

USMS Convention—Anaheim, California 2007

Committee Name:	Board of Directors	Session #:	1	Report #:	4
Committee Chair:	Rob Copeland	Vice Chair:			
Minutes recorded by:	Meg Smath	Date/time of meeting:	9/26/07 2:30 p.m.		

Number of committee members present:	22	Absent:	1	Number of other delegates present:	18
Committee members present (list all, including chair and vice chair): Rob Copeland, Leo Letendre, Julie Heather, Mark Gill, Mike Heather, Meg Smath, Tom Boak, Jim Miller, Patty Miller, Anna Lea Roof, Betsy Durrant, Jerry Clark, Nadine Day, Jeanne Ensign, Michael Moore, Carolyn Boak, Laura Winslow, June Krauser, Ted Haartz, Dan Gruender, Mel Goldstein, Nancy Ridout					

Minutes

The meeting was called to order at 2:30 p.m.

- 1. Executive Director's Address.** Todd Smith reported that a contract for online registration services has been signed with Club Assistant, which is owned and operated by a USMS member; the majority of the employees are also USMS members. They have expert knowledge of certain things and how we do them. He noted that the BOD needs to stay committed to implementing the strategic plan, remembering that we are a member services organization and everything we do needs to align with goals related to member services. He is establishing a Branding Task Force, which will be chaired by Lynn Hazlewood. Membership growth, sponsor acquisition, etc., rely on a strong brand identity. Another priority is establishing a succession plan for both staff and volunteers. The plan for staff should be completed by next year's midyear meeting. He commended the Club Development Task Force for doing a phenomenal job, and noted that implementing its plan will be key to growth. He will establish an office in Indianapolis and hire an administrative assistant by the end of the year. He also noted that the rules and regulations for our employees can be found in multiple documents, and he would like to compile them all into an employee handbook. Employees will then sign off on all policies in advance, and be informed about the benefits USMS offers them. He plans to establish strong relationships with external organizations (i.e., YMCA, USA-T, USA-S); he noted it is often easier for one ED to work with another rather than a liaison. He will continue to cultivate corporate partners with Mel Goldstein. Finally, he noted that our Financial Operating Guidelines and Professional Management Guidelines were written for an all-volunteer organization. We will need to modify or streamline them. Rob said our goal will be for the BOD to vote on these modifications by the midyear meeting.
- 2. Club Development Task Force.** The task force, under the leadership of Julie Heather, met monthly by conference call over the past year. She recognized Carolyn Boak, Tom Boyd, Mo Chambers, Rob Copeland, Nadine Day, Jeanne Ensign, Jim Wheeler, Mel Goldstein and Todd Smith for their outstanding work. A questionnaire was sent out to club representatives, and the results were compiled by Jennie Quill of the Illinois LMSC. The next step is to find volunteers for mentoring the clubs and implementing the task force's recommendations.
- 3. Online Registration.** Todd answered Board members' questions about how we will proceed. Carolyn asked if we will still be processing renewals on a calendar year basis, and the answer was yes. Rob will appoint a task force to look into instituting 18-month or longer memberships and a subscription basis.
- 4. Controller's Report.** Margaret gave a presentation on the 2006 actual results compared with the budget, as well as the 2007 expected results. For 2007 we should actually finish \$34,000 in the positive, when we expected a \$121,000 loss. She then discussed why this happens, almost yearly:
 - USMS is great at "blowing away" the budget.
 - USMS forecasts revenues quite accurately.
 - Actual expenses are consistently lower than budgeted., because:
 - We end up finding cheaper ways to get things done.
 - We pad the budget for "just in case."
 - We do not carry out or fulfill various planned objectives.
 - We hold cost center managers accountable for overspending, but not for underspending.
 - By overbudgeting expenses then balancing the budget, USMS could be leaving opportunities and initiatives on the table. The strategic plan should make it easier to budget accurately. We also need to forecast farther into the future. We are in a strong financial position and have enough cash and reserves to nearly cover one year's expenses. At future Committee Chairs

Orientation we should tutor them on how to submit a budget, fill out a reimbursement form, and other financial aspects. We need to change the mindset about the budgeting process.

5. **Treasurer's Report.** Tom reported that our income from investment has increased greatly due to better interest rates being available.
6. **World Championships Update.** Michael Moore said that the local organizing committee is working to close down. He does not foresee much change in the final accounting. Remaining funds in the LOC accounts will be paid to USMS.
7. **Audit Committee.** Jeanne reported that at the midyear meeting in January, a committee was set up, but it doesn't have a charter or function yet. Besides coming up with a charter and function, the composition of the committee should be changed to add financial expertise, maybe from outside the BOD. In the meantime, the Finance Committee has made recommendations for FOG in relation to an auditing function that have a completely different focus. Jeanne asked that a new chair be named, but she would like to remain a member of the committee.
8. **Potential Contentious Issues.** The BOD felt that legislation relating to team scoring at national championships could be contentious, but felt that the underlying issue is the so-called "superclubs." Julie felt that issue would be addressed by the LMSC Task Force. Another possible contentious issue was the proposal by the Executive Committee to hire a consultant to assess our information technology structure.
9. **Clarification.** Rob clarified that all employees now report to Todd. Any requests for work for our employees should also go through Todd.
10. **Policy Statement on LMSCs Releasing Personal Information.** Julie presented a policy proposed by the Zone Committee. The BOD wished to have time to think about the proposal; MSA to table the proposal. The BOD will reconvene after adjournment of the HOD to vote on the proposal.
11. **Strategic Plan Strategy.** The first item on the agenda for every committee meeting will be talking about the strategic plan. A BOD member will attend each meeting to explain the process. We are asking the committees to reevaluate their missions, objectives and goals with the strategic plan in mind, and to prioritize the work and set goals based on the plan.

The meeting was recessed at 4:28 p.m.
