



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

BOARD OF DIRECTORS

MEETING MINUTES

Lake Mission Viejo, CA

April 11 & 12, 2013

Thursday, April 11, 2013

I. Meeting called to order by Mr. Beuerlein at 9:17 a.m.

- | | | |
|------------------------------|---|---------------|
| A. Pledge of Allegiance | - | Mrs. Graham |
| B. Welcome and Introductions | - | Mr. Beuerlein |
| C. Roll Call of Delegates | - | Mr. Humphreys |

CHAPTER	No. of Members	Possible No. of Delegates	Delegates Present	Proxies	Total Votes
California State	208	7	6	1	7
Capitola	1	0	0	0	0
Coronado	11	2	0	0	0
County of Orange (USOS)	20	3	0	0	0
Del Mar	3	2	0	0	0
Encinitas	25	3	2	0	2
Huntington Beach	155	6	3	3	6
Imperial Beach	4	2	2	0	2
Laguna Beach	85	4	2	1	3
Lake Mission Viejo	12	2	2	0	2
Long Beach	82	4	2	0	2
LA City	36	3	3	0	3
LACOLA	153	6	4	2	6
LA County Lakes	31	3	3	0	3
Newport Beach	65	4	4	0	4
North Island	0	0	0	0	0
Oceanside	6	2	0	0	0
Pendleton Coast	13	2	1	1	2
Pismo Beach	21	3	0	0	0
Port Hueneme	1	0	1	0	0
San Clemente	52	4	3	1	4
San Diego	96	4	0	0	0
San Luis Obispo Co	19	3	0	0	0
Santa Barbara	41	3	0	0	0
Santa Barbara Co - Campus Pt.	5	2	0	0	0
Santa Cruz	45	3	1	0	1
Seal Beach	53	4	4	0	4
Solana Beach	2	2	0	0	0
Tucson, AZ	1	0	0	0	0
Ventura County	13	2	0	0	0
Independents	4	2	0	0	0
TOTAL	1263	87	43	9	51

II. Approval of Board of Director's Meeting Minutes – Santa Cruz, October 11 & 12, 2012

Motion: Moved by Mr. Moore to approve the Minutes as submitted.

Second: Mr. Lombardi

Discussion: None

Action: MPU

III. Officer's Reports

A. President	-	Mr. Beuerlein	-	Attachment	1
B. Vice President	-	Mrs. Graham	-	Attachment	2
C. Secretary	-	Mr. Humphreys	-	Attachment	3
D. Treasurer	-	Mr. Williams	-	Attachments	4
E. Advisor	-	Mr. R. McGowan	-	No report	
F. 1st Delegate	-	Mrs. Boyer	-	Attachment	5
G. 2nd Delegate	-	Mr. Avila	-	Attachment	6
H. 3rd Delegate	-	Mr. Butki	-	No Report	
I. 4th Delegate	-	Mr. Silvestri	-	Attachments	7

IV. Committee Activity Reports

A. Bylaws/Policies & Procedure	-	Mr. Humphreys	-	See Secretary's report	
B. Certification	-	Mr. Lombardi for Mr. Richardson	-	Attach.	8
C. Competition	-	Mr. Butki	-	Attachments	9, 10
D. Exchanges	-	Mr. Leach	-	Attachment	11
E. Grants	-	Mr. Lizotte	-	No report	
F. Junior Lifeguards	-	Mrs. Boyer & Ms. Walton	-	Attachment	12
G. Legislation	-	Mr. Beuerlein for Mr. Peabody	-	Attach.	13
H. Membership	-	Mrs. Graham	-	Attachment	14
I. Newsletter	-	Mr. Godino	-	Attachment	15

Mr. Beuerlein noted that history of CSLSA/USLA/NLSA is on CSLSA website. However, from 1990 until now, history is lacking. Requested that Mr. Moore, along with Mr. Rohrer, Mr. Richardson, Mr. McGowan and any other volunteers assist with updating this section.

- J. Original Founders - Mr. R. McGowan - Attachment 16
- K. Professional Standards - Mr. Jacobson - No report
- L. Public Education - Mr. Silvestri - Attachments 17 & 18

Mr. Humphreys noted the extraordinary work that Mr. Silvestri has done over the years as a committee member and Chairman for Public Education. Mr. Silvestri has not only suggested new ideas, but has followed through in obtaining funding, materials, and put in extra time and effort to achieve outstanding results for Public Education.

- M. Public Relations - Mr. Snow for Mr. Bond - Attachments 19 & 20
- N. Special Awards and Presentations Mr. Pepito - Attachment 21
- O. Sponsorship - Mr. Avila - Verbal report

Mr. Avila presented overview of work by the Sponsorship committee over past six months. Two sponsorship policy proposals will be presented in committee.

- P. Statistics - Mr. Peabody - See Legislation report
- Q. Training & Operations - Mr. Scott - Attachment 22
- R. Ways and Means - Mr. Williams - No report
- S. Website - Mr. Moore - Attachment 23

V. Special Awards & Presentations

- A. Mr. Pepito and Mr. Beuerlein presented Jennifer Mahin a USLA Meritorious Acts Award.
- B. Mr. Pepito and Mr. Beuerlein presented Phil Castillo a USLA Heroic Acts Award.

Committee discussed encouraging more agencies to participate in exchanges and hosting, increasing the professionalism of the program, allow Ca. lifeguards to receive certifications in New Zealand, encourage host agencies to expose exchange lifeguards to other safety services, and increase local media attention on program.

E. Grants	-	Mr. Lizotte	-	No Report
F. Junior Lifeguards	-	Mr. Leeper for Mrs. Boyer	-	Attachment 26
G. Legislation	-	Mr. Peabody	-	No Report
H. Membership	-	Mr. Beuerlein for Mrs. Graham	-	Attach. 27
I. Newsletter	-	Mr. Godino	-	No report
J. Original Founders	-	Mr. R. McGowan	-	Verbal report
K. Professional Standards	-	Mr. Jacobson	-	No report
L. Public Education	-	Mr. Silvestri	-	Attachment 28
M. Public Relations	-	Mr. Bond	-	No report
N. Special Awards and Presentations	-	Mr. Pepito	-	Attachment 29
O. Sponsorship	-	Mr. Avila	-	Attachment 30
P. Statistics	-	Mr. Peabody	-	No report
Q. Training & Operations	-	Mr. Scott	-	Attachment 31
R. Ways and Means	-	Mr. Williams	-	Verbal report
S. Website	-	Mr. Moore	-	Verbal report

Mr. Moore stated that due to upcoming vacations, there is a narrow window between April 20 and May 10 to submit items for website.

X. Old Business

A. Aquatic Safety Assessment – City of Oxnard

Update provided by Mr. Beuerlein. The City of Oxnard Fire Department and City Council are looking into options for lifeguard coverage on beaches. The CSLSA stands ready to assist if necessary.

B. Sponsorship and Promotions Policy

Update provided by Mr. Beuerlein. Mr. Avila will present policy draft at the next Executive Board Meeting.

C. Title 22.

Update previously provided by Mr. Silvestri in 4th Delegate report.

XI. New Business

A. Dues Breakdown

Mr. Beuerlein provided background on desire for a breakdown of how dues are used. Goal is to improve transparency and answer common questions asked by members. Ultimate goal is to post either simple or detailed breakdown of dues on the CSLSA website. Discussion included questions as to need for this type of breakdown, since members with questions can ask or review the Treasurer's Report. Answered with explanation by Treasurer on difficulty to understand breakdown between Junior Life-guard revenues/expenses, competition, and Public Education as examples. Comments made referencing the difficulty in separating all components; since many activities overlap (sending members to National meetings serves Public Education, Competition, etc.). It was suggested that the Executive Board develop answers to frequently asked CSLSA questions for posting on the CSLSA website. Further suggestions included simple pie charts on the website to provide general answers to members not attending BOD meetings.

B. CSLSA/USLA News Distribution

Mr. Moore provided background and need for timely notification for members of important news, such as the passing of long time USLA members or other important information. Mr. Beuerlein took request to the USLA and received support. Issue will be discussed in the USLA website committee. Mr. Moore requested that Life Members be included in any web "blasts."

C. Regional Training Officer's Academy

Update previously provided by Mr. Scott in Training and Operations Report.

D. Spring 2014 USLA Meeting

Mr. Williams provided update on venues being considered. The Shorebreak Hotel is the top choice at this point. The challenge will be to create a "reunion" event in addition to a 50th anniversary meeting.

E. California Marine Safety Chiefs Association (CMSCA)

Mr. Beuerlein asked Mr. Williams to provide an update on the newly formed CMSCA. Mr. Williams relayed that the group formed in November and had a second meeting in March. Over 25 agencies are represented and the feedback has been very enthusiastic. Mr. Williams is the interim President and Mr. Humphreys is the interim Vice President. Goals of the organization are to: propose and support legislation impacting life-guards, assist to standardize training, policies, and procedures, and work toward enhancing the professionalism of lifesaving. Organization will work with and build on goals and objectives of CSLSA and USLA.

F. Increase in Insurance Costs for CSLSA

Motion: Moved by Mr. Moore to approve a \$1,477 increase in insurance costs for the CSLSA.

Second: Mr. Ragsdale

Discussion: Mr. Moore wished to formalize the cost increase through Board of Directors approval, thereby assisting to protect the Executive Board by removing the sole burden from them. Mr. Moore suggested increasing next year's budget for insurance to \$5,000.

Action: MPU

G. Proposed USLA Policy for Public Education Materials

Mr. Beuerlein provided background on a proposed USLA policy for an approval process for Public Education materials. Proposed policy will have direct impacts on CSLSA Public Education materials. Policy is being proposed due to alleged conflict with CSLSA's Project Wipeout poster and contractual obligations between USLA and NWS/NOAA and Sea Grant. Project Wipeout created a rip current poster, which was supported by CSLSA. Poster is based on diagram created by CSLSA and used by USLA. However, after review of the poster by USLA, the USLA President contacted Mr. Beuerlein asserting that the CSLSA was in acting in conflict with the USLA contract with NWS/NOAA and Sea Grant. Mr. Beuerlein responded that the CSLSA was not aware of the provisions restricting or prohibiting Regions from developing their own public education materials. Mr. Beuerlein read a portion of an email from Mr. Brewster, highlighting the proposed policy which will be presented in the USLA Public Education committee at the Spring 2013 BOD meeting. This section read:

It is the goal of the USLA that public education materials be consistent, so as to avoid public confusion. In areas where the USLA has developed public education initiatives or materials, USLA regions and chapters should not engage in separate initiatives or publish materials without first requesting review and obtaining approval at the national level. In other cases where the USLA has not developed initiatives or materials, USLA regions and chapters are strongly encouraged to advise the USLA in advance so that any potential conflicts can be identified and addressed; and so that the possibility of a national effort can first be considered.

Topic was opened for discussion. Comments made that Project Wipeout is independent and has authority to produce any materials they choose. Since there was a CSLSA logo on the poster, the poster is not entirely an independent project. Questions and comments made in regard to rights of individual regions, with regional issues, and their ability to judge and evaluate what is best for their specific needs. Similarity of Project Wipeout poster to NOAA poster was discussed. Comments made that if this poster saves a single life; it's worthwhile to move forward with it. Concern expressed by many over the historical timeframe of obtaining approval for projects through the USLA. These extended timeframes may result in missed opportunities. Also, noted that although USLA public education may be downloaded from the website, the cost of printing is usually not covered. CSLSA sometimes receives free public education material (i.e. Project Wipeout poster, etc.) which saves the region considerable printing costs. Comments made that this is an opportunity to work with USLA to work together to develop a policy that is beneficial to all. For this to work, a national policy should be limited to general guidelines, with individual regions having authority to implement as best fits their needs. As an example, the term "Rip Current" should be used (vs. "Rip tide" or any other term). Similarly, swimmers should be advised to not fight the current. Implementation of these standards would be up to individual regions or chapters via any medium that best fits their needs. Focus should be on moving forward, emphasizing the positive while minimizing differences. Focus on general national guidelines with local approval will assist with this. Mr. Beuerlein stated he would be seeking clarification on the current NOAA agreement, which is unclear at this point. Multiple comments thanking Linda Reuter and Project Wipeout for their continued support and hard work over the years. Comments made that NOAA website states California has the highest number of rip currents, which leads to logical conclusion that California has expertise sufficient to develop materials for their region.

XII. Future Meetings

A. CSLSA Meetings Dates & Locations

1. Fall 2013

- a. Location: Encinitas.
- b. Dates: October 10-11, 2013

2. Spring 2014

- a. Location: LACOLA and Seal Beach have expressed interest.
- b. Dates: April 10-11, 2014

B. USLA Meeting Dates & Location

1. Spring 2013

- a. Location: Northwest Region – Santa Rosa, CA
- b. Dates: April 18-20, 2013

2. Spring 2013

- a. Location: Mid-Atlantic Region – Cape Cod, MA
- b. Dates: November 7-9, 2013

XIII. Privilege of the Chair - Mr. Beuerlein

Mr. Beuerlein commented on the impacts of the tough economy on lifesaving and the need for forums such as this BOD to allow chapters and agencies to assist each other. The Executive Board will be traveling to the national meeting in Santa Rosa, representing this region and local chapters. Thanked the Public Education committee and noted that the USLA should be thanking them as well. Commented on excellent work by the Sponsorship committee and the entire BOD. Thanked Mr. Peden, Mike Scott, Sarah Johnson, and the entire Lake Mission Viejo chapter for hosting a great meeting.

XIV. Adjournment

- Motion:** Moved to adjourn by Mr. Ragsdale.
- Second:** Mr. Lombardi
- Discussion:** NONE
- Action:** MPU; meeting adjourned at 11:16 a.m.

Respectfully submitted,



CSLSA Secretary