

<b>Committee Name:</b>	Executive Committee		
<b>Committee Chair:</b>	Patty Miller		
<b>Minutes recorded by:</b>	Chris Colburn	<b>Date/time of meeting:</b>	3/7/2016 7:30pm EST

## Motions Passed:

1. MSA to approve the minutes of the 2/1/2016 Conference Call as amended.

<b>Number of committee members present:</b>	<b>10</b>	<b>Absent:</b>	<b>0</b>	<b>Number of other delegates present:</b>	<b>0</b>
<b>Committee members present (list all, including chair and vice chair):</b> Patty Miller - President; Ed Tsuzuki - VP of Administration; Chris McGiffin - VP of Programs; Chris Stevenson - VP of Local Operations; Frank (Skip) Thompson -VP of Community Services; Chris Colburn – Secretary; Ralph Davis – Treasurer; Maria Elias-Williams - Legal Counsel; Nadine Day – Immediate Past President; Bill Brenner – Interim CEO.					

## Minutes

The meeting was called to order at 7:31pm EST.

1. **MSA to approve the minutes of the 2/1/2016 Conference Call as amended.**
2. Interim CEO's Report (Bill Brenner):
  - a. We have engaged the two first steps in the Membership Cultivation Plan. Marketing General will conduct a review of our marketing process, both print and electronic. Following receipt of materials, they will review items with Bill, Anna Lea Matysek, and Kyle Deery to make recommendations from the audit. They expect to complete their reports by mid-May.
  - b. Sports Marketing Surveys USA (Keith Storey) are taking surveys of non-USMS members, adults over 25 who swim for fitness or leisure at least twice a month. Keith is working with the staff to understand the questions USMS is trying to ask. That data, in conjunction with Marketing General, will come up with a comprehensive membership cultivation plan. The goal is to present the findings at the Summer Board Meeting.
  - c. The National Office has an opening for an Administrative Assistant. Interviews will take place this week, with the hope that the selected candidate will come on board shortly thereafter.
  - d. High Performance Camp: Bill has met with Hill Carrow and Bob Jennings. Bill is optimistic about receiving the support of the Coaches Committee based on the clear delineation of responsibilities that Hill has provided.
3. Officers' Reports:
  - a. President (Patty):
    - i. Patty has spent most of her time since the Winter Board Meeting on the hiring of the new CEO.
    - ii. Patty has done some work on the Transgender Task Force. Jessica Seaton will be the chair. Other members include Kathy Casey, Leo Letendre, Sally Guthrie, and Cathy Fedako. This will be different from the medical review board that addresses challenges to the rule. This Task Force will determine if there should be any changes to the USMS policy.
    - iii. We learned recently that we'll have to discuss any potential rules changes for FINA at the May USAS meetings. Charlie Cockrell is interested in revisiting proposing FINA competition for the 20-24 age group, as was presented in 2013. He reached out to Mel Goldstein and Walt Reid to see if we should bring this up again with mixed results. The Board can discuss it at the March or April meeting to determine if they think it presents a risk to re-propose this.
    - iv. Nadine put Patty in contact with the Administrative Secretary with Masters Swimming in Australia about the potential for advertising their 2017 Nationals events.
  - b. Vice Presidents' Reports:
    - i. VP of Administration (Ed):
      1. The Rules Committee proposal will come up before the April Board Meeting.
      2. USMS IDs on Nationals entry data: There is a business request to have an online capability for relay entries at Nationals. Not having this functionality has made relay entries more challenging. The original request was simply to have USMS IDs available on Nationals entries, and Ed found from Jeff that this was to simplify relay entries by allowing a third party like ClubAssistant (who

already has this functionality) to provide the functionality until the IT staff could roll it out internally. The discussion centered around the pros and cons of how to proceed. Bill will go back to Jim Matysek to determine if there is a solution the USMS IT Department can provide, and what the timeline might be.

ii. VP of Programs (Chris McGiffin):

1. Event Names from the Long Distance Committee: Laura had some concerns about the names of some events, and that has been resolved. Long Distance needs to inform the publications and marketing staff if they want to change event names.
2. Bob Bruce asked if the Board would present the low temperature changes to the Open Water Committee to review. Chris McGiffin will write the proposal.
3. Open Water will be putting together a policy update related to the development of a Safety Plan form. Patty would like to know if the Open Water Committee would accept the form or others' own Safety Plans if they contain all the required information. Discussion centered around the involvement of other committees related to the development of the policy.
4. Officials: Chris McGiffin communicated Board support around the Officials Certification Program. Chris is still waiting to hear back from Dave Coddington about assistance from USA Swimming's IT.
5. The IT Liaison Meeting is currently on the schedule for next week. Chris will reach out to VPs for their availability.

iii. VP of Community Services (Skip):

1. Sports Medicine met last night. They discussed the Transgender Policy. They are looking into getting Dr. Tanaka to present at Convention. They are also looking into the possibility of having a booth with a trainer at Long Course Nationals. They need to coordinate with the National Office and Kyle to follow up.
2. Coaches is meeting next Tuesday. The big topic is the High Performance Camp. Coaches support will be decided.
3. Fitness meets the week after next. Their big issue is integrating SSL support. They are trying to figure out how to market it, and have been working with Susan.

iv. VP of Local Operations (Chris Stevenson):

1. LMSC Development has been active since the Winter Board Meeting. Chris Stevenson met with Jill Gellatly, Laura Winslow, and Paige Buehler on the financial reporting requirements, guidelines and training discussed at the Winter Board Meeting. Paige has some ideas on a workshop around reporting, as well as how to get the information out to Treasurers who may not necessarily be at Convention. There is a subcommittee of LMSC Development that has been working primarily on the updated LMSC Standards document. The subcommittee has a proposed document out that has been reviewed by the Zone chairs for feedback. Mary Beth Windrath, Jeanne Seidler, and Anna Lea have been in conversation about registration, transfers, and the like, but the subcommittee hasn't wanted to make too many changes until they receive all the feedback. The timeline is to have some sort of document to the Board by the end of March. Chris Stevenson asked if we knew how many workshops he could tell Paige she has for Convention.

c. Treasurer (Ralph): Nothing additional to report over and above the report at the Winter Board Meeting.

d. Legal Counsel (Maria): No news is good news.

e. Secretary (Chris Colburn): Nothing to report.

f. Immediate Past President (Nadine): Nothing to report.

4. Examination of Committee Structure (Nadine/Patty): Nadine recommended that the VPs review their respective committees since they have valuable insight prior to the Governance Committee review of committee structure. Some of the issues are the responsibility of the Board and House of Delegates, but we want to have the VPs look at their committees with an eye toward their potential duties (e.g. tasks that can/should be handled by staff vs. tasks that can be handled by volunteers), as well as the potential future of their committees. Patty asked if any VP had some thoughts at this time. Ed mentioned that USA Swimming looked into the kind of Board they want to be – a Board who manages vs. a Board who governs. Similarly, exploring that question for ourselves will help us find out what functions our committees should handle vs. what should be handled by the staff. Ed reiterated that we need to agree on where our Board wants to be before we decide what our committees do. USA Swimming used an outside consultant (Bruce Leslie, with whom we have worked in the past), and Ed

thinks their help might be useful for us. Patty asked the VPs to determine which functions the committees are doing that should be done by staff, and which functions they're doing that should be done by volunteers. That discussion will be on the agenda for the next EC meeting to report our observations, since the VPs are closest to the standing committees.

5. Next meeting will be April 4, 2016 at 7:30pm EST.

The meeting was adjourned at 8:50pm EST.

Respectfully Submitted,

Chris Colburn, Secretary