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|-----------------------------|--------------------|------------------------------|-------------------------|------------------|---|
| <b>Committee Name:</b>      | Board of Directors | <b>Session #:</b>            | 1                       | <b>Report #:</b> | 1 |
| <b>Committee Chair:</b>     | Nadine Day         | <b>Vice Chair:</b>           |                         |                  |   |
| <b>Minutes recorded by:</b> | Chris Colburn      | <b>Date/time of meeting:</b> | July 7, 2014 8:30pm EDT |                  |   |

## Motions Passed:

1. MSA to approve the minutes of the 5/19/2014 Board of Directors conference call.

**Number of committee members present: 20**                      **Absent: 8**                      **Number of other delegates present: 1**

**Committee members present (list all, including chair and vice chair):** Nadine Day - President called the meeting to order at 8:32pm EDT. Also present were: Ed Tsuzuki - VP of Administration; Chris McGiffin - VP of Programs; Chris Colburn – Secretary; Phil Dodson – Treasurer; Patty Miller - Legal Counsel; At-Large Directors: Bruce Hopson (Breadbasket); Dave Diehl (Colonies); Maria Elias-Williams (Dixie); CJ Rushman (Great Lakes); Jill Gellatly (South Central); Hugh Moore (Northwest); Jim Clemmons (Oceana) and Phil Whitten (Southwest); Rob Butcher – Executive Director; Past Presidents: Jim Miller, Nancy Ridout, Rob Copeland, Jeff Moxie and Ted Haartz.

Not present: Chris Stevenson - VP of Local Operations; Jody Smith -VP of Community Services; Jeff Gudman – USA Swimming Liaison to USMS; Tom Boak, Dan Gruender, Mike Laux and June Krauser – Past Presidents; Mel Goldstein is recused from the Board due to his contractor position with USMS.

## Minutes

The meeting was called to order at 8:32pm EDT.

1. President's Report (Nadine Day): Nadine requested a motion approving the 5/19/2014 BOD Conference Call minutes. **Unanimous MSA to approve.** The 6/18 Board conference call was canceled and rescheduled for today. Nadine presented a 30-day membership trial form. Nadine requested a motion that the 30-day trial should be for practices or clinics only. Patty recounted how Anna Lea explained the different waiver types to the LMSC chairs. There's an emphasis on the waiver being a one-per-lifetime event. Rob Butcher reiterated that enforceability is on the honor system. He also asked that there be a clear definition of a clinic. Discussion will continue at the Summer BOD meeting. 25 LMSCs have not yet registered delegates for the 2014 Annual Meeting as of this meeting. USMS has 1400 members going to Worlds. Convention reports are due to Tracy on 7/15. Some officer reports will be used for the Summer BOD meeting as well. Reports for the BOD meeting are due Friday. Nadine went over the tentative agenda for the Summer BOD Meeting. Task force reports for Convention are also due 7/15.
2. Executive Director's Report (Rob Butcher): Membership is pacing 4.1% ahead of 2013, and a half percent ahead of budget. The 16-month membership option is in development. Kyle attended a Google Analytics conference that will enable us to learn more about who is coming to our site and how. USMS got a \$10,000/month grant that Kyle wrote for keyword advertising from Google. On the brand survey, the National Office received some good input, and distributed the survey to 12,000 new members today. They've already gotten a 7.2% response. The gender breakdown on the responses was 56% female and 44% male. The following categories of respondents are emerging: 70% signed up with USMS because it was required to participate. 60% said their local program requires membership to swim. 25% signed up because they wanted to swim in a sanctioned meet. 1.5% signed up because it was required for clinics. 9% signed up for Open Water. 30% said they became members for a better experience. 29% signed up for coached workouts.
3. Treasurer's Report (Phil Dodson): Phil reported that we are ahead of budget for this time of the year and that we are in control of our own destiny for the year to grow the membership and increase/improve revenue. Phil enumerated 18 different items (programs/services) that we fund with our membership fees to bring in revenue. Further discussion involved the prominence of the Open Water surcharge in the budget.
4. Old Business: Policy manual discussion is tabled. The goal is to prevent duplication of efforts. There's a request for Meg Smath to help with the style guide for the policy manual. Board policies are not online. Rob Butcher clarified that is updated through Anna Lea.
5. New Business: Ed asked about the Sarasota BOD meeting agenda. Requests to be on the agenda are due this Friday. Ed encourages everyone to come up with top three goals and objectives for what to accomplish at Convention. Patty elaborated that she and Ed can propose how best to go about that.
6. Next meeting will be July 19, 2014 at 8am EDT (Day 1 of the Summer Board of Directors meeting).

The meeting was adjourned at 9:24pm EDT.

Respectfully Submitted,

Chris Colburn, Secretary