second is identifying and applying for grants on behalf of CSLSA to progress the mission. This document is considered a draft and is open to feedback so that the committee is working for the benefit of the members.
3. Grants create an opportunity to access funds that will either leverage existing budget or provide for unfunded need. The challenge with applying for a grant is that it requires a particular skill to communicate the need appropriately and meet application criteria. Ms. Bryant developed an application template for equipment and a separate application template for programs. The goal of these templates is to provide additional structure for any lifesaving professional to apply for a grant for the benefit of their association or agency. These documents are considered a draft and are open to feedback.
4. The templates are included in the [Grants](#) report.

F. Junior Lifeguards - Mr. Graham & Mr. Egan

1. (Covered under [Vice President Report](#))

G. [Legislation](#) (No Report) - Mr. Sandler (Absent)

H. [Lifesaving Sport & Fitness](#) (Verbal Report) - Mr. Butki & Mr. Prosser

1. Mr. Butki thanked all of the volunteers who assisted with the Regionals at Dockweiler.
2. The attendance was 760 junior guards on Friday and 221 lifeguards on Saturday, Mr. Butki read all the results of the team, agency, and individual winners.
3. The attendance was 123 junior lifeguards and 450 lifeguards at the Nationals at South Padre Island, Mr. Butki read off the top teams that won major events.
4. Mr. Butki also reviewed the Gold Coast Lifeguard World Championships.
5. A draft schedule of upcoming events will be completed soon.

I. [Membership](#) - Ms. Graham

1. The final adult membership for the Southwest Region was 1,330 Adult Members.
2. There were 961 Gold Junior Guard members, and 406 regular Junior Guard members, which is about four hundred additional regular Junior Guard members.
3. Ms. Graham discussed this year’s USLA 60<sup>th</sup> Anniversary Towel.
4. Ms. Graham assisted in the preparation and coordination of the Regionals at Dockweiler Beach.
5. Members are encouraged to update their profiles and check out the pro-deals on the USLA website.

J. Newsletter - Mr. Hughes

6. 1. Mr. Hughes distributed a printed version of the CalSurf Newsletter <https://cslsa.org/Cal-Surf-News.html>
- K. [Professional Standards](#) (No Report) - Mr. Carey
  1. Mr. Carey, that the committee will be meeting today.
- L. [Public Education](#)- Ms. Swank & Ms. Beebe
  1. Discussed the possibility of allocating funds for updates to the website to ensure it remains user-friendly.
  2. Thanks to Mike Beuerlein's efforts, he helped facilitate communication between the Public Education and Website Committees to address an issue with the QR code on our table tents.
  3. Continue to track down missing links since we confirmed that the QR code needs to be redirected to our current website URL. This will ensure a smoother user experience moving forward. At this time, we are not able to redirect the QR code to the correct URL.
  4. On September 20th, Oceanside hosted the Supergirl Pro event. Leslie Schwene, Coral Kemp, Dani Bucalo, and Ms. Swank had the pleasure of participating in mentorships, SALT training, and an incredible lifeguard competition in the afternoon.
  5. After discussions with Coral Kemp and Co-Chair Devon Beebe, it was agreed that it would benefit CSLSA to have video coverage of all the event activities, especially the educational and sport components. Therefore, we made the decision to hire Andres Weishaupt to capture the footage, with a fee of \$600, using public education funds.
- M. [PIO](#) (No Report) - Mr. Sandler (Absent)
- N. [Public Relations](#) - Ms. Kemp
  1. Covered under ([Fourth Delegate Report](#))
- O. [Social Media](#) (No Report) - Mr. Mullen
- P. [Special Awards & Presentations](#) - Mr. Trinkle & Mr. Richardson
  1. **Four award presentations will be presented today:**
    - a) Michael Bartlett and Rob Williams, Life Member
    - b) Jude Young and Merrick Vellmure, Meritorious Act Award
    - c) Shayla Bauer and Jeffrey Weber, Heroic Act Award
    - d) Ben Sweet, Medal of Valor
  2. **There are four submissions for review at this meeting:**
    - a) CA State Lifeguard Justin Quiggle, for the rescue of the victim of a submerged vehicle on November 20, 2023
    - b) Cal State Lifeguard Cameron Farris for the rescue of victims floating offshore near the HB Pier. Farris jumped from the pier for the rescue.
    - c) Long Beach Lifeguards - for the "Loynes Incident" involving five Long Beach Personnel for the rescue of the victim of a single car accident.
    - d) Long Beach Lifeguards - for the "Breakwall Incident" involving eight Long Beach Personnel for the varying rescue of nineteen victims of a sailboat accident.
  3. **Personnel submitted for Heroic Acts :**
    - a) Chris Gonzales, Kames Reinheimer, Kevin Bradley, Shawn Farnell and Will Mathison Tristian Ballsille, Chris Gonzales and Chase NcColl
  4. **Personnel submitted for Meritorious Acts:**
    - b) Don Wetteland, Keith Dixon, Jeff Williams, Tyler Wawrzynski and Will Mathison
  5. The Committee will be having a meeting to review the four submissions previously received. One representative from each Chapter needs to attend.
- Q. [Statistics](#) - Mr. Burton
  1. Mr. Burton thanked all of the folks that entered their statistics from last year!
  2. As a reminder, it is a requirement of your certification to submit annual statistics. It reflects poorly on all of us as a profession when we have so many agencies missing and not being accounted for. This includes LA County Beaches which is probably the largest department in the country. Please help and reach out to anyone that can rectify the missing information if you can.



3. If you are having any issues with submitting your data, please reach out to Watchtower directly.
4. A list of compliant agencies is included with Mr. Burton's [report](#).

R. [Training](#) - Nicolas Giugni

1. Mr. Guigni gave a very detailed report which covered the following topics:
  - c) Summary of April Meeting Goals
  - d) Key Updates and Discussions
  - e) John Chetwynd's Partnership Outreach
  - f) Lieutenant Standenbaur's Proposal
  - g) Discussion with Mike Beuerlein
  - h) Brennan Howard's Action Plan
  - i) Upcoming Training Events
  - j) Past Training Highlights
  - k) Long-Term Vision
  - l) Next Steps
  - m) Conclusions

S. [Ways & Means](#) - Mr. Sholl

1. Mr. Sholl encouraged members to review the Treasurer's Report.
2. Mr. Sholl will chair the Ways & Means Committee tomorrow at 8:30 AM.

T. [Website](#) - Mr. Himes

1. The Website Committee had a good size meeting that discussed the past proposal of having a webmaster and a revamp of the website from an outside firm.
2. A Webmaster Firm would be able to do all the updates via email similar to how we have it set up now, but they would be able to do it much faster and keep up with other updates that the webpage might need. A revamp would clean up the current layout design to be more user friendly. – Quote Attached to Report.
3. Revamp is \$1500 one-time fee, and the Webmaster would be a monthly fee of \$350.
4. Discussion was made to move forward with the revamp and to get another quote for the webmaster to only apply for a few months a year June – September to oversee the updates when the website committee chairs are too busy with summer lifeguard full-time jobs.
5. Tabletop Rip-Current display QR code Issue of not linking to CSLSA.org was discussed after lots of back-and-forth emails over the summer. We tried to find the host of the old link URL, but this would require payment to host another website URL. After a discussion we all agreed to move on with not fixing the old QR Code and just applying stickers with Public Ed.
6. The Fundraising Committee joined the meeting looking to add a link to allow public donations to CSLSA directly. This is a great idea, and the Website will use our current electronic money collection service with Zelle.
7. The Training Committee is also looking to add more information on the training page that would be shared with agencies looking for content to better help agency training programs.
8. Skip Prosser will continue to assist and advise with the website but will be taking a step back and removing his title as the Co-Chair of the Website Committee.
9. The Website Committee will send out an email to all Committee Chairs of the list of emails from the sign-ups for each committee from the 2024 Fall BOD Meeting.

V. **Awards and Presentations**

1. Awards will be presented as described in the [Special Awards & Presentations Report](#).

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

(Meeting recessed at approximately 12:00 PM and reconvened on Friday, April 12, 2024)

**Friday October 6, 2023** (Meeting called to order at 10:10 AM)

VII. **Committee Reports from Workshops**

- A. [Bylaws/Policies & Procedures](#) Mr. Moore and Mr. Richardson

1. The Bylaws/Policies & Procedures Committee requested the CSLSA Board of Directors to take the Spring 2024 CSLSA BOD Policy proposal (Version 2) II-M Dues Distribution OFF the table and requested a unanimous vote to adopt.
2. Moved and seconded to take Policy II-M OFF the table and put it up for a vote.
3. The committee met and decided to detail a new policy regarding the selection process for those (non-competitors) wishing to be in the exchange program.

Number: II-P

Adopted: October 11, 2024

Authority: Board Resolution

SUBJECT: SELECTION PROCESS FOR REGIONAL, NATIONAL, AND INTERNATIONAL EXCHANGES

PURPOSE: To define the process of selecting CSLSA Members who represent the CSLSA for the purpose of sanctioned exchanges. Representatives who are selected to represent the CSLSA on a sanctioned exchange will be known as an "Exchange Delegate."

The full draft is included with the report.

- B. [Certification](#) (No Report) - Mr. Lombardi (Absent)
- C. [Exchanges](#) (No Report) - Mr. Graham & Ms. Kelly
- D. [Fundraising](#) (No Report) - Ms. White & Mr. Kine
- E. [Grants](#) - Ms. Bryant
  1. Ms. Bryant stated that the committee reviewed the Guidance Document.
  2. There are two major themes:
    - a) The first is establishing resources that will facilitate successful grant applications for professional lifeguards and their agencies.
    - b) The second is identifying and applying for grants on behalf of CSLSA to progress the mission.
    - c) The committee spent a good deal of time discussing resources and the two templates that were presented.
  3. Looking for volunteers to eventually create a monthly message of grant opportunities including deadlines for applications that are currently open.
- F. [Junior Lifeguards](#) (Verbal Report) - Mr. Graham & Mr. Egan
  4. Mr. Graham gave credit and commended Chris Egan's efforts in the success of all the JG events this summer.
  5. The Committee awarded six "Junior Lifeguard of the Year" scholarship payouts which will be a savings for our line-item.
  6. Regarding Regionals, there were no safety issues, but lapses occurred in the scoring and registration.
  7. There was discussion of expanding the Regionals to two days but does not seem to be practical due to a lack of volunteers.
  8. Due to all the other youth events going on, it was suggested that the JG Regionals be moved to July 15th possibly in Santa Barbara. This matter is still under discussion.
  9. The committee also discussed the difficulty of moving regular Junior Lifeguard members to Junior Lifeguard Gold members.
- G. [Legislation](#) (No Report) - Mr. Sandler (Absent)
- H. [Lifesaving Sport & Fitness](#) (verbal report) Mr. Butki
  1. Still looking for a host for the 2025 Regionals. Point Hueneme is a possibility.
  2. The Regionals at Dockweiler were very successful.
  3. The Nationals held on South Padre Island were also very successful.
  4. Mr. Butki outlined several issues and proposed rule changes that will be proposed at the national meeting in Oahu.
  5. Discussed the 2025 Nationals proposed for Huntington State Beach to be hosted by the HSBJLA.
  6. Team Manager positions are available for those who are interested.
  7. Mr. Butki also elaborated on the 2025 Super Surf, Weiland Shield, Surf Rescue Championships, and the SoCal Paddledown

8. A suggestion was made to arrange the paddle down with a concurrent paddle up.
- I. [Membership](#) (verbal report) - Mrs. Graham
1. Ms. Graham stated that the Membership Committee had a productive meeting.
  2. USLA gift bag items were discussed, such as dry bags and other items.
  3. The proposed system of alternating big items with smaller items every other year was discussed. The smaller items would be included with the yellow envelope every other year. The larger items would have to be delivered separately .
  4. A new Liaison Subcommittee has been created to coordinate and update contact information from all of the CSLSA agencies.
- J. [Newsletter \(No Report\)](#) - Mr. Hughes
- K. [Professional Standards](#) - Mr. Carey
1. Mr. Carey encouraged anyone that wants to be involved to join the working group link on the website.
  2. Mr. Carey was glad to see the lifeguards from Isla Vista represented.
  3. The San Diego State University study on aquatic biohazards was discussed.
  4. Other studies have come from UC Irvine and UC Riverside as well as Stockholm.
  5. Examined the language of the standards, ensuring that they are broad enough to go beyond just sewage, and specify activities.
  6. A collection point for exposure reports is being created, perhaps with the help of Watch Tower.
  7. A zoom meeting will be conducted after the USLA meeting in Oahu.
- L. [PIO](#) - Mr. Beuerlein for Mr. Sandler
1. Mr. Beuerlein reminded all officers and committee chairs to submit their reports to the Secretary.
  2. Mr. Beuerlein read portions of today’s Orange County Register article by Laylan Conolly, which included a tribute to Mr. Bill Richardson’s 60 years of contributions to CSLSA.
- M. [Public Education](#) - Ms. Swank
1. Ms. Swank stated that she had a very productive meeting.
  2. Ideas included interactive videos, “Virtual field trips” for agencies, creating a CSLSA app.
  3. Create outline/templates for public education events, info, tips, ideas, etc. There will be a Google Drive link so others can contribute.
  4. Utilize the LACo Lakes program to create a course in boating safety with the hope of getting a CA Boating Safety Card at the end.
  5. There was a question about SALT presentations/videos and if they can be used for educational or promotional opportunities by other agencies.
  6. It appears that a check from JWCF for \$5,000 will come as early as today.
  7. A motion was passed to move \$1,500 from the 2024 Public Education Budget to the Website Committee for revamping the website.
  8. A Motion was passed to utilize the remainder (\$2,900) of the Public Education 2024 budget to purchase retractable banners in a variety of sizes to be distributed to CSLSA agencies.
  9. Mr. Beuerlein clarified that the remaining amount in the committee’s budget is \$2900.00, \$7900.00 when the next JWCF check arrives.
- N. [Public Relations](#) (No Report) - Ms. Kemp
- O. [Social Media](#) ( No Report) - Mr. Mullen
- P. [Special Awards & Presentations](#) - Mr. Richardson
1. The following were submitted for review at this meeting and approved by the Committee in the categories listed below:
    - d) **Cal State Lifeguard/Peace Officer Justin Quiggle** - Heroic Act Award
    - e) **Cal State Lifeguard/Peace Officer Cameron Farris** - Meritorious Act Award
    - f) **Long Beach Marine Safety personnel Chris Gonzales, James Reinheimer, Kevin Bradley, Shawn Farnell and Will Mathison**- Heroic Act Award

- g) **Long Beach Marine Safety Officer's Chris Gonzales, Tristan Balsillie, Chris Gonzales, and Chase McColl** - Heroic Act Award
  - h) **Long Beach Rescue Boat Captains Don Wetteland, Jeff Williams and Tyler Wawrzynski, Fire Captain/Paramedic Keith Dixon and Marine Safety Officer Will Mathison** - Meritorious Act Award
  - i) **Santa Cruz Fire Captain Dave Bodine and Probationary Firefighter Nathan Rodger**- Meritorious Act Award
2. Mr. Richardson is stepping down as SAP Chairperson after presenting twenty-two valor awards, 40 heroic acts awards, and 40 Meritorious Act Awards. He received a standing ovation.
- Q. Statistics (No Report) - Mr. Burton
- 1. Mr. Burton reminded everyone that if their agency is not on the list, he provided yesterday to get your statistics in ASAP.
- R. Training - Nicolas Giugni
- 1. Mr. Giugni thanked those who participated in the meeting.
  - 2. Mr. Giugni conducted self-defense training prior to today's meeting.
  - 3. Google Drive will be utilized to share CSLSA Training Committee information.
  - 4. Points of contact need to be updated.
  - 5. A Training Calendar is being developed.
  - 6. Mr. Beuerlein suggested incorporating more training exercises in conjunction with future CSLSA meetings.
- S. Ways & Means - Mr. Sholl
- 1. Established the new budget for 2025.
  - 2. Cleared up some issues with the JWCF funds.
  - 3. Created a line item for the Fundraising Committee
  - 4. Please stay involved.
  - 5. A question was asked about receiving funding from an agency and paying the agency back. Mr. Sholl said he's ok with it as long as it all balances out ...money in, money out.
  - 6. Mr. Beuerlein openly commended Mr. Sholl for his efforts as Treasurer.
- T. Website (verbal report) - Mr. Prosser & Mr. Himes
- 7. Mr. Himes spoke positively about the input and conjoining of efforts between committees.
  - 8. The committee discussed the requisition of a webmaster and a revamp of the website.
  - 9. It was decided that a 600.00 fee to revamp the website would be approved.
  - 10. A decision on the \$350.00/month fee for a webmaster was a small step at this time. However, a webmaster would be beneficial during the heavy months (i.e., June-Sept.).
  - 11. Stickers will be ordered to replace the QR codes on the tabletop placards.
  - 12. A good suggestion came up to create a CSLSA donation link on the website using Zelle.
  - 13. Mr. Prosser will be stepping down as Co-Chairman of the Website Committee and Mr. Himes will continue as the Chairperson.

## VIII. **Old Business**

- A. Committee Guidance Document
  - 1. Mr. Hughes gave a brief history and purpose of the Committee Guidance Document.
  - 2. He has been corresponding with most of the committee chairs and has been updating guidance documents to provide both feedback and guidance.
  - 3. Mr. Hughes asked for support from the committee chairs to promote the magazine. In the past there has not been an email blast or social media blast.
  - 4. Mr. Beuerlein described that the Committee Guidance Document is a "Living Document" in that one can add to it and take from it from year to year; and hopefully they improve over time.
- B. California Marine Safety Chiefs Association Update
  - 1. (No new information)
- C. Membership Drive

1. Ms. Graham stated that the season is winding down and looking forward to increased membership next year.
  2. Mr. Avila inquired about the issue of moving from JG Regular membership to Gold membership, and Ms. Graham said that it was a database issue and will be handled as a sidebar at the meeting in Oahu.
- D. 2025 CSLSA Regional Championships
1. Mr. Avila stated that we do not have a host for the 2025 CSLSA Regional Championships at this time and asked for agencies to step up.
  2. Mr. Beuerlein asked about Huntington City and Mr. Butki stated that they have officially declined for 2025 but are open to hosting later down the road.
  3. Mr. Butki stated that LA County “might be” interested in hosting again this year but would prefer some other agency to oversee the event.
  4. Mr. Avila stated that, once again, we are short of volunteers for Regionals and any help would be appreciated.
- E. 2025 USLA National Championships
1. Mr. Avila stated that a proposal from the HSBJLA has been sent to Mr. Zebrowski asking him to host the event.
- F. Website Updates
1. (No new discussion)
- G. **Bylaws - Voting Rights**
1. Mr. Moore read into the record the language of the bylaw-change to II-M Dues Distribution
  2. Original *Language*:  
*Dues Distribution*
    - A. *Lifeguard Membership Dues*
      1. 50% to USLA
      2. 50% to CSLSA
    - B. *Junior Lifeguard Membership Dues*
      1. 80% to USLA
      2. 20% to CSLSA
  3. *New Language*:  
*Dues Distribution*
    - A. *Lifeguard Membership Dues*  
*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split.*
      1. 50% to USLA *after fulfillment deduction*
      2. 50% to CSLSA *after fulfillment deduction*
    - B. *Junior Lifeguard Membership Dues*  
*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split.*
      1. 80% to USLA     *50% to USLA after fulfillment deduction*
      2. 20% to CSLSA     *50% to CSLSA after fulfillment deduction*
- MOTION by Mr. Beuerlein to accept this bylaw change.  
Second: Mr. Richardson  
MPU
- H. UCSD Study
1. Mr. Carey reported that they have received over two hundred responses this year and want to keep the collection going.
  2. Mr. Carey encouraged everyone to follow the QR code link if they want to get involved.
  3. There are plans to have a presentation available at the San Diego Lifeguard Educational Conference next year.
- I. World’s Safest Lifeguard Competition
1. (No new discussion)
- J. Open Water Lifeguard Operations not certified by USLA.

1. Mr. Beuerlein stated that USLA is trying to reach out to non USLA agencies to broaden our outreach and increase our overall influence.
2. Mr. Beuerlein has polled the Executive board already.
3. Several hands went up with agencies' names and members were encouraged to follow up with Mr. Beuerlein.

## IX. **New Business**

### A. John Wayne Cancer Foundation

1. Mr. Beuerlein stated the JWCF and CSLSA are at a crossroads. In the past, there was no contract because there was not a need for a contract. Now we need a contract in anticipation of their \$5000.00 donation for 2024. We would like a check for 2025, and it is apparent this is a good time to define our relationship.
2. For their \$5000.00, JWCF has received exposure through the Block the Blaze program which was done in conjunction with CSLSA. This arrangement included presentations for our junior guard agencies and acting as an unofficial partner the SoCal Paddledown. Mr. Beuerlein suggested that we continue this practice and ask for more money to give them an opportunity to be an official partner with additional CSLSA programs.
3. Mrs. Bryant suggested that we have a 3-year agreement or similar, so we can plan ahead while budgeting.

### B. **Motion** to forward the approved CSLSA Special Award recipients on to the USLA Heroic Acts Committee for approval.

MOTION by Mr. Howard

Second: Mr. Silvestri

MPU

### C. Creation of a Liaison Sub Committee

1. Ms. Graham asked if a motion by the Board of Directors was necessary to create a Liaison subcommittee under the Membership committee. Mr. Beuerlein believed that a vote of the board wasn't necessary as long as it was in the Membership Committee Report and the President it was in agreement. Mr. Avila confirmed in the affirmative.

### D. Selection process for exchange programs

1. Mr. Moore stated that he and the President, Vice-President, and Past President/Advisor spent long hours hammering out a policy on how participants in the Exchange program(s) are selected. We are all in agreement with the proposed policy. We would like to have it posted so we can add it to the current policy/procedures. [View policy here.](#)

MOTION: by Mr. Moore to accept this Policy & Procedure change.

Second: Mr. Gray

MPU

### E. United States House of Representatives Concurrent Resolution 41

1. Mr. Beuerlein stated that the QR code for supporting HR 41 is now on the CSLSA website. All members can send a letter to their representative in 3 minutes. Mr. Carey is also sending the QR to all the San Diego County agencies for their websites.
2. Mr. Ryan Gates is looking for anyone that has a good relationship with a legislator in California. Several members offered names and past contacts and were encouraged to forward that information onto Mr. Gates.

## X. **Future Meetings**

1. Crystal Cove may not be available on April 10<sup>th</sup> and 11<sup>th</sup> due to Spring Break activities,
2. Mr. Moore pointed out the April 10-11, 2025, as less than two weeks before the USLA meeting which is on April 15-17, 2025.
3. Mr. Beuerlein suggested April 3-4, 2025, as Easter is on the 20<sup>th</sup>.

MOTION: by Mr. Beuerlein to move the Spring 2025 meeting from April 10-11, 2025, to April 3-4, 2025

Second: Mr. Richardson

MPU

- A. Spring 2025 CSLSA Meetings and Dates
  - 1. Location: Laguna/Crystal Cove (tentative)
  - 2. Dates: April 3-4, 2025
- B. Fall 2025 CSLSA Meetings and Dates
  - 3. Location:(TBD)
  - 4. Dates: Oct. 9-10, 2025
- C. Fall 2024 USLA Meetings and Dates
  - 5. Location: Oahu, Hawaii
  - 6. Dates: November 7-9, 2024
- D. Spring 2025 USLA Meetings and Dates
  - 7. Location: Newport, Rhode Island
  - 8. Dates: April 15-17, 2025

XI. **Privilege of the Chair** Mr. Avila

- 1. Mr. Avila noted that for the first time the “USLA Lifeguard of the Year Award” co-sponsored by the Ben Carlson Foundation will be presented at the USLA meeting in Oahu. Rob Williams will also be receiving the USLA Life Membership award at the meeting.
- 2. Mr. Avila expressed his gratitude to all the many people who contributed to the success of the meeting. In particular, he thanked the San Clemente Lifeguards, the City of San Clemente, especially those among the ranks who assisted. Mr. Avila expressed his appreciation for all members getting along and being supportive. Mr. Avila said Mr. Bill Richardson will be missed.

XII. **Adjournment:** Meeting adjourned at 11:28 AM

- 1. By Mr. Avila



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Gustavo S. Avila, Esq.  
**DATE:** October 10, 2024  
**SUBJECT:** President's Report

- Since our previous meeting, the following has taken place: I attended the Association Executive Committee Meetings as needed.
- I tracked and followed the CSLSA athletes that have trained and competed in Australia this winter.
- I helped with organization of the USA National Teams' trip to Australia for the Lifesaving World Championships 2024. I was the Manager of the Youth National Team. I made a number of Appeals to decisions of Officials during the competition. I also was responsible for arrangements for Team and Supporters' dinners.
- Thank you to Ryan Gates, as he stepped up into the position as the Teams Coordinator. Thanks also to Casey Graham who was the Youth Team Coach. Thanks to all of the Open Team coaches and supporting staff for helping out with the Youth Team when asked.
- I have obtained information from the USLA regarding a proposed Host Agreement for 2025 Lifeguard Nationals. We have almost completed the Draft to present to the USLA, following approval from the HSBJLA President and the California State Park Superintendent. I met with Tanya Woods, and she is helping me in the process.
- I have spoken to Lauren Fraga from the John Wayne Cancer Foundation, she is present today to present us with a check for their continued support of the CSLSA. I led a discussion by our Region related to the approval of the Empower media agreement. We were the only Region that voted "NO", with 2 people that failed to vote.
- I have reviewed emails from the USLA, and commented as needed.
- I continue to follow the water pollution issue in South San Diego County.
- I volunteered for both days of our Regional Championship, at Dockweiler Beach.
- SAFESPORT USA- I have been working with Kay Smiley to prepare a plan for implementing SAFESPORT into the USLA structure. I also recommended that we identify a third party to receive the complaints on behalf of the USLA, and that the party should be made up of some individuals that are not USLA members.
- I have reviewed and responded to a number of emails regarding the proposed By-law change that was proposed during New Business at the Coronado meeting. Further discussion to take place this meeting.
- I have reviewed the proposed Agenda for the Board of Directors meeting in San Clemente..
- I have registered for the USLA Fall meeting.
- Our newest grandson, Jack Scales was born September 10, 2024. Mother and grandson are home, and doing great.





# *California Surf Lifesaving Association*

## **Southwest Region - United States Lifesaving Association**

PO Box 366 - Huntington Beach, California 92648

**TO:** CSLSA Board of Directors  
**FROM:** Casey Graham  
**DATE:** October 10, 2024  
**SUBJECT:** Vice President Report and Junior Lifeguard Committee Report

Since the last meeting of the board of directors in my role as the VP and as co-chair of the Junior Guard and Exchange Committees, I have worked on the following on behalf of the association.

### **Regionals**

I was able to assist with the leadership aspects of both the Friday and the Saturday events, which were a success by many measures.

### **Maroochydore Visitors**

I was able to facilitate a portion of the tour in Santa Barbara County

### **Youth National team**

I served as the head coach for the Youth National Team at the LWC 2024 event. I was happy to serve alongside fellow CSLSA volunteers and board members Gus Avila, Youth National Team Manager, Ryan Gates, National Teams Coordinator, and Merrill Riley, Senior National Team Assistant Coach. There were only two CSLSA members on the youth team. Both were former junior lifeguards of mine. Roman Higgins of Santa Barbara City and Ventura State, and Luc Doering of Santa Barbara City.

### **Discussion about the expansion of the regional championships**

Discussed the possibility of an expanded event with stakeholders.

### **Grants**

We awarded one grant (LA City) and denied the only other applicant for not meeting the criteria.

### **JGOTY**

Reviewed the Junior Lifeguard of the Year submissions to date.

### **Agenda for committee**

- Regionals
- JGOTY
- JWCF



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Jim Hughes  
**DATE:** October 11, 2024  
**SUBJECT:** Secretary's Report

I continue to prepare minutes and set agendas for the Executive Board and Board of Directors meetings.

I assisted with and awards distribution at the CSLSA Regional Championships at Dockweiler Beach in July.

I have been corresponding with several committee chairs regarding the Committee Guidance Document. I sent the Grants template to Nikki Bryant on Aug 2. On August 28, I sent more templates out to Byron Kine, Brandi White (Fundraising), Charlotte Graham (Membership), and Skip Prosser (Website). Skip sent submitted his in right away!

I submitted a draft agenda for the Fall 2024 BOD meeting in San Clemente to Mr. Avila and Mr. Beuerlein on September 10th.

I attended a USLA 60th Planning Meeting via zoom on September 30<sup>th</sup>. We discussed the commemorative coin, schedule of activities, the Founding Members video and other items pertaining to the 2024 USLA Fall Board of Directors Meeting in Honolulu, in November.

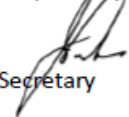
### **CalSurf Newsletter**

The Spring 2024 edition will include the following:

- Cover photo: "Staying Focused" (photos by Joel Gitelson)
- Story: Meritorious Award for Merrick Vellmure and Jude Young (Bill Richardson)
- Story: Heroic Act Award for Shayla Bauer and Jeffrey Weber (Bill Richardson)
- Story: Life Member Award for Michael Bartlett and Rob Williams (Bill Richardson)
- Article: Lifeguards First (Adam Sandler)
- Article: Nationals and Regionals (Adam Sandler)
- Article: Taplin Medley Relay (Adam Sandler)
- Agency Bio: San Clemente Agency Bio (Sean Staudenbaur)

A special thanks goes out to the contributors!

Respectfully submitted,



Secretary



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Joseph A. Sholl  
**DATE:** 10/10/2024  
**SUBJECT:** Treasurer's Report

Since the last BOD Meeting, I have completed the following tasks:

- Act on behalf of the CSLSA on financial matters.
  - Provide bookkeeping services for the CSLSA.
    - Receive payments, reimbursements to members, submit payments for services...
- Volunteered at the CSLSA Lifeguard and JG Championships
- Participated as a competitor in the CSLSA Lifeguard Championships
- Hosted a KaMana Community workshop for female athletes in Santa Barbara
- Hosted a JG Competition in Santa Barbara for over 1,000 JGs
- Observed the inaugural Santa Cruz City's Collin's Race event
- Participated in local and international bodysurfing events

Respectfully  
Joseph A. Sholl  
CSLSA Treasurer

| 2024 YTD Budget Report                          |  |                     |                      |
|---|--|---------------------|----------------------|
| Date  | Bank Account   | Amount              |                      |
| 10/10/2024                                      | Bank of America - Checking                                   | \$ 84,724.64        |                      |
|   | Bank of America - Savings                                    | \$ 15,445.23        |                      |
| Income/Revenue                                  | 2024 Adopted Budget  | 2024 Actuals        | 2024 Over/Unders     |
| Events  | \$ 0.00  | \$ 0.00             | \$ -                 |
| Donation Received                               | \$ 0.00  | \$ 0.00             | \$ -                 |
|   | John Wayne Foundation  |                     |                      |
| Lifesaving Sport Registration                   | \$ 23,000.00   | \$ 2,406.64         | -\$20,593.36         |
| Regional Registration Fees (online)<br>\$23,974 | Professional   | \$ 8,308.00         |                      |
|   | Junior   | \$ 15,666.00        |                      |
|   | JG Rst. Account  | -\$ 15,666.00       |                      |
|   | Lifesaving Sport Rst. Acct.                                  | -\$ 5,971.36        |                      |
|   | Regionals Reg. Fee - CASH                                    | \$ 70.00            |                      |
|   | Misc.  |                     |                      |
| Member Dues                                     | \$ 33,000.00   | \$ 19,130.00        | -\$13,870.00         |
|   | 1-11-24--2023 Dues   | \$ 1,665.00         |                      |
|   | 1-11-24--2023 Dues   | \$ 515.00           |                      |
|   | 2023 Dues  | \$ 600.00           |                      |
|   | 1Q-2024 Dues   | \$ 415.00           |                      |
|   | 2Q-2024 Dues   | \$ 770.00           |                      |
|   | 2Q-2024 Dues   | \$ 5,302.00         |                      |
|   | 3Q-2024 Dues-9-1-24  | \$ 3,447.00         |                      |
|   | 3Q-2024 Dues-July  | \$ 6,416.00         |                      |
| Officer Travel Inflows                          | \$ 0.00  | \$ 939.93           | \$ 939.93            |
|   | Returned Funds from USLA Fall Meeting Travel & Meeting (S.C) | \$ 939.93           |                      |
| Events Banquet                                  | \$ 0.00  | \$ 0.00             |                      |
| Sponsorship                                     | \$ 0.00  | \$ 0.00             |                      |
| <b>Total Income</b>                             | <b>\$ 56,000.00</b>  | <b>\$ 22,476.57</b> | <b>-\$ 33,523.43</b> |
| Expenditures/Costs                              | 2024 Adopted Budget  | 2024 Actuals        | 2024 Over/Unders     |
| Donation Given                                  | \$ 0.00  |                     |                      |
| Executive Board                                 | \$ 2,900.00  | \$ 0.00             | \$ 2,900.00          |
| Insurance                                       | \$ 5,000.00  | -\$ 5,050.00        | \$ (50.00)           |
|   | Philadelphia   | -\$ 2,574.00        |                      |
|   | Travelers  | -\$ 2,476.00        |                      |
| Magazine  | \$ 800.00  | -\$ 822.05          | \$ (22.05)           |
|   | Spring Newsletter Publishing                                 | -\$ 403.56          |                      |
|   | Fall Newsletter Publishing                                   | -\$ 418.49          |                      |
| Membership Committee                            | \$ 6,000.00  | -\$ 4,736.27        | \$ 1,263.73          |
|   | 2024 Kit Costs   | -\$ 4,736.27        |                      |
| Office Supplies                                 | \$ 500.00  | -\$ 280.00          | \$ 220.00            |
|   | General Office Supplies                                      |                     |                      |
|   | PO Box Rental  |                     |                      |
|   | Quickbooks - Jan/Sep   | -\$ 280.00          |                      |
|   | Postage for M.B.   |                     |                      |
| Professional Fees                               | \$ 900.00  | -\$ 800.00          | \$ 100.00            |
|   | Franchise Tax Board Fee                                      |                     |                      |
|   | Taxes  | -\$ 800.00          |                      |
| Special Awards & Presentations                  | \$ 500.00  | \$ 0.00             | \$ 500.00            |

|   |   |  |                         |
|---|---|--|-------------------------|
| Travel & Meetings                       | \$ 14,500.00                              | -\$ 3,651.89                                   | \$ 10,848.11            |
|   |   | Spring USLA Meeting -\$ 3,401.89               |                         |
|   |   | Fall USLA Meeting -\$ 250.00                   |                         |
| Exchange Committee                      | \$ 1,300.00                               | -\$ 300.00                                     | \$ 1,000.00             |
|   |   | NZ Exchange presentation Stipen -\$ 300.00     |                         |
| Website                                 | \$ 1,000.00                               | -\$ 644.40                                     | \$ 355.60               |
|   |   | Gate.com -\$ 239.40                            |                         |
|   |   | Studio 11 Productions -\$ 405.00               |                         |
| Social Media                            | \$ 200.00                                 |  | \$ -                    |
| Public Education                        | \$ 5,000.00                               | -\$600.00                                      | \$ 4,400.00             |
|   |   | 2024 Surfer Girl Series Videography -\$ 600.00 |                         |
| Public Relations                        | \$ 0.00                                   |  | \$ -                    |
| Reconcilile Discrepancies               | \$ 0.00                                   |  | \$ -                    |
| <b>Total Expenditure Accounts</b>       | <b>\$ 38,600.00</b>                       | <b>-\$ 15,984.61</b>                           |                         |
| <b>Restricted Accounts</b>              |   |  |                         |
|   | <b>2024 Adopted Budget</b>                | <b>2024 Actuals</b>                            | <b>2024 Over/Unders</b> |
|   | <b>Expenditures</b>                       |  |                         |
| Junior Lifeguards 2024 starting balance | \$ 9,360.94                               | \$ 8,516.21                                    | \$ 17,877.15            |
|   | 2023 JG of the Year                       | -\$ 1,700.00                                   |                         |
|   | 2024 JG Awards - Regionals                | -\$ 5,349.79                                   |                         |
|   | 2023 JG of the Year - returns             | \$ 1,100.00                                    |                         |
|   | 2024 Regional Registration - Online       | \$ 15,666.00                                   |                         |
|   | 2023 JG of the Year - reissue             | -\$ 200.00                                     |                         |
|   | JG Grant - LA City                        | -\$ 1,000.00                                   |                         |
|   | Not Paid - 2024 Host Payout for Regionals | -\$ 3,916.50                                   |                         |
| Lifesaving Sport 2024 starting balance  | \$ 9,313.79                               | \$ 184.14                                      | \$ 9,497.93             |
|   | Computers for Competition results         | -\$ 515.98                                     |                         |
|   | 2024 Adult Awards - Regionals             | -\$ 1,371.24                                   |                         |
|   | 2024 Regional Registration - Online       | \$ 5,971.36                                    |                         |
|   | 2024 Videography for Regionals            | -\$ 300.00                                     |                         |
|   | Weiland Shield Athlete Stipen             | -\$ 3,600.00                                   |                         |
|   | Not Paid - 2024 Host Payout for Regionals | -\$ 2,077.00                                   |                         |
| <b>Total Restricted Accounts</b>        |   |  | <b>\$ 27,375.08</b>     |



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Michael A. Beuerlein  
**DATE:** October 10, 2024  
**SUBJECT:** Past President/Advisor Report

### **San Clemente**

Thank you to the San Clemente Marine Safety for hosting the CSLSA Board of Directors Meeting this Fall.

### **USLA**

- At the last USLA Meeting in Pittsburgh, I arranged and participated in a meeting with Hawaiian Lifeguard Association Executive Director Kirstin Hermstead, USLA President Davis, USLA Executive Director Smiley, USLA Treasurer McCormick and Pacific Islands President Vierra. The purpose of the meeting was to see if HLA Executive Director Hermstead could help USLA in garnering grants and to explore funding an additional staff member position to assist USLA Executive Director Smiley. The discussion was preliminary and will continue in the future.
- In Pittsburgh, USLA Executive Delegate Michael Bradley was successful in getting the USLA Policy & Procedure III-B changed to allow more flexibility in scheduling dates for USLA Board of Director Meetings.
- In Pittsburgh, the USLA Dues Distribution Policy IV-B.C was changed to the language requested by the CSLSA Bylaw Committee and the CSLSA Board of Directors.
- In Pittsburgh, I participated in the Executive Committee, Conference Planning Committee, Certification Committee, Public Education Committee, Bylaw Committee, Heroic Acts Committee and the Fundraising Project Group.
- As USLA Advisor, I have been working with USLA Legal Advisor Chip More on how to best garner support for United States House of Representatives Concurrent Resolution 41 to have Open Water Lifeguards recognized as First Responders in federal legislation. I set letters to US Senator Alex Padilla, US Senator Laphonza Butler and US House Representative Katie Porter in support of US House Concurrent Resolution 41. All USLA Members are strongly encouraged to use the USLA template to send letters to their local US Senators and US House Representatives. If you have not done so, please see me and I will give you the link.
- I have been tasked by the USLA Certification Committee to identify Lifeguard Agencies in the Southwest Region that are not USLA certified. Please let me know if you are aware of any agencies in our region that are not USLA certified.
- At USLA Meetings, I represent CSLSA to the USLA Heroic Acts Committee and participated in the voting for the 1<sup>st</sup> USLA Ben Carlson Lifeguard of the Year to be awarded at the next USLA Meeting in Hawaii.
- I continue to forward mail from the Huntington Beach Post Office Box each month to CSLSA and USLA.
- As the USLA Advisor, I have been consulting with the USLA President, providing the USLA President with advice, helping the USLA President with special assignments, reviewing the work of the USLA Executive Director, and coordinating USLA Committees and Meetings.

**CSLSA Committee Chairs**

Thank you to Brandi White and Byron Kine for stepping up to Co-Chair the CSLSA Fundraising Committee. Likewise, thank you to Casey Graham and Vianne Kelly for stepping up to Co-Chair the CSLSA Exchange Committee. Now that all our Committee Chair positions are filled, I have been assisting almost all our committees with various projects.

**CSLSA Agendas & Minutes**

At the CSLSA President's request, I continue to review CSLSA Agendas & Minutes and submit recommendations to the President & Secretary prior to their distribution to the Executive Board and Board of Directors.

**Counsel & Advice**

I continue to provide counsel and advise to the CSLSA President as needed.

1 (No Report)





*California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Skip Prosser  
**DATE:** October 10, 2024  
**SUBJECT:** Second Delegate Report

Thank you, San Clemente, for hosting the 2024 Fall Board of Directors meeting. Thank you to all of the CSLSA members who are able to be in attendance today and I hope all of you had an incredible and safe summer.

Back in April, I Attended the USLA 2024 Spring BOD meeting in Pittsburg, PA and attended our Lifesaving Sport, Junior Guard, Ways & Means, Membership and Public Education meetings. I will be attending the 2024 Fall meeting in Honolulu, Hawai'i.

Please review the Sprint 2024 USLA meeting minutes from April, which can be accessed online at [usla.org](http://usla.org) when logged in:  
 Profile Home → Meetings – Board Of Directors Meetings (left hand column) → Group Pages (at top)

Summer was very eventful, and I offered time, resources and/or scoring expertise to 12 local and national events.

**June**

29th Roger Coulter Intercrew (Long Beach) , 30th Pier 360 (Santa Monica)

**July**

6th South Bay Dozen (Torrance Beach) , 10th Mid Atlantic Regionals (Delaware State Beach) , 17th/18th Southeast Regionals (Navarre Beach) , 26th/27th CSLSA Regionals (Los Angeles) , 31st Long Beach Dutch Miller Intercrew (Long Beach)

**August**

6th-9th USLA Nationals (South Padre Island) , 18th Naples Island Swim (Long Beach) , 25th Catalina Classic (Manhattan Beach)

**September**

20th Super Girl Surf Pro (Oceanside), California Gold (Newport Beach)

**CSLSA website changes:**

Added CSLSA Fall 2024 Meeting information

Added USLA Fall 2024 Meeting Information

Removed 2024 CSLSA Regional Information

Removed 2024 USLA Nationals Information

Provided CSLSA email address for Tania Wood

Uploaded New Zealand Exchange information upon request from Vianne Kelly



# California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

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**TO:** CSLSA Board of Directors  
**FROM:** Sean Carey, Third Executive Delegate  
**DATE:** October 9, 2024  
**SUBJECT:** Third Executive Delegate Report

Since we last met in Capitola, I have...

- Emailed the draft document of standards for Lifeguards exposed to polluted water on the job to a couple of different doctors and received a reply from Dr. Peter Wenicki. He gave some preliminary advice and offered to assist. He also commented that this could develop into a national standard.
- Attended both days of Regionals to assist.
- Distributed information to SD County Lifeguard Associations regarding Fall BoD meeting, UCSD Ocean illness survey (again), and Congressional Resolution 41.
- Locked in my travel reservations for Fall USLA Meeting.
- Worked with Kay Smiley to put together agency spotlight on Coronado for USLA social media.
- Distributed information to Lifeguards regarding Super Girl Female Lifeguard Competition on 9/20/24. Attended with a hybrid team.



# California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

**TO:** CSLSA Board of Directors  
**FROM:** Coral Kemp  
**DATE:** October 7, 2024  
**SUBJECT:** Fourth Delegate Report

## Summary

This summer has been jam packed, which is usual for us Lifeguards. Adding to the mayhem was a fracture in my right foot that left me off work for 3 weeks leading up to the biggest Junior Lifeguard and Lifeguard event of the year: Regionals. This is a huge undertaking for any team, and should not be underestimated the amount of planning that goes into it. I also organized another brand new event called the Super Girl Surf Pro.

## Professional

- I am the Advanced Programs Coordinator for the LA County Junior Lifeguard Program which includes two programs: The Cadet Program and Surf Racing Team
- Organized and coordinated the CSLSA Regional Junior Lifeguard Championships in Dockweiler State Beach
  - Formed teams with over 150 LA County JG competitors.
  - Liaised with parents of participants and outside agencies
  - Assigned Instructors and safety personnel to course management
- Spoke on behalf of the Los Angeles County Fire Department Lifeguard Division at the SoCal Water Safety Summit in "Rapid Presentation" tour de California.

## Association

- LACoSLSA
  - As of October 3, I am a returning Board Member for the Los Angeles County Surf Lifesaving Association (LACoSLSA)
  - I am a liaison for the JG Committee
- CSLSA
  - Public Relations Committee: Working on making our page forward facing and having constant interactions with other agencies. We've had an uptick of engagement on instagram thanks to Isaiah Mullen posting, tagging, and re-posting. The goal is probably to get together with the website committee once more to align our calendars with the events and posting content.

- USLA
  - Currently, I hold the position of Vice Chair for the Lifesaving Sport Committee under Ed Zebrowski III. My focus is on improving language within our policies and procedures. For the Fall BoD Meeting, we will have new language and procedures for the selection of National Teams Management and Coaching Staff for the Youth and Open Teams.
  - This year, the LA County FD will be sponsoring 5 Lifeguard Personnel to attend the USLA Board of Directors Meeting in the Fall:
    - Assistant Lifeguard Chief Adam Uehara
    - Captain Ocean Lifeguard Gevorg Akopyan: Youth Programs Captain
    - Ocean Lifeguard Coral Kemp: Advanced Programs Coordinator, Junior Lifeguards
    - Ocean Lifeguard Kira Makuta: Administrative Coordinator, Junior Lifeguards
    - Ocean Lifeguard Davis Pratt: Administrative Coordinator, Junior Lifeguards
  - I have just reached out to the North Shore Nippers Program to gauge interest in putting together a similar racing clinic to the CSLSA BoD clinics to be held while we are on Oahu in November.
  - SuperGirl Surf Pro: For the first time ever, the USLA, partnered with Jersey Mikes, will host 3 events on September 20 to showcase surf lifesaving as both a career and competitive sport. I am proud to be organizing this partnership, and will be among 3 additional female USLA Professional Lifeguards who will administer 2 training sessions in lifesaving and beach safety. The first group will be for 24 select adolescent and teenage female surfers through the Super Girl Mentorship program. Surfer's Awareness in Lifesaving Techniques, or S.A.L.T. Program will be in the morning and geared toward empowering these intermediate surfers in recognizing a swimmer in distress and using the best tool at their disposal, a surfboard, to assist a swimmer in need. Following S.A.L.T, the second training will be for a group of 30 young women from Cancer for College. These ladies will receive beach safety education and will learn basic life saving techniques. This event will be in the afternoon from roughly 1:00-3:00pm. The last event that I proposed, which I'm very excited about, will be the very first Female Surf Lifesaving Competition hosted by the Super Girl Surf Pro. This event will be held on the North side of the Pier from approximately 4:00pm-6:00pm. I've designed the event to be team oriented, with both individual and relay events, and open to USLA Professional members, Junior Lifeguard members 16+, and Alumni members. The event will last from approximately 4:00-6:00pm with awards to be distributed in closing. Members volunteering for the event who deserve a huge shoutout:
    - Al Pepito & son + friends
    - Jen Noonan
    - Skip & Denise Prosser
    - Cris Dobrosielski
    - Richard Sprout
    - Ryan Gates
    - Charlotte Graham



# California Surf Lifesaving Association

## Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

October 10-11, 2024

### Bylaws/Policies & Procedures

By Robert A. Moore and William J. Richardson, Committee Co-Chairs

Gustavo S. Avila  
President

Casey T. Graham  
Vice President

James A. Hughes  
Secretary

Joseph A. Sholl  
Treasurer

Michael A. Beuerlein  
Past President/Advisor

Jay M. Butki  
First Executive Delegate

Skipper J.C. Prosser  
Second Executive Delegate

Sean J. Carey  
Third Executive Delegate

Coral A. Kemp  
Fourth Executive Delegate

The Bylaws/Policies & Procedures Committee presented and discussed a Policy Proposal (*Version 1*) that was made at the Spring 2024 CSLSA Board of Directors meeting by the CSLSA Treasurer. The proposed Policy change is to II-M Dues Distribution. Upon receipt of this proposal, this CSLSA Bylaws/P&P's Committee Chair investigated with the USLA Junior Lifeguard Committee Chair and the USLA Bylaws/Policy & Procedures Committee Chair to clarify the intent of dues distribution. The Treasurer's proposal conflicted with the USLA P&P's.

Upon receipt of this proposal, this CSLSA Bylaws/P&P's Committee Chair investigated with the USLA Junior Lifeguard Committee Chair and the USLA Bylaws/Policy & Procedures Committee Chair to clarify the intent of dues distribution.

Based on further research, this CSLSA Bylaws/P&P's Committee Chair recommended the following (*Version 2*):

#### Dues Distribution

##### A. Lifeguard Membership Dues

*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split*

1. 50% to USLA *after fulfillment deduction*
2. 50% to CSLSA *after fulfillment deduction*

##### B. Junior Lifeguard Membership Dues

*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split*

1. ~~80%~~ to USLA      *50% to USLA after fulfillment deduction*
2. ~~20%~~ to CSLSA      *50% to CSLSA after fulfillment deduction*

#### Note:

*Percentages are used in this recommendation and not dollar amounts. The USLA makes the dollar amounts and can change at the vote of their Board of Directors. Percentages stay constant for our region.*

Results of the P&P's (*Version 2*) II-M vote:

**Tabled** (to be revisited at the Fall 2024 BOD Mtg, *this meeting*)

This Committee Chair requested that (*Version 2*) II-M be shared at the Spring 2024 USLA BOD Mtg.

It is the understanding of this Committee Chair that the II-M CSLSA Policy proposal was discussed at the Spring 2024 USLA BOD meeting, was not in conflict with the USLA P&P's, and represented the process of distribution of dues for both Lifeguard Dues Distribution and Junior Lifeguard Dues Distribution.

The Bylaws/Policy & Procedures Committee requests the CSLSA Board of Directors take Policy (*Version 2*) II-M policy proposal **OFF** the Table and vote unanimously to adopt.



## California Surf Lifesaving Association

**TO:** CSLSA Board of Directors  
**FROM:** Vincent Lombardi, Certification Committee Chair  
**DATE:** October 10, 2024  
**SUBJECT:** CERTIFICATION COMMITTEE ACTIVITY REPORT

Rick Gould, Sean Carey and I continue to serve as CSLSA's Certification Officers reporting our activity to USLA.

### Certification Results – Fall 2024

| <u>Agency</u>                       | <u>Category</u> | <u>Cert. Officer</u> | <u>Status</u>       |
|-------------------------------------|-----------------|----------------------|---------------------|
| Imperial Beach Lifeguard Service    | Advanced        | USLA                 | Approved 4/06/2024  |
| City of Pismo Beach Fire/Beaches    | LACP            | Gould                | Approved 4/16/2024  |
| City of Santa Barbara Aquatics      | LACP            | Gould                | Approved 10/29/2024 |
| City of Santa Barbara Harbor Patrol | ARRT            | Gould                | Approved 11/01/2024 |

### Extensions Requested/Awaiting Application

### Southwest Region Certification Officers Area Assignments

| <u>Geographical Area</u>         | <u>Certification Officer</u> | <u>E-Mail Address</u>    |
|----------------------------------|------------------------------|--------------------------|
| <b>Area I – San Diego County</b> |                              |                          |
| Camp Pendleton                   | Rick Gould                   | roughwaterswim@gmail.com |
| Camp Surf YMCA                   | Sean Carey                   |                          |
| Coronado                         | Sean Carey                   | scarey@coronado.ca.us    |
| Del Mar                          | Sean Carey                   |                          |
| Encinitas                        | Sean Carey                   |                          |
| Imperial Beach                   | Sean Carey                   |                          |
| Oceanside                        | Sean Carey                   |                          |
| San Diego                        | Sean Carey                   |                          |
| Solana Beach                     | Sean Carey                   |                          |

**Area II – Orange County – South LA County**

|                        |                |                         |
|------------------------|----------------|-------------------------|
| California State Parks | Rick Gould     |                         |
| Huntington Beach       | Vince Lombardi | certification@cslsa.org |
| Laguna Beach           | Vince Lombardi |                         |
| Lake Mission Viejo     | Vince Lombardi |                         |
| Newport Beach          | Vince Lombardi |                         |
| Monarch Bay            | Vince Lombardi |                         |
| OC Lifeguards          | Vince Lombardi |                         |
| San Clemente           | Vince Lombardi |                         |
| Seal Beach             | Vince Lombardi |                         |

**Area III – Los Angeles County north through Santa Barbara County**

|                                  |            |                          |
|----------------------------------|------------|--------------------------|
| LA City                          | Rick Gould | roughwaterswim@gmail.com |
| LA County                        | Rick Gould |                          |
| LA County Lakes                  | Rick Gould |                          |
| Long Beach                       | Rick Gould |                          |
| Oxnard Fire Dept. (AART)         | Rick Gould |                          |
| Port Hueneme                     | Rick Gould |                          |
| Santa Barbara (County)           | Rick Gould |                          |
| Santa Barbara (City)             | Rick Gould |                          |
| Ventura County Harbor Patrol     | Rick Gould |                          |
| Ventura County Fire Dept. (AART) | Rick Gould |                          |
| Ventura City Fire Dept. (AART)   | Rick Gould |                          |

**Area IV**

|   |            |                          |
|---|------------|--------------------------|
| Morro Bay                                   | Rick Gould | roughwaterswim@gmail.com |
| Pismo Beach                                 | Rick Gould |                          |
| Port San Luis Harbor District (Avila Beach) | Rick Gould |                          |
| Santa Cruz                                  | Rick Gould |                          |





## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Brandi White & Byran Kine, Fundraising Committee Chair  
**DATE:**  
**SUBJECT: FUNDRAISING COMMITTEE ACTIVITY REPORT**

Since the last Board of Directors Meeting, we have been exploring different fundraising opportunities such as:

-Providing Lifeguard agencies with affordable Stingray hot water bags with QR codes that direct patrons to the CSLSA website

-Contacting local Hotels/Resorts to see if a certain percentage of guest room bookings can go toward the association

-Adding a "DONATE NOW" option to the current CSLSA website so that people visiting the site have an easy way to support the association

-Hold a towel design contest where the winning design is then sold by the Association (Nomadix)

-CSLSA Online Store

-Contacting local stores to see if they can add an option for customers to donate to CSLSA during checkout



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Nikki Bryant, Grants Committee Chair  
**DATE:** **October 10, 2024**  
**SUBJECT:** **GRANTS COMMITTEE ACTIVITY REPORT**

As a new Grants Committee chair, I have developed a Grants Committee Guidance Document establishing the mission and goals for the committee. There are two major themes of the Guidance Document, the first is establishing resources that will facilitate successful grant application for professional lifeguards and their agencies. The second is identifying and applying for grants on behalf of CSLSA to progress the mission. This document is considered a draft and is open to feedback so that the committee is working for the benefit of the members.

Grants create an opportunity to access funds that will either leverage existing budget or provide for unfunded need. The challenge with applying for a grant is that it requires a particular skill to communicate the need appropriately and meet application criteria. This task can be daunting for an individual that does not normally apply for a grant. Therefore, I developed an application template for equipment and a separate application template for programs. The goal of these templates is to provide additional structure for any lifesaving professional to apply for a grant for the benefit of their association or agency. These documents are considered a draft and are open to feedback.

If there is anyone that is interested in the work of the grants committee or have suggest about other directions to take the committee work, please let me know so that we might convene a committee meeting. I welcome feedback on any of the documents.

### ATTACHMENTS

- 1) Grants Committee Guidance Document: Draft
- 2) Grant Application Program Template: Draft
- 3) Grant Application Equipment Template: Draft

Spring (including the CSLSA BOD meeting) – Completed tasks/project are distributed and committee will meet to review progress on outstanding items. Time should also be spent to prioritize and determine upcoming objectives.

### *Guiding Documents or References*

CSLSA Policies and Procedures, III-B  
CSLSA Bylaws, Article XI -Section 1

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## Grant Application Template for Lifeguard or EMS Program Funding

---

### 1. Introduction

Provide an overview of your lifeguard or emergency medical services (EMS) program, the community you serve, and the primary purpose of the grant application. Describe the specific program or initiative for which funding is requested and how it will improve public safety, emergency response capabilities, and program effectiveness.

- **Organization Name:** [Your Agency/Department Name]
- **Type of Program Requested:** [e.g., Lifeguard Training Program, EMS Community Outreach Program, Lifeguard Drowning Prevention Program, etc.]
- **Total Funding Requested:** [Dollar Amount]
- **Matching Funds (if any):** [Indicate if any]
- **Brief Description of the Program Purpose and Use:** [Describe the program's goal and how it will be implemented, e.g., "The program will focus on drowning prevention through lifeguard training and public education."]
- **Contact Information:**
  - **Name:** [Contact Name]
  - **Title:** [Contact Title]
  - **Phone:** [Phone Number]
  - **Email:** [Email Address]

---

### 2. Program Background and Need

Outline the current need for the program and describe any gaps in services, resources, or training. Provide an overview of challenges or limitations faced by your organization and explain how the proposed program will address these gaps to improve the safety and well-being of the community.

- **Current Program Status (if applicable):** [Briefly describe the current state of your lifeguard or EMS program, e.g., "Our current lifeguard training is limited to basic certifications and lacks advanced rescue training."]
  - **Community/Population Served:** [Provide details about the population served, e.g., "Our community includes 15 miles of coastline and serves approximately 100,000 residents and visitors annually."]
  - **Specific Challenges:** [Detail the key challenges, such as high incident rates, staffing shortages, outdated training, etc., e.g., "We face an increasing number of drownings during peak season due to limited staff and outdated equipment."]
-

### 3. Program Objectives

Clearly define the objectives of the program and explain how the grant will allow you to improve safety, response times, and service delivery.

- **Key Objectives:**
    - Improve lifeguard or EMS training and capabilities.
    - Enhance public education and prevention programs.
    - Reduce injuries, fatalities, and health risks in emergency situations.
    - Comply with updated safety regulations and best practices.
- 

### 4. Scope of Work

Describe the steps that will be taken to implement the program. Include details about specific activities such as curriculum development, public education campaigns, advanced training, or new initiatives. Outline the timeline for the program's implementation and key milestones.

- **Detailed Task Description:**
    - **Program Development:** [Describe the process of developing the program, e.g., "Develop advanced water rescue training curriculum for 30 lifeguards."]
    - **Training of Personnel:** [Explain how your staff or volunteers will receive training, e.g., "Conduct a series of specialized EMS trainings focused on cardiac emergencies."]
    - **Public Outreach or Education:** [Describe any public-facing components of the program, e.g., "Launch a community-wide drowning prevention education campaign."]
    - **Program Implementation:** [Detail how and when the program will be launched, e.g., "Begin new lifeguard training sessions by June."]
    - **Ongoing Support and Improvement:** [Describe plans for ongoing program adjustments and support.]
  - **Timeline:**
    - **Program Development Start Date:** [Date]
    - **Training or Implementation Start Date:** [Date]
    - **Program Launch Date:** [Date]
    - **Full Program Evaluation:** [Date]
- 

### 5. Roles and Responsibilities

Identify the individuals or teams responsible for implementing the program and overseeing key tasks. Include the roles of management, trainers, and staff involved in the program.

| Task                              | Responsible Party |
|-----------------------------------|-------------------|
| Program Development               | [Name/Position]   |
| Training Coordination             | [Name/Position]   |
| Public Outreach                   | [Name/Position]   |
| Program Implementation            | [Name/Position]   |
| Program Evaluation and Adjustment | [Name/Position]   |

## 6. Program Budget

Provide a detailed budget outlining the costs associated with the development, implementation, and maintenance of the program. Include requested grant funds and any matching funds or in-kind contributions, if applicable.

| Category                  | Description                                      | Grant Funds Requested          | Matching Funds (if applicable) | Total Cost          |
|---------------------------|--|--------------------------------|--------------------------------|---------------------|
| Program Development       | [e.g., Curriculum creation, instructor fees]     | [Amount]                       | [Amount, if applicable]        | [Total Amount]      |
| Training Costs            | [e.g., Lifeguard/EMS instructor fees, materials] | [Amount]                       | [Amount, if applicable]        | [Total Amount]      |
| Public Outreach Materials | [e.g., Flyers, media campaign costs]             | [Amount]                       | [Amount, if applicable]        | [Total Amount]      |
| Equipment and Supplies    | [e.g., Lifeguard or EMS training equipment]      | [Amount]                       | [Amount, if applicable]        | [Total Amount]      |
| Administrative Costs      | [Any other admin-related costs]                  | [Amount]                       | [Amount, if applicable]        | [Total Amount]      |
| <b>TOTAL PROGRAM COST</b> |  | <b>[Total Grant Requested]</b> | <b>[Matching Total]</b>        | <b>[Total Cost]</b> |

## 7. Expected Outcomes

Describe the expected outcomes of the program and how they will positively impact public safety and your organization's emergency response capabilities.

- **Improved Lifesaving Skills:** [How the program will enhance the skills of staff, e.g., "Lifeguards will be trained in advanced rescue techniques, increasing their ability to respond effectively in emergencies."]
- **Enhanced Public Safety:** [Describe the impact on public safety, e.g., "The public education component will reduce the number of preventable drowning incidents."]

- **Reduced Emergency Response Times:** [How the program will improve efficiency, e.g., "Training will allow EMS personnel to respond more quickly to cardiac and respiratory emergencies."]
  - **Increased Community Awareness:** [Explain how public education will benefit the community, e.g., "Community members will have greater awareness of water safety and basic first aid."]
  - **Compliance with Safety Standards:** [How the program ensures adherence to industry safety standards.]
- 

## 8. Sustainability and Maintenance Plan

Outline how the program will be maintained long-term, including ongoing training, program evaluations, and any needed updates. Include plans for funding maintenance, training refreshers, and program evaluations.

- **Program Sustainability:** [Detail any plans to secure additional funding or support after the grant period ends, e.g., "Additional funding will be sought from local sponsors and city grants."]
  - **Ongoing Training and Evaluation:** [Describe how the program will be reviewed and updated regularly, e.g., "Annual evaluations of the training program will be conducted, with refresher courses offered to staff."]
  - **Public Engagement and Support:** [Discuss how the program will maintain community interest and engagement, e.g., "Yearly safety workshops will be hosted to keep the public informed and involved."]
- 

## 9. Performance Evaluation and Reporting

Explain how the program's success will be measured and reported. Include specific metrics for tracking progress and outcomes, such as reductions in incident rates, improved response times, or increased public engagement.

- **Metrics for Success:**
    - Number of lifeguard or EMS personnel trained.
    - Reduction in emergency response times.
    - Decrease in the number of preventable incidents (e.g., drownings, cardiac arrests).
    - Increased public awareness and participation in safety programs.
    - Improvement in post-incident outcomes (e.g., survival rates).
- 

## 10. Conclusion

Summarize the importance of the proposed lifeguard or EMS program and reiterate the critical need for funding. Highlight how the program will improve safety, enhance operations, and benefit the community.

---

### **Attachments**

- Program Curriculum or Training Outline
- Program Budget Details
- Letters of Support (if applicable)
- Community Impact Data (if applicable)



JGs (see VP Report)

LEG (No Report)

LS (No Report)

MEM



## California Surf Lifesaving Association

**TO:** CSLSA Board of Directors  
**FROM:** Charlotte Graham, Membership Committee Chair  
**DATE:** October 10, 2024  
**SUBJECT:** MEMBERSHIP COMMITTEE ACTIVITY REPORT

As we come to the end of the 2024 Membership drive, our current adult membership stands at 1330 members. We have 961 Gold Junior Guards and another 406 regular Junior Guards, which is about 400 more JG members than last year. We have received all the membership rosters expected from Lifeguard chapters, but as it's the 60th Anniversary of the USLA, we could get additional Professional membership registrations before we close out the year, so our final count at the Spring meeting will be adjusted as needed. The next challenge for this committee: getting the many *thousands* of Junior Guards in our Region registered as regular JG members! It is a FREE membership and such a great way to introduce the kids and their parents to all that the USLA and the CSLSA do.

The 2024 Membership gift item was our 60th Anniversary towel - always a favorite for the members. I still have some towels to get out to Chapter reps, and I will collect all the extras that are out there, based on the current membership totals for a few groups who had less members than expected. A big "Thank You!" to Mike Silvestri, Samantha Hall, and Sean Carey who picked up and helped to distribute towels to various chapters. At our Committee meeting today we will discuss 2025 Membership kits preferences, as the USLA Membership committee will be selecting an item at their meeting next month.

I spent a large portion of my summer planning, prepping and hosting the CSLSA Regional Championships at Dockweiler Beach with my chapter - made more challenging by the late start we got. Saturday's Lifeguard event registration went very smoothly, as all competitors are now using the USLA database to register either individually or through bulk chapter registration. The Junior Guard event registration was vastly improved over last year, so thanks to all the JG Program coordinators for getting their kids signed up in advance. Still a few more issues to smooth out, especially ensuring that parents select the correct member type and chapter during registration to avoid duplicate accounts. Huge thanks to our Registrar & Recorder: Skip, Denise, & Ruby Prosser; and to all the CSLSA officials volunteering their time to ensure a fantastic event.

As always, members are encouraged to log onto the USLA website to update their user profiles and take advantage of the numerous pro-deals that are available exclusively through the website, including discounts on DaFin swim fins, Hobie sunglasses and other items. The BenefitHub site for USLA members is active and provides great discounts on a variety of products, and the USLA store is now open and adding both new and Legacy items all the time. Due to the diligent efforts of Mike Silvestri, the CSLSA distributed an outstanding list of Pro deals exclusively for our Region's members this year; we will hopefully get many of those pro-deals renewed for 2025 and send them out again next spring.

Respectfully submitted,

*Charlotte Graham*

CSLSA Membership Chair



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Lola Swank, Public Education Committee Chair  
Devon Beebe, Public Education Committee Chair  
**DATE:** **October 10, 2024**  
**SUBJECT:** **Public Education COMMITTEE ACTIVITY REPORT**

At the Spring meeting, we discussed the possibility of allocating funds for updates to the website to ensure it remains user-friendly. As we all know, summer brings a whirlwind of activity, and things became busy for many of us. During that time, thanks to Mike Beuerlen's efforts, he helped facilitate communication between the Public Education and Website Committees to address an issue with the QR code on our table tents.

As of September, I was able to focus on tracking down the missing links. We've since confirmed that the QR code needs to be redirected to our current website URL. This will ensure a smoother user experience moving forward. At this time, we are not able to redirect the QR code to the correct URL.

On September 20th, Oceanside hosted the Supergirl Pro event. Leslie Schewne, Coral Kemp, Dani Bucalo, and I had the pleasure of participating in mentorships, SALT training, and an incredible lifeguard competition in the afternoon. After discussions with Coral and Devon Beebe, my committee chair, we agreed that it would benefit CSLSA to have video coverage of all the event activities, especially the educational and sport components. Therefore, we made the decision to hire Andres Weishaupt to capture the footage, with a fee of \$600, using public education funds.

Thank you for your continued support, and please let me know if you have any questions or require further details.

Public Education Committee Activity Report\_Fall 2024

PIO (no Report)

PubRel (No Report)

SocMed (no Report)



## California Lifesaving Association

TO: CSLSA Board of Directors  
 FROM: Bill Richardson, Committee Chair  
 DATE: October 10, 2024  
 SUBJECT: CSLSA Special Awards & Presentations Committee Activity Report

The following were submitted at the last BOD meeting, and were approved by both the CSLSA and USLA Board of Directors. The awards will be presented to those able to attend this meeting.

Expected presentations for today:

1. Michael Bartlett, Huntington Beach Fire department - Marine Safety Division; and Rob Williams, Newport Beach Fire Department - Lifeguard Division
  - Both were submitted and approved for CSLSA and USLA Life Memberships at previous meetings. Rob is out of town and can't be here today.
2. Jude Young and Merrick Vellmure - Laguna Beach High School Surf Team
  - Approved for Meritorious Act Awards for their rescue of a family in a rip current on October 15, 2023 at St. Ann's Beach in the City of Laguna Beach. Both are planning to be here to receive their awards.
3. Shayla Bauer and Jeffrey Weber
  - Approved for Heroic Act Awards for the lifesaving rescue of Chris Wessels at "Dog Beach" in Huntington Beach on January 16, 2024. Both are planning to be here to receive their awards.
4. Ben Sweet - California State Lifeguard
  - Approved for a Medal of Valor for the lifesaving rescue of a surfer in extreme conditions on December 28, 2023 in Ventura. Ben will be here to received his awards.

We have four submissions for review at this meeting, for the following:

1. Cal State Lifeguard Justin Quiggle, for the rescue of the victim of a submerged vehicle on November 20, 2023
2. Cal State Lifeguard Cameron Farris for the rescue of victim floating off shore near the HB Pier. Farris jumped from the pier for the rescue.
3. Long Beach Lifeguards - for the "Loynes Incident" involving five Long Beach Personnel for the rescue of the victim of a single car accident.
 

Personnel submitted Submitted for Heroic Acts :  
 Chris Gonzales, Kames Reinheimer, Kevin Bradley, Shawn Farnell and Will Mathison
4. Long Beach Lifeguards - for the "Breakwall Incident" involving eight Long Beach Personnel for the varying rescue of 19 victims of a sailboat accident.
 

Personnel submitted for Heroic Acts :  
 Tristian Ballsille, Chris Gonzales and Chase NcColl

Personnel submitted for Meritorious Acts:  
 Don Wetteland, Keith Dixon, Jeff Williams, Tyler Wawrzynski and Will Mathison

There was one other submission received on September 10<sup>th</sup>, which was not accepted because the application was submitted by the proposed recipient, a violation of Policies & Procedures.

There were no other submission at the time of the writing of this report, but we may receive applications at the meeting.

Therefore, the Committee will need a meeting to review the four submissions previously received. We will need one representative from each Chapter to attend. The meeting should only take about 15-20 minutes, unless there are late submissions.



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Ian Burton, Statistics Committee Chair  
**DATE:** 10/10/2024  
**SUBJECT:** **Statistics COMMITTEE ACTIVITY REPORT**

Thank you to all of the folks that have entered their statistics from last year! As a reminder, it is a requirement of your certification to submit annual statistics. It reflects poorly on all of us as a profession when we have so many agencies missing and not being accounted for. This includes LA County Beaches which is probably the largest department in the country. Please help and reach out to anyone that can rectify the missing information if you can.

If you are having any issues with submitting your data, please reach out to WatchTower directly.

If you do not see your agency listed below, then your statistics have not been submitted.....

| <u>Year</u> | <u>Region</u> | <u>Agency Name</u> |
|-------------|---------------|--------------------|
|-------------|---------------|--------------------|

|      |           |   |
|------|-----------|---|
| 2023 | Southwest | California State Parks                                      |
| 2023 | Southwest | Camp Pendleton, California                                  |
| 2023 | Southwest | Capitola Beach, City of, California                         |
| 2023 | Southwest | Carpinteria-Summerland Fire Protection District, California |
| 2023 | Southwest | Central Fire Department, Santa Cruz, California             |
| 2023 | Southwest | Central Fire Department, Santa Cruz, California             |
| 2023 | Southwest | Coronado, City of, California                               |
| 2023 | Southwest | Del Mar, City of, California                                |
| 2023 | Southwest | Encinitas Marine Safety, City of, California                |
| 2023 | Southwest | Huntington Beach Marine Safety, City of, California         |
| 2023 | Southwest | Imperial Beach Marine Safety, City of, California           |
| 2023 | Southwest | Laguna Beach Marine Safety, City of, California             |
| 2023 | Southwest | Lake Mission Viejo Lifeguards, California                   |
| 2023 | Southwest | Long Beach Marine Safety, City of, California               |
| 2023 | Southwest | Los Angeles County Lifeguards - Lakes                       |
| 2023 | Southwest | Los Angeles, City of, Dept. of Recreation and Parks         |
| 2023 | Southwest | Morro Bay Lifeguards, City of, California                   |
| 2023 | Southwest | Newport Beach Fire Dept. Lifeguard Operation, California    |
| 2023 | Southwest | Oceanside Lifeguards, City of, California                   |
| 2023 | Southwest | Orange County Lifeguards, (US Ocean Safety), California     |
| 2023 | Southwest | Pismo Beach Lifeguards, City of, California                 |
| 2023 | Southwest | Port Hueneme Lifeguards, City of, California                |
| 2023 | Southwest | Port Hueneme Lifeguards, City of, California                |
| 2023 | Southwest | Port San Luis Harbor District, California                   |
| 2023 | Southwest | San Clemente Marine Safety, City of, California             |
| 2023 | Southwest | San Diego Lifeguards, City of, California                   |
| 2023 | Southwest | Santa Barbara City Lifeguards, City of, California          |

2023 Southwest Santa Barbara County Lifeguards, County of, California  
2023 Southwest Santa Cruz Marine Safety, City of, California  
2023 Southwest Santa Monica Harbor Patrol, City of, California  
2023 Southwest Seal Beach Marine Safety, City of, California  
2023 Southwest Solana Beach Marine Safety, City of, California  
2023 Southwest Ventura County, Fire Protection District ARRT, County of, California

Thank You!  
Ian Burton



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Nicolas Giugni, Training Committee Chair  
**DATE:** **October 9, 2024**  
**SUBJECT:** **TRAINING COMMITTEE ACTIVITY REPORT**

### Summary of April Meeting Goals

The primary objective of the April meeting was to explore collaboration opportunities between lifeguard agencies, specifically by initiating outreach to Watchtower to discuss potential cross-agency cooperation. The goal is to develop an open-source repository that would allow lifeguard agencies to share training materials, updates, and best practices. This initiative aligns with the broader mission of improving lifeguard training standards across California by facilitating shared learning, promoting innovative techniques, and increasing access to training resources.

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### Key Updates and Discussions

#### John Chetwynd's Partnership Outreach

John Chetwynd, San Clemente Lifeguard and CEO of Bridges and Barriers, contacted WatchTower to explore potential collaboration with the California Surf Lifesaving Association (CSLSA) in developing a training repository. John connected with Will Taormina, a team member from WatchTower, who confirmed that while WatchTower currently lacks a system for repository data collection and sharing, the concept is feasible and would require further development planning.

In the interim, Orange County training officers are using Google Forms to share training information. Sean Stadenbaur suggested appointing a representative per county or region to serve as the primary contact for sharing training materials across counties, a strategy that would streamline communication. These representatives would have their contact information posted on the CSLSA website to ensure accessibility.

#### Lieutenant Stadenbaur's Proposal

During discussions with Lieutenant Stadenbaur, San Clemente Training Officer, it was proposed that future meetings include a short training session hosted by the lifeguard agency on the Wednesday prior or Friday afternoon of the second day of the meeting. This would offer attendees the opportunity to engage in practical exercises and real-time learning, enhancing the value of each meeting.

#### Discussion with Mike Burliner

In conversations with Mike Burliner, it was emphasized that it is critical to acquire and post the contact information of Training Officers from all CSLSA agencies. This step is essential for facilitating communication and collaboration between agencies.

### **Brennan Howard's Action Plan**

Brennan Howard, Lifeguard Captain for the City of Capitola, has been instrumental in preparing an action plan for the afternoon meeting. This plan aims to delegate next steps based on the suggestions and concerns raised by participants, ensuring that the committee's actions reflect the collective input from its members.

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### **Upcoming Training Events**

- Orange County Dive Training: October 16, 2024, at Crystal Cove, hosted by CA State Parks.
  - Coastline Familiarization Tour: Date to be determined.
  - Emergency Vehicle Drive Training: Date to be determined.
  - RWC (Rescue Watercraft) Training: Date to be determined.
  - Sand Entrapment Training: Date to be determined.
- 

### **Past Training Highlights**

- Newport Beach BWRAG Surf Responders Summit: In September, Newport Beach Lifeguards hosted this event, which focused on building skills for handling surf-related emergencies and promoting cross-agency cooperation.
- 

### **Long-Term Vision**

The long-term goal of the committee is to unify lifeguard training efforts across California through a cross-agency learning and innovation platform. By creating a shared repository linked to the CSLSA website, the committee aims to establish a robust resource for lifeguard professionals across the state. This repository would improve professional standards and foster continuous improvement in lifesaving techniques.

---

### **Next Steps**

- Technical Research: Begin researching secure, accessible, and user-friendly training sharing applications.
  - Collaboration with CSLSA: Continue working closely with CSLSA to integrate the training repository into their digital infrastructure.
  - Incorporate Lieutenant Standenbauer's Suggestion: Explore the feasibility of incorporating training sessions into future meetings for hands-on training.
  - Collect Contact Information of Training Officers: Start compiling and posting contact details of Training Officers from all CSLSA agencies online to facilitate better communication.
-



## **Conclusion**

The Training Committee is committed to fostering collaboration and shared learning across the CSLSA lifeguard agencies. The efforts discussed during the April meeting, including the development of a shared training repository, represent critical steps toward improving training standards and unifying agency efforts. Moving ahead, the focus will be on strengthening technical infrastructure, enhancing communication through shared contact information, and creating more opportunities for hands-on training during future committee meetings. These initiatives, supported by the CSLSA, will lead to a more connected and capable lifeguard community across California.



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Steve Himes Website Committee Co-Chair  
**DATE:** 10-10-2024  
**SUBJECT:** WEBSITE COMMITTEE ACTIVITY REPORT

Website Committee had a good size meeting that discussed the past proposal of having a webmaster and a revamp of the website from an outside firm.

Webmaster Firm would be able to do all the updates via email similar to how we have it set up now, but they would be able to do much faster and keep up with other updates that the webpage might need. A revamp would clean up the current layout design to be more user friendly. – Quote Attached to Report.

Revamp is \$1500 one-time fee and the Webmaster would be a monthly fee of \$350.

Discussion was made to move forward with the revamp and to get another quote for the webmaster to only apply for a few months a year June – September to handle the updates when the website committee chairs are too busy with summer lifeguard full time jobs.

Tabletop Rip-Current display QR code Issue of not linking to CSLSA.org was discussed after lots of back-and-forth emails over the summer. We tried to find the host of the old link URL but this would require a payment to host another website URL. After a discussion we all agreed to move on with not fixing the old QR Code and just applying stickers with Public Ed.

Fundraising committee joined the meeting looking to add a link to allow public donations to CSLSA directly. This is a great idea and Website will use our current electronic money collection service with Zelle.

Training Committee is also looking to add more information on the training page that would be shared to agency looking for content to better help agency training programs.

Skip Prosser will continue to assist and advise with the website but will be taking a step back and removing his title as the co-chair of the website committee.

Website will send out an email to all Committee Chairs of the list of emails from the sign-ups for each committee from the 2024 Fall BOD Meeting.

Steve Himes  
Website Committee Co-Chair

# Studio 11 Productions

Proposal and Pricing Information for:



October 9, 2024

Main Office - 9722 Table Mountain Lane  
Ladson, SC 29456  
(843) 277-1121  
Capistrano Beach, CA 949.488.3025 • Chicago, IL 708.320.8779 • New York, NY 212.537.6535  
Las Vegas, NV 702.900.7745 • Little Rock, AR 501.255.0118  
[www.studio11.com](http://www.studio11.com)

# Studio11 Productions

## Proposal Request

**Company Name:** CSLSA (California Surf Lifesaving Association)  
**Contact:** Steve Himes  
**Address:** Post Office Box 366  
Huntington Beach, CA 92648  
**Phone:** (661) 992 5688  
**Email:** Shimes@parks.Lacounty.gov  
**Project:** Redesign website  
**Project Manager:** Mark Williams  
**Proposal Date:** October 9, 2024

### STUDIO11 WEB DESIGN PROFILE AND PHILOSOPHY

#### *The Studio11 Profile:*

Studio 11 Productions was founded in January of 1998 by Miki Lekic. We offer database-driven, e-commerce-enabled multimedia designs for the World Wide Web, dynamic CD-ROM and DVD presentations and much more.

The Studio 11 staff combines decades of advertising experience with an acute knowledge of current technologies to produce these cutting-edge designs and applications.

Every one of our clients, from multinational food manufacturers to a variety of non-profits, is provided a finished product that offers a total sensory experience and full promotion of their services. With the ever-expanding pantheon of Internet access and the ever-changing landscape of today's modern business world, no company or organization should be without the benefits of a well-produced and well-maintained web presence. This is what Studio 11 offers to you.

#### **The Studio 11 philosophy:**

Each site should be an experience that captivates visitors and captures the best features of the client. Our strengths are in the arts and in people skills...we love people, and we know what people love.

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[www.studio11.com](http://www.studio11.com)

# Studio 11 Productions

## WEB SITE OBJECTIVES

### **General:**

The existing website will be redesigned with a clean and simple layout for easy navigation so visitors can find what they are looking for quickly. This design will be fully compatible with any of the main browsers (Firefox, safari, google chrome, All internet explorer versions and compatible (Responsive Design) with any mobile device.

### **Home page:**

The home page will have dynamic slides and images that will show what the association is all about. All other content will be clean and concise so website visitors will be able to find exactly what they need quickly and easily.

### **Navigation:**

Navigation will be simple, consistent, and straightforward throughout the site. The main navigation categories will be set horizontally with drop-down menus under the main categories.

### **XML Files:**

We will build an XML file for every page on the website and submit that information to Google for indexing.

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Ladson, SC 29456  
(843) 277-1121

Capistrano Beach, CA 949.488.3025 • Chicago, IL 708.320.8779 • New York, NY 212.537.6535  
Las Vegas, NV 702.900.7745 • Little Rock, AR 501.255.0118  
[www.studio11.com](http://www.studio11.com)

# Studio 11 Productions

## WEB DESIGN ELEMENTS

Home Page

Navigation categories:

- [Calendar](#)
- [Meetings and Agenda](#)
- [About](#)
- [Current News](#)
- [Chapters and Agencies](#)
- [Support](#)
- [Contact Us](#)

Main Office - 9722 Table Mountain Lane  
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Las Vegas, NV 702.900.7745 • Little Rock, AR 501.255.0118  
[www.studio11.com](http://www.studio11.com)

### ADDITIONAL STUDIO11 ELEMENTS

Studio11 will also provide the following element in your Web design to increase user and customer satisfaction.

Search Engine Registration Program (Web Submit) - See Appendix A

### WEBSITE DESIGN AND DEVELOPMENT PRICING

#### Website Design and Development Pricing Estimate

|  |                        |                   |
|--|------------------------|-------------------|
| <b>Website Set Up and Design</b><br><br>To include:<br>-All elements on site map submitted<br>-User Update Interface (UUI) | One Time               | \$1,500.00        |
| Web Submit Program   | Yearly                 | Included          |
| Secure Certificate (SSL)   | Monthly                | \$5.00            |
| Dedicated Secure Web Hosting   | Monthly                | \$40.00           |
|  | Hosting First 2 Months | Included          |
| <b>TOTAL ESTIMATE*</b>   | <b>One Time</b>        | <b>\$1,500.00</b> |

\*50% of this estimate is due prior to work and the balance is due upon implementation of website specifications.

Ongoing Management and Support for redesigned website  
Monthly Maintenance and Support  
Flat Monthly Rate  
\$350.00

### TIMELINE OF PROJECT

We estimate approximately 3 (three) weeks for completion of this project to be started upon receipt of 50% deposit on total cost of design and development.

# Studio11 Productions

## APPENDIX A

### Search Engine Registration Program (Web Submit)

## Web-Submit

Web Submit is a search engine registration program to obtain premium positioning on major search engines. Use Web Submit to drive increased traffic to your website.

#### *Let the World Access Your Site*

Using your business name, information, and your hottest categories we submit to 2000+ directories on the Net.

Additionally, thousands of smaller, more specific directories can be targeted by Web Submit, such as "The Southern California Hispanic Pages" and the "Tokyo Business Pages" or "The New York Artists' Directory".

#### *Reporting Capabilities*

Web Submit includes a monthly report sent to you to help you maximize your marketing efforts including:

- What key words and categories were used in submitting your website.
- Create Google Analytics account for website.
- What search engines your site was successfully submitted to.
- Where your site is actually ranked on the respective search engines.

For More Information on Web Submit as well as other Studio11 Products

[www.studio11.com](http://www.studio11.com)





# California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

October 11, 2024

## Bylaws/Policies & Procedures Action Report

By Robert A. Moore and William J. Richardson, Committee Co-Chairs

Gustavo S. Avila  
President

Casey T. Graham  
Vice President

James A. Hughes  
Secretary

Joseph A. Sholl  
Treasurer

Michael A. Beuerlein  
Past President/Advisor

Jay M. Butki  
First Executive Delegate

Skipper J.C. Prosser  
Second Executive Delegate

Sean J. Carey  
Third Executive Delegate

Coral A. Kemp  
Fourth Executive Delegate

The Bylaws/Policies & Procedures Committee requested the CSLSA Board of Directors to take the Spring 2024 CSLSA BOD Policy proposal (*Version 2*) II-M Dues Distribution **OFF** the table and requested a unanimous vote to adopt.

Moved and seconded to take Policy II-M **OFF** the table and put up for a vote.

### Dues Distribution

#### A. Lifeguard Membership Dues

*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split*

1. 50% to USLA *after fulfillment deduction*
2. 50% to CSLSA *after fulfillment deduction*

#### B. Junior Lifeguard Membership Dues

*USLA fulfillment costs deducted prior to USLA/CSLSA percentage split*

1. ~~80%~~ to USLA      *50% to USLA after fulfillment deduction*
2. ~~20%~~ to CSLSA      *50% to CSLSA after fulfillment deduction*

## Results of the P&P's (*Version 2*) II-M vote:

**Pass**

**MPU**

The New Zealand Exchange Committee submitted a proposal for a policy regarding selection guidelines for Delegate(s) to New Zealand at this meeting. After review, the Committee Co-Chairs realized that there are more exchanges than the Auckland, New Zealand Exchange. It was decided to write a policy that was a guide to all and at the end of the policy there were some guidelines specific to the New Zealand Exchange. Future exchanges may find that they would also like to have specific guidelines that meet their needs added to the back of the policy as did the New Zealand Exchange.

The proposed policy will be II-P SELECTION PROCESS FOR REGIONAL, NATIONAL, AND INTERNATIONAL EXCHANGES.

The new policy was discussed and proposed on the floor as follows:

[cslsa.org](http://cslsa.org)



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Lola Swank, Committee Chair  
**DATE:** 10-11-2024  
**SUBJECT:** Public Education, COMMITTEE ACTION REPORT

Discussion:

1. Lola - ideas include interactive videos / "Virtual field trips" for each agency; create a CSLSA app
2. Devon: outline / templates for public education events, info, tips, ideas, etc.
3. LACo Lakes: creating a course for boating safety with the hope of getting CA Boating Safety Card at the end
4. Santa Cruz: question about SALT presentations/videos and if they can be used for educational or promotional opportunities by other agencies
5. JWCF \$5,000 donation clarification: in past practice - has been given to Public Education so long as it is requested by the Committee Chairs. But Treasurer is under the impression that since 2016 the Public Education budget is made up entirely of this donation
6. Mike Beuerline: Website committee requesting \$1,500 to revamp website

Motion 1 (Nicki from Capitola): Proposing \$1,500 from 2024 Public Education Budget to Website Committee for revamping of website  
 Second by Mike  
 17 Ayes, 0 nays

Discussion:

1. Public Education Budget: \$5,000 - \$600 (Nissan Surfer Girl Pro Videography) = \$4,400 - \$1,500 (website revamp) = \$2,900 total budget for the rest of 2024

Motion 2 (Nick Bolin, Seal Beach): Motion to utilize the remainder (\$2,900) of the Public Education 2024 budget to purchase retractable banners in a variety of sizes for CSLSA agencies to utilize  
 Second by Emil  
 17 ayes, 0 nays

**\*\*Action items:**

1. Devon - create google drive for all committee members to upload resources
2. Devon / Lola - reach out to Mike about vendor for past retractable banners, figure out cost, and purchase before the end of 2024
3. Request monetary amount from JWCF be earmarked \$5,000 donation in addition to \$5,000 2025 public education budget

Public Education Committee Activity Report\_Fall 2024



## *California Lifesaving Association*

TO: CSLSA Board of Directors  
 FROM: Bill Richardson and Austin Trinkle Co-Committee Chairs  
 DATE: October 11, 2024  
 SUBJECT: CSLSA Special Awards & Presentations Committee Action Report

The following were submitted for review at this meeting and approved by the Committee in the categories listed.

- Cal State Lifeguard/Peace Officer Justin Quiggle - for the rescue of a female victim of an overturned vehicle crash into the Bolsa Chica marsh at about 11:00 PM on November 19, 2023. Quiggle extricated the victim from the wrecked vehicle and provided first aid until relieved by Huntington Beach Paramedics.

Approved by our Committee for a Heroic Act Award

- Cal State Lifeguard/Peace Officer Cameron Farris - for the rescue of a male victim who jumped from the Huntington Beach Pier shortly after midnight on November 19th, 2023. Farris was escorted by HBPD to the end of the pier, where he removed his law enforcement gear and jumped from the pier to rescue the victim.

Approved by our Committee for a Meritorious Act Award

- Long Beach Marine Safety personnel Chris Gonzales, James Reinheimer, Kevin Bradley, Shawn Farnell and Will Mathison - for the rescue of two passengers of a car crash near Studebaker Road and in 10 feet of water. One passenger eventually had to be cut out of the vehicle with the "Jaws of Life."

Approved by our Committee for a Heroic Act Award

- Long Beach Marine Safety Officer's Chris Gonzales, Tristan Balsillie, Chris Gonzales and Chase McColl - for the rescue of multiple victims under extremely hazardous conditions on a rescue from the Long Beach Seawall.

Approved by our Committee for a Heroic Act Awards

Long Beach Rescue Boat Captains Don Wetteland, Jeff Williams and Tyler Wawrzynski. Fire Captain/Paramedic Keith Dixon, and Marine Safety Officer Will Mathison

For their vital assistance in the Long Beach Seawall rescue.

Approved by our Committee for a Meritorious Act Awards

- Santa Cruz MSO Brendan Daly and LGII Carter Baginski - For the rescue of two individuals rescued under extreme conditions adjacent the rocks off West Coast Drive in Santa Cruz. Both Daly and Bagionski were off duty and responded to the 9-1-1 call. Note that Santa Cruz Lifeguards routine call this area "death rocks".

Approved by our Committee for a Heroic Act Awards

Santa Cruz Fire Captain Dave Bodine and Probationary Firefighter Nathan Rodger – for their significant back-up assistance in the performance of this rescue.

We recommend your approval for these as submitted and subsequent forwarding of the information to the USLA Committee for their review and possible approval.

As you have heard today, this will be my last meeting as the Special Awards and Presentations Committee Chairman. It's not just the time and effort that has caused this decision. I've had to consider the physical needs of my wife in making this decision.

Since I took the reins of the committee in the Spring of 2016, we have awarded 22 Medals of Valor, 40 Heroic Act Awards and 4 Meritorious Act Awards. It has been an awesome experience hearing about and creating awards for the heroes of these actions. Effective after this meeting, Austin Trinkle of the Long Beach Lifeguard Association will be taking over as the Committee Chair. My fervent hope is that you will give Austin the same level of support that I have received from you these past nine years.



## *California Surf Lifesaving Association*

**TO:** CSLSA Board of Directors  
**FROM:** Joseph A. Sholl  
**DATE:** **10/11/2024**  
**SUBJECT:** **WAYS & MEANS COMMITTEE ACTIVITY REPORT**

Ways & Means Committee met at 8:30am on 10/11/2024

### **Agenda**

2024 Year to Date Budget  
2025 Proposed Budget

### **Discussion**

2024 Year to Date Budget and Budget Requests

- Reviewed the current year budget with the BoD
- Public Education Committee Chair stated that a one-time \$1500 transfer from their budget is to be allocated to Website for an upgrade to the CSLSA.org website
- It was clarified that the \$5000 from the John Wayne Foundation was not included as realized funds in the 2024 Adopted Budget
  - The John Wayne Foundation has yet to provide their annual \$5000 donation to the CSLSA

2025 Proposed Budget

- Had a lengthy discussion with the BoD regarding the 2025 Proposed Budget
- Fundraising Committee requested to add a Line Item in Revenue and Expenditures for their future activity
- The BoD approved and adopted a balanced budget for 2025 with a unanimous vote
- 2025 Adopted Budget Attached

| 2025 Adopted Budget               |                     |                    |
|-----------------------------------|---------------------|--------------------|
|                                   | 2024 Adopted        | 2025 Adopted       |
| Events                            | \$0.00              | \$ 0.00            |
| Donation Received                 | \$0.00              | \$ 0.00            |
| Fundraising                       | \$0.00              | \$ 0.00            |
| Lifesaving Sport Registration     | \$23,000.00         | \$ 2,300.00        |
| Member Dues                       | \$33,000.00         | \$ 32,550.00       |
| Officer Travel Inflows            | \$0.00              | \$ 0.00            |
| Events Banquet                    | \$0.00              | \$ 0.00            |
| Sponsorship                       | \$0.00              | \$ 0.00            |
| <b>Total Income</b>               | <b>\$56,000.00</b>  | <b>\$34,850.00</b> |
| Expenditures/Costs                |                     |                    |
|                                   | 2024 Adopted        | 2025 Adopted       |
| Donation Given                    | \$0.00              | \$ 0.00            |
| Fundraising                       | \$0.00              | \$ 0.00            |
| Executive Board                   | \$0.00              | \$ 0.00            |
| Insurance                         | \$5,000.00          | \$ 5,000.00        |
| Magazine                          | \$800.00            | \$ 800.00          |
| Membership Committee              | \$6,000.00          | \$ 5,500.00        |
| Office Supplies                   | \$500.00            | \$ 450.00          |
| Professional Fees                 | \$900.00            | \$ 800.00          |
| Special Awards & Presentations    | \$500.00            | \$ 500.00          |
| Travel & Meetings                 | \$14,500.00         | \$ 14,500.00       |
| Exchange Committee                | \$1,300.00          | \$ 1,300.00        |
| Website                           | \$1,000.00          | \$ 1,000.00        |
| Social Media                      | \$0.00              | \$ 0.00            |
| Public Education                  | \$5,000.00          | \$ 5,000.00        |
| Public Relations                  | \$0.00              | \$ 0.00            |
| Reconcille Discrepancies          | \$0.00              | \$ 0.00            |
| <b>Total Expenditure Accounts</b> | <b>\$35,500.00</b>  | <b>\$34,850.00</b> |
| Restricted Accounts               |                     |                    |
|                                   | 2024 Adopted        | 2025 Adopted       |
| Junior Lifeguards                 | \$ 13,000.00        | \$ 15,000.00       |
| Lifesaving Sport                  | \$ 7,500.00         | \$ 8,000.00        |
| <b>Total Restricted Accounts</b>  | <b>\$ 20,500.00</b> | <b>\$23,000.00</b> |

**Number:** II-P  
**Adopted:** October 11, 2024  
**Authority:** Board Resolution  
**SUBJECT:** **SELECTION PROCESS FOR REGIONAL, NATIONAL, AND INTERNATIONAL EXCHANGES**  
**PURPOSE:** To define the process of selecting CSLSA Members who represent the CSLSA for the purpose of sanctioned exchanges. Representatives who are selected to represent the CSLSA on a sanctioned exchange will be known as an "Exchange Delegate".

- A. The CSLSA President shall appoint the Exchange Committee Chair or a more appropriate individual depending on the exchange type. The designated individual shall create a flyer with the requirements needed to qualify for the application process.
1. Notification of a sanctioned exchange shall be posted on the [cslsa.org](http://cslsa.org) website, e-mail, social media, and other means as appropriate, i.e. CalSurf News.
  2. Optimal notification period would be during the summer months when most CSLSA Members are on duty. However, timeliness may alter the optimal notification period. The appointed person in-charge of the process will determine the timeline for posting of requirements, deadline for accepting applications, selecting oral board participants, scheduling oral boards, and notifying the CSLSA President of the selection process and results including alternates in case a selected individual is unable to fulfill their obligation.
  3. The CSLSA President will make the approval based on recommendations by the person in-charge. The CSLSA President shall present his/her selection(s) to the CSLSA Board of Directors for approval. The appointed individual in-charge of the process shall notify the applicants of the Board of Directors decision for Exchange Delegate(s).
- B. General guidelines for the Exchange Delegate selection process.
1. Committee Chair/Person In-Charge responsibilities.
    - a. Determine what is required and the timeline needed to meet the needs of the proposed exchange.
    - b. Organize all the information including deadline date for applications and an approximate date(s) for oral interviews in a flyer format for distribution.
    - c. Distribute information to all CSLSA members.
    - d. Receive the applications

- e. Select an oral board, schedule date(s) and time(s) for interviews.
  - 1) Recommended three-person panel.
    - a) Panel members may include individuals who have participated as an Exchange Delegate in the past that is being interviewed.
    - b) Life Member.
    - c) Exchange Committee member.
    - d) Person In-Charge ad hoc committee member.
    - e) Member of the Board of Directors who has demonstrated leadership in the CSLSA.
    - f) The above list intends to increase participation by getting more people involved in the process. However, if unable to complete the panel, Executive Board members, minus the President who is already part of the process, may serve on the oral board panel.
  - 2) Committee Chair/Person In-Charge organizes the oral board process but does not participate as a member of the three-person panel.
  - 3) Tabulate the results of the three-person panel.
  - 4) Organize the results list ranking the candidates in order from top candidate to the last candidate.
  - 5) Notify the CSLSA President of the results.
  - 6) Upon CSLSA Board of Directors approval, notify the Exchange Delegate(s) and the alternate. Then notify the remainder of the applicants that they did not get selected.

#### C. CSLSA President responsibility

1. Appoint Exchange Committee Chair/Person In-Charge.
2. Work with Exchange Committee Chair/Person In-Charge throughout the process.
3. Receive and process the Exchange Committee Chair/Person In-Charge exam process and the ranking list of the candidates for the Exchange Delegate(s).
4. Review the process and ranking list then make the decision as to selection(s) to be presented to the CSLSA Board of Directors for approval.

#### D. International Travel.

1. Must have a valid passport.
2. Passport must be valid at least six months of the intended return date..

E. Code of Ethics and Disciplinary Actions.

1. Policy and Procedure II-E, Adherence to United States Lifesaving Association Code of Ethics.
2. Bylaw Article VII Section 5, Suspension, Expulsion, or Termination of Delegates, Chapters, or Members.

F. Different Exchange(s) recommendations.

1. New Zealand Exchange

- a) Applications due on September 15<sup>th</sup> unless otherwise stated by the Exchange Committee Chair.
- b) Applicant must be a current USLA/CSLSA professional, Alumni, or Life Member.
- c) Applicant must have been a member three consecutive years of USLA/CSLSA membership as described above.
- d) Applicant must submit two letters of recommendation that attest to the fitness of the candidate to represent the CSLSA.
- e) Applicant must submit one letter of intent.
- f) Oral interview will be determined by the Exchange Committee Chair. A couple of options would be either in person, via video conference, or any other option that would meet the needs of the oral panel.
- g) The oral panel shall use the same criteria in evaluating each applicant. Preference will be given to the following qualities:
  - 1) Active participation in the CSLSA/USLA, such as attendance at Board of Director meetings.
  - 2) Other types of volunteerism in CSLSA/USLA activities such as regional championships, national championships, and/or international championships.
  - 3) Leadership in their local Chapter in good standing.
- h) Potential Stipend.



- 1) If there is a stipend available, one-half of the stipend will be presented to each Exchange Delegate at the Fall Board of Director meeting where the Exchange Delegate must attend unless special dispensation has been made with the Exchange Committee Chair.
  - 2) After a conclusion of the exchange, each Exchange Delegate must attend, unless special dispensation has been made with the Exchange Committee Chair, the following Spring Board of Director meeting and make a brief and comprehensive presentation to the Board of Directors.
  - 3) If there was a stipend available, and all obligations have successfully and professionally been met, the second half of the stipend will be presented to each Exchange Delegate.
- i) Board of Director Registration Fees.
- 1) Registration fees are waived when Exchange Delegate(s) attends the Fall Board of Director meeting for the sole purpose of being introduced to the Board of Directors.
  - 2) Registration fees are waived when Exchange Delegate(s) attends the Spring Board of Director meeting for the sole purpose of presenting to the Board of Directors.