

# USMS Convention — Dallas, Texas 2017

<b>Committee Name:</b> Board of Directors	<b>Session #:</b> 1
<b>Committee Chair:</b> Patty Miller	
<b>Minutes recorded by:</b> Chris Colburn	<b>Date/time of meeting:</b> 9/13/2017 9:00am CDT

## Actions Requiring Approval by the HOD:

1.

## Motions Passed:

1.

**Number of committee members present: 21**                      **Absent: 7**                      **Number of other delegates present: 13**

**Committee members present (list all, including chair and vice chairs):** Patty Miller - President; Ed Tsuzuki - VP of Administration; Chris McGiffin - VP of Programs; 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); Leianne Crittenden (Oceana); Ed Coates (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Past Presidents: Nadine Day, Rob Copeland, Tom Boak, Jim Miller and Nancy Ridout;

**Committee Members Absent:** Chris Stevenson - VP of Local Operations; Tom Moore (Breadbasket); Past Presidents: Jeff Moxie, Ted Haartz, Mike Laux and Dan Gruender;. Mel Goldstein is recused from the Board due to his contractor position with USMS.

**Guests:** Jessica Porter

## Minutes

The meeting was called to order at 9:00 am CDT.

### Introductions (9am)

P. Miller

1. Patty led a brief review of the aftermath of the two hurricanes, and what opportunities we as USMS can do to help.
2. Dawson gave an update on the status of the National Office and the staff in the wake of Hurricane Irma. Most staff will make it to Convention. Everyone is safe and has not incurred major property damage. Nadine asked and Dawson confirmed that Club and Coach Services would reach out to clubs in affected areas. Tom suggested connecting with USA Swimming and combining efforts.
3. Agenda Review: Patty reviewed the agenda with the Board.
4. Declaration of Conflict of Interest: There were no conflicts declared.
5. Board members completing their terms: Patty recognized the Board members who are terming out.
  - a. Chris Stevenson, who could not be at Convention, is finishing 4 years as the VP of Local Operations.
  - b. Chris Colburn is concluding four years as Secretary.
  - c. Chris McGiffin is concluding four years as VP of Programs, and has been on the Board for 7 years.
  - d. Ed Tsuzuki is completing 8 years as a VP (first VP of Local Operations, and currently VP of Administration).

### Minutes and Ratification – 9:20 a.m.

C. Colburn

1. July 15-16, 2017 Board of Directors Meeting: **MSA to approve the minutes of the 2017 Summer Board Meeting as amended.**
2. August 21, 2017 Board of Directors Meeting: **MSA to approve the minutes of the August 21, 2017 Board Conference Call.**
3. Ratification of Actions Taken Since Summer BOD Meeting:
  - a. EC Only: **MSA to ratify the majority online vote to amend the July 3, 2017 EC Conference Call Minutes as requested by Ed Tsuzuki.**
  - b. EC Only: **MSA to ratify the unanimous online vote to approve the August 7, 2017 EC Conference Call Minutes.**

**Convention Readiness - 9:28 a.m.**

P. Miller

1. Nadine informed the Board about a fundraiser to support Hurricane Harvey victims that will be taking place at the Insurance reception this evening.
2. Convention overview and logistics:
  - a. Patty asked everyone to review the Convention schedule.
  - b. Patty informed the Board that the BOD 2 meeting this afternoon may not happen.
  - c. Patty asked questions of the Board about the meetings that will take place each day.
  - d. For this afternoon's scheduled task force rooms, Ed asked if he could use one of the Task Force Rooms (Sanger A) for a closed meeting. Nancy will use Sanger B for a task force meeting.
  - e. During the first HOD meeting, we will have floor nominations. Unopposed candidates will be elected at that time by acclamation.
  - f. Rob and Chris Colburn provided some logistics of what will go on at the first HOD meeting, including the Standing Rules of the House, the ratification of Board actions; the role of the Clerk of the House; and guests of the House that will be permitted to speak to the House.
  - g. There is a new Delegates Luncheon on Thursday. Ed gave an overview of the Luncheon.
  - h. Patty reminded us about HOD2, which includes the Meet the Candidates Forum.
  - i. Jessica informed the Board that Hospitality will be in Room 396.
  - j. Nadine had a question about the Zone meetings. Patty reminded the Board about the proposed legislation for term limits for Zone Chairs.
  - k. The Speed Dating workshop will overlap with New Board Member Orientation.
  - l. During HOD3 we will be doing the Remembrance. Nancy's task force will be doing their work thanking some former employees for their service following the Remembrance. Elections will take place next. Recognition and Awards take place during HOD 3. Following those items, there will be forums for Rules, Long Distance, and Legislation.
  - m. Chris Colburn will follow up with Michael Moore about the Saturday Round Table luncheon.
  - n. HOD5 covers the Budget, Legislation, and Rules, as well as a feedback session if time permits.
  - o. Athletes are doing much of the work with the Banquet this year.
3. Coverage for Local Operations committees: Chris Colburn will be covering all Local Ops meetings with the exception of Recognition and Awards, which Nadine will cover while Chris Colburn attends the first Rules Committee meeting.
4. Hot topics: Patty asked if there were any other hot topics to cover above what we've already discussed. Nadine asked about the Convention Task Force. Patty mentioned that will be covered on Sunday's Board Meeting. Patty mentioned that task force and the Volunteers task force has not yet been formed. USAS met yesterday afternoon, and Dawson will be meeting with Tim Hinchey and Greg Eggert this afternoon as a follow up.
5. Ed Tsuzuki mentioned that at the USA Swimming Board Meeting, Jim Sheehan is pulling together a task force with respect to Convention as well. Ed will be chairing the Convention Task Force to determine the future of how we structure and run our Convention, as well as how we fit into the USAS structure. Tom Boak expressed concerns related to the coordination of the different meetings that are going on related to the future of Convention.

--BREAK--

**Budget – 10:35 a.m.**

R. Davis

Ralph gave an overview of the meetings with the Finance Committee and the National Office. Ralph doesn't foresee any significant changes from what came out in the pre-Convention packet.

**Officer Reports – 11:15 a.m.**

1. President (Patty): Patty mentioned two reports from Dale Neuberger, including items that took place at FINA and a report related to UANA.
2. VP Administration (Ed Tsuzuki): Nothing to add to the packet. Ed thanked the Board, and will be chairing the Convention Task Force. He will still be fairly involved, definitely at the local level.
3. VP Community Service (Skip): No big updates; the Sports Medicine Presentation will be different from what was originally planned, but Sally Guthrie's presentation will be giving an update to a previous study taken by the Sports Medicine and Science Committee.
4. VP Programs (Chris McGiffin): Chris echoed his experience with the Board and thanked the Board for their mentorship. Chris had a question of Dawson about Bill Roach no longer filling the Open Water Coordinator role. Dawson provided the narrative surrounding Bill's departure and the hiring process for his replacement. After a

number of applicants, David Miner stood out in terms of his background and qualifications, and accepted his position. He will meet with Bill Roach tomorrow to discuss transition.

5. VP Local Operations: No report as Chris Stevenson is not in attendance.
6. Treasurer: Ralph mentioned that we are almost 10% ahead of last year from a revenue perspective.
7. Secretary (Chris Colburn): Nothing to add, other than to thank the Board for their help and service.
8. Immediate Past President (Nadine): Nothing to add.

#### **CEO's Report – 10:49 a.m.**

D. Hughes

1. New registrations are a challenge this year. Renewals are much better than they have been, and that has made up the difference. If the trend holds, we will be down 15% on new registrations only for this year.
2. IT Backup and Disaster Plan was put into motion on Wednesday. The failover from Tampa to Dallas is currently a manual process. We now have an additional backup in Azure. Servers never went down and the power never went out in Tampa.
3. College Club is now up and running at collegeclubswimming.com. ClubAssistant is hosting the registration process. Starting Thursday, ClubAssistant was given the go ahead to begin individual registrations. 35 or 36 clubs have already registered. Any club that wants to participate in the National Championship needs to be registered. Our forecasts are pretty solid, as 80 clubs and 2300 members participated last year. Onshalee comes from the College Club space, as she was president of the club at the University of Colorado. Another summit is scheduled in the February timeframe. The top priorities are the event calendar and the individual registration. Questions involved logistics around the registration process. Dawson should have more updates by Sunday. The 2018 championship will be at Georgia Tech, but there are plans to rotate the national championships using a bid process to other sites around the country. There are 3 people from College Club coming in tonight and tomorrow.
4. USMS 3.0: Dawson gave a presentation on the technology updates and a status of where we are with the sites we have already put together. We have 4-5 pages to show on phones, tablets, and desktops. Dawson played a demo that James sent from the Sarasota airport with a description of the demo pages. The new site is responsive. Current work involves streamlining the registration process and facilitating online renewals. The goal is to roll out the first phases of this in the first quarter of next year. The business goals of the updated site are focused on attracting new members. The second phase will cover functionality in MyUSMS and member benefits. Dawson outlined some of the data we're trying to collect that we can better use to attract new members. Skip asked some questions about One-Event Registrations. One of the advantages of the new system is that much of the staff has access to update information.
5. Fitness Series: Dawson provided an early draft for a new fitness series. Topics covered fundraising components, marketing strategies, and tie-ins to the Swimming Saves Lives Foundation, as well as for club or LMSC fundraising efforts. The point behind the initiative was to design these series the way ePostals are run. There are some items related to these initiatives that the Fitness Committee will cover this week. This is also on the Coaches Committee's agenda. One question asked about why we would add more fitness events. Patty indicated that these events were in response to the outcomes from a task force between the Long Distance and Fitness Committees. The focus on these new events is participation than as a national championship event. Other questions involved the rationale around time windows and how those changes differ from Long Distance's plans for national championship events.
6. The Board broke for lunch at 11:57am for lunch and reconvened at 12:39pm.
7. Regional Program Developer: Dawson talked more about some initiatives designed to attract new members. The concept is in next year's budget to see if they can work as envisioned. The idea behind this role is to have contractors in smaller geographical regions around the country who can do the same kinds of things that Bill and Mel do, meeting with local resources and facility operators to facilitate relationships and develop clubs and coaches as dictated by local needs. Discussion supported that local resources would have a different impact.
8. Local Program Incubator: This role is for the facilities and regions that don't have programs but want them and need support to get started. They also provide the potential for testing environments with the data and programs that USMS are currently developing and collecting. These have the potential to be revenue stream for the organization that we hadn't realized previously. Some discussion involved how someone closer to the LMSC level would be better received than someone who comes in from the outside. Questions surrounded how to get started, and how the initiative could grow and expand depending on demand in a particular area.

#### **Task Forces – 1:19 p.m.**

1. Diversity Task Force

S. Welch

Sarah provided an overview of the Task Force's work since the Summer Board Meeting. Most recently, Nadine and Sarah visited the Diversity workshops that USA Swimming held at Convention yesterday. Each LSC has a Diversity officer who supports those initiatives locally. The second workshop was designed for the Diversity/Inclusion chairs. The scenarios in the workshop focused on the best way to handle a number of different difficult situations. Sarah

mentioned that the USA Swimming national office staff and resources are very open to us. There was a lot of cross-organization networking that was useful to the work of the Task Force. Sarah indicated that there is one vacancy on the Task Force. Patty asked Board members to let her know if they know of anyone who might be able to help. Sarah listed the current members of the Task Force, and staff support is provided by Jessica with help from Dawson. The group is beginning to put profiles together for best practices that can be built as resources that they can make available. Patty mentioned that it's hard to determine what to do if we don't know what we're solving for. Sarah mentioned the work that needs to be done, based on the demographics whose numbers have increased vs. those who have not.

2. Futures Task Force

D. Cox

This year the Futures Task Force will talk about mentoring Friday at 10:45. We will look at the difference between coaching and mentoring. On hold is the star system for evaluating volunteers. The task force will help Nadine to hand out cowboy hats for the USAS fundraiser. Patty asked when the Futures task force has completed its mission. Dan wanted to pose that question to the task force. Part of what is left to complete is to look at ways to encourage more younger members to volunteer. The group will discuss that further to explore their future.

**Conclusion**

The next meeting of the Board will be following HOD3 at the front of the House of Delegates. The original BOD2 meeting, scheduled for 5:30pm on Wednesday, is canceled.

The Board was recessed at 1:41pm CDT.

Respectfully Submitted,  
Chris Colburn, Secretary

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