Committee Name: Board of Directors	**Date/Time of Meeting:** June 15, 2026: 8:00 p.m. ET
Committee Chair: Ed Coates	**Minutes recorded by:** Erika Braun
Committee members present 15	**Committee members absent** 3
Ed Coates (President); Julie Dussliere (VP of Administration); Crystie McGrail (VP of Local Operations); Carrie Stolar (VP of Programs); Denise Dombay (Treasurer); Erika Braun (Secretary); Dawson Hughes (CEO); Katie Kenyon (Legal Counsel), Peter Guadagni (Immediate Past President) At-Large Directors: Sam Kraft (Breadbasket); Guy Davis (Colonies); C.J. Rushman (Great Lakes); Rob Heath (Northwest); Phyllis Quinn (Oceana); Jeff Commings (Southwest) **Absent:** Kenny Brisbin (VP of Community Services); Nicole Christensen (South Central); Trey Taylor (Southeast)	
Other guests: Meredith Buchanan (Coordinator, Volunteer Services)	

Actions Taken:

1. Approved. May 18, 2026, BOD meeting minutes
2. Approved. Existing Electronic Media Policy
3. Approved. Membership Categories Policy
4. Executive Session: Took action on a personnel matter

Minutes:

1. The meeting was called to order at 8:02 p.m. ET.

2. Agenda review, conflict of interest declarations – Ed: There were no conflicts of interest. Ed introduced and welcomed Meredith Buchanan as the new Coordinator, Volunteer Services.

3. Approval of Minutes (Action Item) – Erika
   i. May Board meeting minutes. **MSA to approve** May 18, 2026, BOD meeting minutes. Discussion: None. **The motion passed unanimously.**

4. Minute of Good News
   i. Jeff Commings (June) - Arizona LMSC hosted a Swim Across America charity swim event for cancer research on May 30 in Mesa. Jeff's team had 15 swimmers participate virtually at their Tucson pool. Jeff's team raised $4,500, which was double their goal, and the state raised $38,000 overall.

   ii. Erika Braun (August)

   iii. Volunteer Needed (September)

5. CEO Update (Informational) – Dawson
   i. Legal Update – Dawson provided legal updates regarding ongoing litigation with Texas and Florida, noting that the Texas hearing on our discovery responses went well for the organization's position and settlement discussions have begun. A Florida hearing is scheduled for June 30 to hear arguments on our motion to dismiss the lawsuit.

   ii. Key Data Updates
      - Overall membership is up **2%**
      - Renewals at **69%,** expected to exceed **70%**
      - New membership is up **4.5%** year over year before the marketing campaign launch
      - Increased unattached swimmer rate is a potential retention concern

   iii. Grown-up Swimming Update
      - Registrations opened January 1
      - **3,500 registrations to date**
      - Currently at **85% of last year despite being early in the GUS season**
      - Nearly halfway to forecast registration for the year
      - **10 more leagues** than last year
      - Denise suggested allowing opportunities to promote local USMS teams at GUS events. Although Dawson shared that GUS does not promote USMS memberships directly at GUS events, USMS does see it as an opportunity to engage new facilities for possible USMS clubs in the future.

   iv. Technology Updates
      - Try Masters Swimming campaign is being built by Kyle Deery using AI
      - Year-plus campaign begins **July 1** and should support registration growth
      - Staff transition from Microsoft office to Google product suite is completed
      - Phones moved to Zoom; Slack used for most internal communications
      - USMS email aliases sunsetting and email forwarding is being discontinued
      - LMSC webpages are being updated and should be completed by end of summer
      - BoardSource membership is not being renewed, with alternative resources to being explored due to limited usage
      - Registration flow updated to accommodate changes to the interim eligibility policy, with remaining items to resolve before next year's cycle

   v. Club Development Data
      - AI helps enhance data analysis capabilities
      - Salesforce now houses the needed data
      - Segmentation across clubs and membership should be considered more strategically
      - Future KPIs should focus on active club status, organizational impact, and membership growth

6. Q1 Financial reports – (Informational) – Denise and Dawson
    i. April Financial Summary – USMS closed April 2026 with total revenues of $3.55M against total expenses of $1.55M, yielding an adjusted net operating income of $2M before Capital Expense and legal costs – slightly ahead of the prior year adjusted figure of $1.96M. Revenues improved $140K versus April 2025, though expense growth of $91K partially offset those gains. The organization remains well positioned for the rest of the year.

    ii. April Report with Q1 Forecast - The board reviewed the new format for quarterly financial reports and provided positive feedback to the updated format.

7. Board Policies – (Action items and Discussion) – Ed, Dawson and Katie
    i. Electronic Media Communication Policy - (Action Item) **MSA to approve** the Electronic Media Communication Policy. The current version only includes Board members under the existing policy. Discussion: A proposed draft policy was discussed with the Board to also include staff, national committee and task force members and to add an acknowledgment statement for those covered under the policy to encourage volunteers to adopt a culture of responsible communication. There were concerns about the updated policy guidelines, so Ed asked Denise, Crystie and Jeff to work on a revised draft for the Board to reconsider. In the interim, Peter suggested the Board affirm the existing policy as it currently stands. **The motion to affirm the policy passed unanimously.**

    ii. Membership Categories - (Action Item) **MSA to approve** the Membership Categories Policy. The Board reviewed the Membership Categories policy and discussed whether existing membership types should be codified in the rulebook or addressed through policy guidance. Discussion: Concerns were raised regarding the lack of clarity in the one-event license provision and whether participation is limited to one event per year. It was noted that, while such a limitation exists, enforcement is challenging due to tracking constraints. Additional clarification was requested on trial memberships. It was confirmed that trial membership is intended to be limited to a single lifetime use; however, monitoring is difficult when individuals utilize multiple email addresses. **The motion to approve the policy passed unanimously.**

8. Board Zone Calls – Zone calls will be held during the July/early August timeframe and cover topics such as an overview of the Board's legislative proposals, an introduction to the strategic governance project goals and an update on club and coach development.

Board Zone Call Teams		Zone	Date	Time
Ed	Trey	Southeast Zone	28-Jul	9pm ET
Julie	Nicole	South Central Zone	20-Jul	7pm CT
Kenny	Samantha	Breadbasket Zone	3-Aug	7pm CT
Crystie	Rob	Northwest Zone	22-Jul	6pm PT
Carrie	Phyllis	Oceana Zone and Southwest Zone	15-Jul	5pm PT
Erika	Jeff	Oceana Zone and Southwest Zone	15-Jul	5pm PT
Denise	Guy	Colonies Zone	28-Jul	7pm ET
Peter	CJ	Great Lakes Zone	5-Aug	8pm ET

9. Governance Strategy Project (Discussion item and Follow-up) – Ed and Dawson. Charney Keyes completed all interviews and surveys with board members, working group members, and contributors. The work group has received a preliminary report and will provide feedback leading to a final report that will be provided to the Board prior to the July Board meeting.

10. Top Ten Patches – Ed shared that the Lake Erie LMSC currently manages the administration of the Top Ten patches including inventory and manual ordering process, which differs from the All-American patches and other awards programs. It was mentioned that this may be something to consider centralizing in the future.

11. Executive Session (Action Item and Informational) – Ed – The BOD entered executive session at 9:14 p.m. ET.
    i. At-large Director Elections –Discussed upcoming deadline

    ii. Discussed a personnel matter and took related action.

Next Board Meeting: Summer Board Retreat to be held on July 10-12, 2026, in Nashville. Assume meeting starts at 1:00 p.m. on Friday and ends at 11:00 a.m. on Sunday. Agenda is being finalized.

The meeting was adjourned at 9:26 p.m. ET.

Respectfully submitted,
Erika Braun, Secretary