

Committee Name: Board of Directors

Session #: 1

Committee Chair: Patty Miller

Minutes recorded by: Chris Colburn

Date/time of meeting: 1/16/2017 8:30pm EST

Actions Taken:

1. Approved: the minutes of the December 19, 2016 Board Conference Call

Number of committee members present: 21

Absent: 6

Committee members present (list all, including chair and vice chair): Patty Miller - President; 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: Dave Diehl (Colonies); Rob Copeland (Dixie/Past President); Dan Cox (Great Lakes); Sarah Welch (Northwest); Lianne Crittenden (Oceana); Ed Coates (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Past Presidents: Tom Boak, Nadine Day, Jeff Moxie, Ted Haartz, Jim Miller and Nancy Ridout.

Not present: Ed Tsuzuki - VP of Administration; Tom Moore (Breadbasket); Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Mike Laux and Dan Gruender. Mel Goldstein is recused from the Board due to his contractor position with USMS.

Guests: none.

Minutes

The meeting was called to order at 8:31pm EST.

1. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the meeting. There were no conflicts.
2. Approval of Meeting Minutes (Chris Colburn): **MSA to approve the minutes of the December 19, 2016 Board Conference Call.** Jim wished Chris Colburn a Happy Birthday, and Chris wished Patty a happy belated birthday.
3. CEO's Report (Dawson):
 - a. Membership: We are 5% ahead of this date last year (43,693). There was a lot of positive feedback on the renewal campaigns. At end of December, we were 10% ahead of the prior year's pace. We are seeing people renew sooner. We have renewed our last sponsor for two years. We have 8600+ members (through November/December) who have opted into receiving the magazine digitally. Members who opted in received an email showing them how to login to their account and get the magazine digitally. That's 22% of the members who have opted out of the paper magazine. Dawson will have data from Laura on the cost savings at the Winter Board Meeting.
 - b. At end of 2016, we had \$137k in SSL donations (50% increase from the prior year). We are seeing a larger average donation through the radio buttons. There was a larger percentage of members donating in November and December, plus some major donations from an open water swim that donated their proceeds.
 - c. Susan is working on year end financials and will have a report at the Winter Board Meeting. We are working on a retrospective of our programs in 2016.
 - d. The National Office is working on a new campaign for new members in the first half of 2017, using some of the components of the August marketing campaign.
 - e. Ted asked a question about reprinting an article from the latest electronic issue of *SWIMMER*. Dawson will get a printable copy from Laura for Ted tomorrow.
4. Action/Discussion Items
 - a. Winter Board of Directors Meeting (Patty): The Winter Board Meeting will be in Phoenix February 11-12. We travel Friday, but the meeting will start Saturday morning.
 - i. Tentative Agenda:

Patty solicited comments/questions for the draft agenda for the meeting. Patty gave an overview of some of the items that we need to cover in the agenda, including

 1. financial reports and oversight;
 2. a report from Dawson and James Williamson about our IT functions that can prompt a discussion about our IT direction.
 3. We'll be discussing how and where we will focus on and where we will be going with volunteers.
 4. We will also make a recommendation regarding Dawson's bonus.
 5. We will also have a face-to-face discussion about what the task forces are doing and working on, and talk about direction for each.

6. Dale Neuberger will be there with a FINA report.
 7. Dave Coddington will have a USA Swimming report.
 8. For officer reports, we're hoping to have a consent agenda where folks only raise questions and not go through all of the report content.
 9. Chris McGiffin asked a question about volunteer engagement and discussing it at the Winter Board Meeting. It doesn't look like we'll have an outside facilitator, so Dawson and Patty are planning items for that discussion. Chris McGiffin indicated that there's a focus in the LMSC Leadership Summit on attracting and developing volunteers. That group could have some input into some facilitation there. Patty indicated the Board discussion is more along the lines of Tom's discussion with where we want our volunteers to be in the future, and what message we want to send the LMSCs with respect to volunteers, as well as where we want to focus our volunteer effort and input.
 10. Sarah asked if we could schedule the Diversity Task Force at a time that Nadine is going to be available to participate.
 11. Chris Stevenson understands the distinction between the leadership summit, the Board discussion, and the futures task force, and wonders if there's a better way to categorize the two topics together. We could post the consent agenda on the forums ahead of time, that could be pulled ahead of time to speed up the process.
 12. Ed Tsuzuki asked where we would break up the days. He indicated he thinks the Executive Session will need to take place Saturday, and Patty said we would fit it in.
 - ii. Written reports (from Officers and task force chairs): It would be helpful to get those reports in by January 31 to put together the packet in advance of the meeting.
 - b. Proposed Date for Summer Board Meeting: The proposed date for the Summer Board meeting is July 15-16 in Tampa, since it's easier to fly to than Sarasota. Nancy asked if we could have the meeting the previous weekend to accommodate Pacific's LC championships. Ralph indicated that might not be enough time for the auditors to wrap up their work from June. There was some discussion on the logistics behind the financials, tax return, and audit processes. Tom Boak asked if there was a problem with delaying review of the Auditor's Report until Convention. Patty indicated that absent a lot of members unable to attend, we would try to stick to the currently proposed dates. That gives us more of an opportunity for our staff to get to the meeting than to go elsewhere.
5. Updates
- a. LMSC Leadership Summit (Chris McGiffin):
 - i. Dates are March 10-12 in Houston. There was a breakout of the summit core team, who met last week. There will be another meeting this Thursday. The draft schedule will likely be finalized this week. The summit will begin with a session from 5-9pm on Friday. There will be a full slate of activities on Saturday from 7:30-4:45, and then the group will have dinner together. Sunday, the meetings will wrap up from 7:30-11:45am before participants return home. Chris McGiffin doesn't yet have RSVP information. Chairs can send a designee if they cannot make the meeting themselves. There was a question if the current chairs had input into the summit; however, the data that was used to inform the schedule was the feedback received from last year's summit participants.
 - b. Officer Updates
 - i. Chris McGiffin:
 1. Long Distance wanted to propose that USMS consider removing the individual waiver requirement for e-postal events so coaches can register an entire team for an event. It would be a good idea but a rules change is required, so the committee is looking to Maria for a Rule Book update to accommodate that. A big consideration is that most e-postal event signups are done after-the-fact, so the athletes have not yet consented to the waiver at the time they participate.
 2. The Long Distance Committee invited Dawson to come to their next meeting (1/29). The committee has an idea to promote their e-postals internationally. This led to a discussion on how to better promote e-postal events. Dawson had some ideas about re-branding the e-postal events that he will share with the Long Distance Committee.
 3. The Open Water Committee's: next meeting is January 22. There is currently nothing new to report. There is going to be an emphasis on event development this year.
 4. Officials has yet to meet this year. An email went out for officials interesting in officiating at FINA Worlds. They've received 6 applications. Dave Coddington is the point person for

evaluating those reviews. That group will present a recommendation that will go to Mel for recommendation to FINA. Sarah asked if we were funding any of those officials, and Chris McGiffin indicated they were waiting to see if FINA accepted them before submitting an overbudget request.

5. Chris Stevenson: Chris had no updates that can't wait for the Winter Board Meeting.
6. Skip:
 - a. Fitness has their first meeting this Sunday with Dawson and Kyle, who will tell them about initiatives at the National Office.
 - b. Sports Medicine has their first meeting on January 29.
 - c. Coaches will have a meeting right before the Winter Board Meeting. They are rolling with their usual operations. They want to discuss what they learned and how they want to move forward with respect to the National Coaches Conference. Chris McGiffin asked a question of Skip about Go The Distance. He posited breaking down the Go The Distance data to make competitions out of some of the metrics. Skip indicated that might be useful and will take that back to the committee next weekend. Dawson has some ideas related to that which may help.
7. Nadine asked about the email that said that there will not be a Masters track at ASCA this year. Dawson will talk to Bill about it tomorrow and see if we can understand that better. Jim Miller will be with John Leonard on Friday in case we want him to ask any questions. Patty indicated our direction would come from Bill Brenner and Bob Jennings, so Jim could just ask the relevant questions. Skip also said the High Performance Camp will be coming up in the discussion as well.
8. Ralph: Ralph will be making a presentation about the financials. The typical report should be in by the end of the week. We are more favorable in our last forecast as a result of Dawson's positive influence. Both funds had a good return for the year. USMS ended the year with a good investment year.
9. Maria: Nothing to report to the Board at this time.

6. The next meeting of the Board will be at 8:00am MST on Saturday, February 11, 2017, Day 1 of the Winter 2017 Board of Directors Meeting. There will still be an Executive Committee meeting in February.

The meeting was adjourned at 9:19pm EST.

Respectfully Submitted,
Chris Colburn, Secretary