

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Peter Guadagni		
Minutes recorded by:	Carrie Stolar	Date/time of meeting:	04/17/2023 8:00 PM ET

Actions Taken:

1. Approved: Mar 25, 2023 BOD meeting minutes.
2. Affirmed: The discussion about the procedure for maintaining and amending USMS policies was tabled until the next BOD meeting.

Number of committee members present:	16	Absent:	2	Guests:	6
Committee members present/virtual (list all, including chair and vice chair): Peter Guadagni - President; Chris Colburn - VP of Administration; Chris Campbell - VP of Community Services; Ed Coates - VP of Local Operations; Robin Smith - VP of Programs; Carrie Stolar - Secretary; Katie Kenyon (Legal Counsel); Dawson Hughes – CEO; At-Large Directors: Sue Nutty (Breadbasket); Charles Cockrell (Colonies); Susan Ehringer (Great Lakes); Paige Buehler (Northwest); John King (Oceana); Britta O’Leary (Southeast), Jeff Commings (Southwest); Kris Wingenroth (South Central).					
Not present: Patty Miller (Immediate Past President); Teddy Decker – Treasurer.					
Guests: Crystie McGrail, Diana LaMar, Marilyn Fink, Sandi Rousseau, Nadine Day, Skip Thompson.					

Minutes

The meeting was called to order at 8:03 pm ET.

1. Agenda review and declarations of conflict of interest (Peter): No changes to the agenda or conflicts of interest. Peter shared that it is National Volunteer Week and National Coaches Week begins May 1. He also reminded everyone to nominate volunteers for service awards by July 1.
2. Approval of March BOD meeting minutes (Carrie): **MSA for approval of the Mar 25, 2023 BOD meeting minutes.** Discussion: Carrie said that the minutes were updated to reflect that Robin’s VP report was submitted in advance of the meeting and there were no updates or questions. **The motion passed unanimously.**
3. Minute of happiness (Paige): Paige shared the first email that a new member received from USMS.
4. CEO update on finances and membership (Dawson):
 - a. CRM launched on April 1. Registration was shut down for about 13 hours during the launch. So far, the transition has been smooth.
 - b. Club development: Kyle, Bill and Dawson will be in Denver next week for the USA Swimming workshop which is similar to Relay for Masters. They plan on connecting with coaches that are interested in starting Masters teams or growing their Masters programs. They will have a booth and survey and will also be hosting a happy hour. Videos about Masters will be shared in post-event communications.
 - c. Spring nationals will be the biggest ever with almost 2500 swimmers.
 - d. The conversation with Grown-up Swimming is continuing. More updates to come.
5. Policy review (Peter): The BOD is reviewing policies every two years.
 - a. Policies are reviewed by the BOD every two years. The BOD first discussed the procedure for maintaining and amending USMS policies. Charles commented that he would like to see it revised to say that policies will be reviewed at least every two years or when a change is warranted. He also asked who can propose changes to the policies other than the BOD? Per Paige, the LMSC Development Committee is one example. Charles proposed that “standing committees can propose changes to the BOD that they would like considered.” Ed asked if we need to call out the LMSC standards separately or can we just have them deemed as a BOD policy? Also discussed was whether we should specify USMS BOD policies for USMS policies in “USMS policies and the LMSC Standards will be reviewed at least every two years by the BOD.” Charles will work on the wording of the procedure for maintaining and amending policies, so the discussion about the procedure for was tabled until the next BOD meeting. **MSA to affirm.** Further discussion: none. **The motion passed unanimously.**

6. Review of proposed communication plan to zones (and committees) (Robin): Robin shared the proposed communication plan from the working group. There won't be a separate presentation prior to the meetings. Information will be sent for review ahead of time, and they anticipate a robust 90-minute meeting with focused discussion. The pre-meeting information would include an overview of the MVV and include questions for the LMSCs. In order to help guide the flow of the meeting, the working group has prepared an agenda that tries to balance the presentation of information with time for Q&A. The consensus was that the agenda needs to be reduced and the preference is to only hold one meeting rather than break it into two. Robin also said that there will be a few common slides about each agenda item for all the groups to share. The discussion then focused on the topics to be discussed and their order, with many agreeing that the discussion should lead off with the proposed updated MVV, which can guide the subsequent conversations, with the theme of simplification. We have simplified the MVV and are trying to simplify the organization as well. The meetings should stay fluid, but with a rough timetable, so that the conversations can be 2-way and there is time for discussion. Topics that will be covered are MVV, sunseting committees, Relay, and USMS Club/Event support programs. There will also be a list of topics about which the BOD should expect questions on topics like CRM, the annual meeting, USMS membership numbers and trends, etc. Some zones will have pressing issues and will bring them to the calls. Charles suggested that we make sure to engage those committees that are slated to be disbanded and do our due diligence. Robin thanked the BOD for the input and said that the working group will revisit the questions that will be sent out in advance, with a focus in narrowing the questions down to 3 or 4 that would be sent to the LMSCs. The formulation of the questions should ensure that the BOD gets a sense of the LMSC perspectives. The group will also send out an updated plan and agenda as well as a short PowerPoint. The discussion then shifted to the next steps for the BOD. Robin and Peter suggested that the call material be distributed to the BOD but one more BOD conversation may be needed on the hot topics. The VPs may also schedule a separate call with their group of committees to share the same information.
7. Strategic initiative goals (Carrie):
 - a. Carrie gave an overview of how the goals that were shared with the BOD for feedback were formulated. She compiled the ideas from the breakout session from the in-person BOD meeting and had conversations with both Peter and Dawson. The proposed goals were posted in the forum where discussion was encouraged. The goals will be used by the BOD, as the leaders of USMS, to which we should hold ourselves accountable and as a guide for the BOD's decisions.
 - 1 Club development:
 - 1 Accessibility/Availability: Availability of a club to x% of the population within x miles of their home. How easy is it to get to a club? Metrics will be used to determine the target numbers. The National Office has committed to calculate the current status within 3 months of goal approval.
 - 2 Size: Increase the number of clubs that require membership in USMS. Clubs are defined as those that have scheduled workouts that a prospective member can attend.
 - 2 Event Development:
 - 1 Add one OW/pool event or clinic in each LMSC
OR
 - 2 Each LMSC should host 1 sanctioned event in each available course including OW (SCM may not be possible in some). If already achieved, look to add another event per racing course.
 - a What can we do as a BOD to help these events come about? Relay 2023 will be focused on events.
 - b Paige suggested a menu approach giving LMSCs a choice to do at least one thing. If resources are an issue for LMSCs, we can figure out what the challenge is (volunteers or structure) and help to solve it. Charles asked what the success metric would be due to the vast differences in LMSCs and potentially the metric would need to be specific for an LMSC.
 - 3 Community Development: How broad should this go? Specify intention.
 - 1 Every club hosts at least one community related event/effort per year. This could be a social event (happy hour, team dinner, non-swimming outing) or something within the swimming community (support a member in need) or something that supports the broader community (like volunteer at a food bank, run a food or clothing drive, volunteer at a Habitat for Humanity project, conduct an ALTS program, etc.).
 - 2 LMSCs holds one non-traditional event annually. Non-traditional events include swim meets with non-conforming events (25s, kicking, swims with fins, etc.), relay meets, or swims with noodles.
 - 4 Local Focus and Support:
 - 1 Each LMSC creates a local plan for club, event, and community development. BOD members may be utilized to work with the LMSCs to give guidance on the plan formulation.

- a More guidance is needed, but we don't want to give a to-do list. Potentially have BOD members work with the LMSCs to give guidance on the plan formulation. This could be a valuable/helpful plan for the LMSCs.
- 5 Independent Swimmer Support:
 - 1 Launch an effort to attract and provide value to independent swimmers, focusing on non-members and casual swimmers with the objective of giving them more support and making them more comfortable with USMS.
 - a Per Dawson, the national office plans to do this within the next two years. Susan would like "USMS community" to be better defined. Dawson said that this goal is about non-members/casual swimmers that are swimming with the objective of giving them more support and making them more comfortable with USMS and hopefully transition them to become members, join teams, and swim in events. This could also be valuable to unattached swimmers as well. Robin suggested that stroke clinics might work well to do this. Kris would like clarification of the term "independent swimmer" and would like to see this formulated as a measurable goal.
- 6 Next steps: Carrie will revise the goals given the input from this meeting. Peter asked how perfect these goals have to be? This organization hasn't had many goals besides those around membership. This exercise is about learning how to set goals and understanding what is appropriate/not appropriate. Ed said that the BOD approved the strategic priorities as our focus. He would like to attach goals to the priorities so that we can measure our success but would like to keep the goals fluid since this is the first time that the BOD has created goals. The goals are meant to be for 3 to 5 years in a changing environment. How formal do they need to be? Let's create them, see how easily we can measure them and gather data on them and see how it goes and adjust as needed. Kris said that the effort put forth depends on how we are using the goals/what need to internally understand what we are using them for. They don't need to be perfect; we just need to understand their purpose.
- 8. Next steps on Grievance Task Force recommendations (Peter and Ed): Maddie Sabilia has been leading the task force and is unable to continue due to her schedule. Peter and Ed are looking for a good project manager for this task force.
- 9. The next BOD meeting will be on May 15 at 8 PM ET.

The meeting was adjourned at 9:30 PM ET.

Respectfully Submitted,

Carrie Stolar, Secretary