

Committee Name: Board of Directors

Session #: 1

Committee Chair: Patty Miller

Minutes recorded by: Chris Colburn

Date/time of meeting: 4/17/2017 8:30pm EDT

Actions Taken:

1. Approved: the minutes of the March 20, 2017 Board Conference Call

Number of committee members present: 20

Absent: 9

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: Tom Moore (Breadbasket); Dave Diehl (Colonies); Rob Copeland (Dixie/Past President); Dan Cox (Great Lakes); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Ed Coates (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Nadine Day, Jeff Moxie, Ted Haartz, Jim Miller and Nancy Ridout.

Not present: Past Presidents: Tom Boak, 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 EDT.

1. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the call. There were no conflicts.
2. Approval of Meeting Minutes (Chris Colburn): **MSA to approve the minutes of the March 20, 2017 Board Conference Call as amended.**
3. CEO's Report (Dawson):
 - a. The April Adult Learn to Swim campaign has been a good start to the month. Anthony Sullivan has been a spokesperson for us this year. We have a PSA and a 30-second video at the beginning of the month. There will be a 60-second video and contest in the second half of the month as well. Keep an eye out for the rest of the messaging.
 - b. We are continuing to track about 2% ahead of last year. We are looking at the numbers to see where we can improve. We are ~4% ahead on renewals but are a little behind on new membership. We think that might have to do with pulling a number of people forward at the end of last year. We are putting together a new member focused campaign in May or June. Try Masters Swimming Week will be like the August campaign last year but will be in June. There will be abilities to refer friends online and marketing after the fact. We will start capturing new member information immediately. Communications to coaches and LMSCs will come out in May.
 - c. The National Office is working on a fitness-oriented program. Casey Keiber has taken the bulk of the work. They have done some initial testing, and filled out some curriculum that we can use. The first test of the curriculum with the staff will be on Wednesday morning in Sarasota. There will be a second test in a few weeks in Sarasota as well with potential candidates in the community. We will do some market research after the fact with program branding, advantages, potential barriers, and program components. A subcommittee of the Fitness Education Committee will be helping with this. Testing will go to Austin in May/June. We will report back on the outcomes at the July Board Meeting.
 - d. We had a significant decrease in participants for the Hour Swim. The National Office has a proposal to put in front of the Long Distance Committee. The National Office wants to work on something for the 2018 event.
 - e. College Club Nationals was the first weekend of April. Jessica, Jay, Rob Copeland, Dan, and Kyle were there. There were ~2300 swimmers at the meet. Kyle had a forum with the club presidents. They started signups as an interest list for 2017-18 school year. 37 clubs signed up. There has been lots of good feedback. We are in a good spot with the program at this point. Check out usms.org/collegeclub to see what we've put together with lots of information. Rob Copeland said we're showing added value for the clubs going forward. We are only trying to cover our fixed costs. Rob hopes we see up to 80 clubs next year. Dawson reported that we live streamed the meet like we do for Nationals. The viewership wasn't as high as expected but was similar to when we started live streaming Nationals. Patty asked who's creating the content for the college club portion of the website. Dawson reported that Sterling did the graphic design and built out the entire thing. Rob Copeland mentioned that we're trying to get the colleges engaged in providing content as well, and that this may provide opportunities for internships down the road.

- f. Partner meetings for the RFI for the website replatform are done. We are expecting to have proposals from those vendors by the end of the week. We will have discussions to ensure we're comparing apples to apples. We should cross off a few more options as we get more info. Kyle has done a great job managing this project. We will have more info by next month with as much detail as possible. On March 30, we got a letter from Wells Fargo as a common point of purchase for fraudulent credit card activity. We think that is related to a breach that one of our sponsor partners had at the end of last year, with members who also used our site in November and December. The challenge is that it put stipulations on us to become PCI compliant rapidly. We met our April 10 deadline for mitigation steps. We are tokenizing our credit card input for registration and credit card processing at this point. We have more steps to put in place on May 8. We also have to get our PHP update done by May 8. This is Jim and Jeff's top priority, and Dawson and Susan are on top of these initiatives.
- g. We put together a fairly large desk frame with a note for Chuck Wielgus to honor his retirement. Ed will present it at the USA Swimming Board Meeting this coming weekend.
- h. Skip asked if USMS is going to be responsible for the College Club Championships. Dawson indicated that the idea is that the College Club organization would continue to run that on their own for the foreseeable future. We may assist them with their rotations and/or volunteers or best practices, but expect the College Club folks and the host club will take on the responsibilities to run the event. Rob Copeland reported that we are developing a College Club handbook for some boilerplate for what they need to do. Skip asked a few more questions about the logistics of running and registering for the meet, and Rob provided some information about the specifics. Skip also asked if Fitness Education would be involved in the items the National Office are doing. Dawson will talk in more detail offline with Skip, but the Fitness Education subcommittee is going to be involved with the fitness program testing. Laura asked for some more specifics about the letter from Wells Fargo and how we handle and process credit cards. Dawson provided specifics around what Wells Fargo and Visa reported and how it led to the need to take care of the PCI compliance issues. This involves using a secure terminal, and for tokenizing some of our PayPal transactions as well. Patty asked Dawson how many National Office staff will be at Short Course Nationals in Riverside. There should be 7-8 employees at the meet. Casey will be the point person for the meet.

4. Updates

- a. LMSC Standards – Status Report on Survey Results and Remediation (Chris Stevenson): The Board owns and approves the standards. The mandatory standards are subject to remediation and failed remediation goes to the Board. Chris Stevenson thinks one LMSC will go before the Board. Chris will report on what we're doing now and has suggestions for what to do next. Survey data came from LMSC chairs and treasurers, the National Office, and Mary Beth Windrath. Chris Stevenson has a conference call with each of the LMSC Chairs, and the Zone Chair is involved. Setting deadlines for remediation to the Zone Chair so the Zone Chair can assist with reviewing the work. 41 of 52 LMSCs did not meet 1 or more mandatory standards. The idea was that the Zone Chairs have 2-10 LMSCs to cover. For one example, Bruce Rollins called a conference call with the LMSCs in his zone after distributing the results, and the chairs will work on the items all together. If Bruce's model works well, he wants the remediation procedure to include the Zone chairs to get them involved. Jim asked some questions about the data, and Chris Stevenson clarified how the data translated into a score. Ed Coates asked if there was a theme in the comments made by those not meeting standards. Chris Stevenson knows there were comments but has not seen the raw data. There were at least some target standards (such as uploading results in a timely fashion) that didn't have sufficient data. There was some discussion of an LMSC that has been uncommunicative and how the Board can move forward to help them to be more responsive to come into compliance.
- b. Officer Reports:
 - i. Patty: Patty wanted to close the loop about Ryan Lochte participating at Nationals. Most feedback has been relatively positive, and everything seems to be going fine.
 - ii. Skip:
 - 1. Coaches Meeting was last weekend. A subcommittee has been picking Level 4 coaches, and wants some time during Nationals to present that. Patty said they need to approach Recognition & Awards and Championship regarding the logistics. Recognition & Awards focuses on the Ransom Arthur presentation at Nationals. Patty asked Ed Tsuzuki and Chris Stevenson for some input. Rob Copeland asked about some of the precedent and the historical background. The question is if it can be fit into the timeline, and if Coaches can round up the people appropriately. Skip will have Bob Jennings reach out to Ed Tsuzuki and Jeff Roddin.
 - 2. The Finance Committee asked the Board about the International Coaching role. Patty wants to have this conversation at the Summer Board Meeting about our role internationally and how it fits

into the strategic plan. One of the questions is how it fits into UANA Pan Ams in 2018 as well. Patty sees us looking at USMS' role internationally, as well as USMS' role at Pan Ams.

3. We are not going to have a Sports Medicine booth at Nationals in Riverside. There was a logistical issue related to the people who were going to attend.
4. Skip asked about more discussion surrounding the Transgender Policy. Patty asked for some clarification, and referred Skip to the existing Transgender Policy. Skip will forward the discussion to Patty and Dawson.

iii. Ralph: the Q1 results and the forecast for the year will be out on April 27.

iv. Chris McGiffin: Sent the amendment language off to Meg Smath and the Legislation Committee regarding the liability waiver requirement for postal swims. Chris will keep Dawson posted on when he can meet with Donn Livoni. There will be another IT Liaison Meeting coming up.

v. Skip had one final question about the site of the 2020 Olympic Trials. Dave Coddington noted that the site has not yet been determined.

5. The next meeting of the Board will be at 8:30pm EDT on Monday, May 15, 2017.

The meeting was adjourned at 9:54pm EDT.

Respectfully Submitted,

Chris Colburn, Secretary