

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Patty Miller	Date/time of meeting:	8/22/2016 8:30pm EDT
Minutes recorded by:	Chris Colburn		

Actions Taken:

1. Tabled: Approval of the minutes of the Summer Board Meeting
2. Failed: Acceptance of the proposed addition of IV.C in the revised Election Operating Guidelines
3. Failed: Acceptance of the proposed change in IV.E in the revised Election Operating Guidelines
4. Approved: To strike VIII.A of the revised Election Operating Guidelines in its entirety
5. Approved: To strike Appendix E.i.C for the revised Election Operating Guidelines to remove the exact wording of the election announcement and instruct the Elections Committee to come up with an alternative guideline in its place
6. Approved: To accept all other changes presented in the revised Election Operating Guidelines

Number of committee members present:	22	Absent:	5
Committee members present (list all, including chair and vice chair): 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; At-Large Directors: Bruce Hopson (Breadbasket); Dave Diehl (Colonies); Sean Fitzgerald (Dixie); Dan Cox (Great Lakes); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Jill Gellatly (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Nadine Day, Rob Copeland, Jim Miller, Nancy Ridout and Ted Haartz.			
Not present: Past Presidents: Jeff Moxie, Tom Boak, Mike Laux and Dan Gruender. Mel Goldstein is recused from the Board due to his contractor position with USMS.			
Guests:			

Minutes

The meeting was called to order at 8:33pm EDT.

1. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the call, hoping that people had fun watching the Olympics and participating in Summer Nationals. There were no conflicts.
2. Approval of meeting minutes (Chris Colburn): MS to approve. There was some discussion as to some modification to the minutes. Chris is going to gather all the edited documents, include them in the minutes, and present the completed document to the Board for an email vote. As a result, the vote to approve the minutes was tabled.
3. CEO's Report (Dawson):
 - a. We had a good month with the initiatives we launched in August.
 - b. We have added almost 4000 Facebook followers since 8/1. About 5% of those are a result of the Anthony Sullivan video (95,000 views). His people contacted us with a follow-up contest to gather more data about the folks looking at the videos. We got another 30,000 views from the contest video. There are 5,000 entries with a few days to go. We will be able to capture some data about those who are not USMS members but are entering the contest. The messaging and the exposure are big.
 - c. We are averaging ~75 registrations/day in August as opposed to ~30/day last year. 70% of this month's registration (~1500 total for 2017) are opting for year-plus memberships. We're getting positive feedback about the campaigns.
 - d. The Budget is with the Finance Committee. Meetings are scheduled for 9/1 and 9/8, and everything is moving through the process pretty well.
 - e. The National Office is working on the College Club Whitepaper. We are looking at options from an IT/registration standpoint. They should have the document to the Board by end of month. Ed thinks it's great that we are getting good data from our social media activities. Dawson stated that the goal is to put together a customer database from the data. We are using that information to send people information through Constant Contact. With 82,000 followers, there are a number of Facebook followers who are not members. Part of the IT plan is how to capture that info and start utilizing it. That data is valuable from a sponsorship standpoint as well.
4. Action/Discussion Items:

- a. Election Operating Guidelines (EOG): Even though we made some edits to EOG at the Winter Board Meeting, the committee has made some additional tweaks. Prior to the Board meeting, Patty circulated some edits and recommendations via the forum:
 - i. Recommend rejecting the proposed addition in IV.C. Discussion included that this should be changed/defined in the Rule Book (in 506.2.4) instead of in this document. **MSF to accept the addition.**
 - ii. Recommend rejecting the change to IV.E. Bruce and Nancy explained the rationale behind the proposed change. **MSA to reject the change to IV.E.** Patty suggests to the elections committee to make the rationale in a way that makes a bit more sense.
 - iii. Recommend removal of VIII.A instead of modifying it as presented in order to obviate the problem that came up this year for the timing of the election. **MSA to strike VIII.A. in its entirety.**
 - iv. Recommend rejecting the changes to Appendix E that updates the wording of the announcement, so that the announcements don't require a Board vote to be changed. **MSA to strike Appendix E.i.C to remove the exact wording of the election announcement and instruct the Elections Committee to come up with an alternative guideline in its place that describes the type of things to be covered in an announcement, rather than the exact wording of the announcement.**
 - v. **MSA to accept all other changes presented in the EOG document.**

Cheryl understands that a larger review of the EOG is in store for the Elections committee after this convention.

- b. Convention Preparation: Convention is happening in less than a month!
 - i. Potential Hot Topics:
 1. Sean mentioned that there was an extensive discussion in the Forums about the title change from Executive Director to CEO. Ed will be available to talk at Convention about the timing of that change and the rationale behind it.
 2. Rob Copeland: A new transgender policy, to align with the new IOC guidelines, will affect both Long Distance as well as Rules, and Long Distance may want to have a say in the execution of any appeals related to that change.
 3. Skip had a question related to Long Distance's proposals for FINA-aligned age determination for OW and postal events.

Patty asked the Board to be aware if they hear about any other potential hot topics.
 - ii. Board Community Service: Patty asked Rob for an update. Rob reached out to the local Red Cross about doing a blood drive. He has not yet heard back from them and will follow up. Chris Colburn indicated a connection Rob could use to help navigate the Red Cross hierarchy if needed. Skip asked some questions about the rationale and the logistics of a service activity for both the Board and other participants.

5. Updates:

- a. USMS Summer Nationals Recap (Chris Colburn): Chris reported that Summer Nationals was a successful event. Many of the athletes Chris talked to at the meet had an outstanding experience, and had nothing but good things to say about both the meet and Meet Directors Tim Waud and Dennis Baker.
- b. Update on 2018-2019 Championship bids (Ed): The Championship Committee, at their last meeting, voted unanimously to recommend suspending the 2018 Summer Nationals to fully support the Pan Am Games in Orlando. Discussion ensued about how the 18-24 age group might be handled at Pan Ams, working with USMS sponsors, and how the plans will be discussed at convention.
- c. Strategic Plan Update (Jill): Jill thanked the board for their input at Summer Board Meeting. The group is working on the document that will be available as the text strategic plan to the Board before Convention. There will be a presentation with a one-page summary infographic at Convention.

6. Next meeting will be a combined Board/Executive Committee call at 8:30pm EDT on Monday, September 12, 2016.

The meeting was adjourned at 9:41pm EDT.

Respectfully Submitted,
Chris Colburn, Secretary