

USMS Convention — Jacksonville, Florida 2018

Committee Name: Swimming Saves Lives (SSL)	Session #: 1 of 1
Committee Chair: Jay DeFinis	Vice Chair: Brandon Franklin
Minutes recorded by: Brandon Franklin	Date/time of meeting: 9/28/2018 @ 1:15pm

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. Ratification of the 4 Motions set forth in the email vote dated August 30, 2018.
2. Motion to approve the Minutes of the meeting dated August 28, 2018.

Number of committee members present: 11	Absent: 5	Number of other delegates present: 26
Committee members present (list all, including chair and vice chair): Jay DeFinis (Chair) Brandon Franklin (Vice-Chair); Michael Hamm; Bill Meier; Nancy Ridout; Maria Elias-Williams; Nadine Day; Kristina Henry, Lisa Ward, Susan Ehringer, Holly Neumann (Ex-officio)		
Committee Members Absent: Homer Lane, Patty Miller; Debbie Malafsky; Ted Haartz; Dawson Hughes (Ex-officio)		

Minutes

The meeting was called to order at 1:15.

1. Jay DeFinis opened the meeting by welcoming everyone and thanking all those who chose to attend this meeting.
2. Jay introduced himself and asked each member of the Board of Trustees to introduce themselves to the attendees.
3. Once the introductions were completed, Jay requested members to join the Swimming Saves Lives Foundation group on Facebook.
4. The meeting attendees were then walked through the presentation document. Key items presented included the following:
 - a. Statistics that support the purpose of the Foundation: Drowning is a pandemic in the United States.
 - b. Jay presented the new Mission Statement of SSL: *The USMS Swimming Saves Lives Foundation works to reduce adult drowning risk through education, financial support, and community outreach.*
 - c. Each of the three components of the Mission Statement, along with examples of how those components are being addressed, was discussed: Areas highlighted were:
 - i. Raising Public Awareness / Outreach: April is Learn to Swim Month;
 - ii. Serving as an Educational Resource: Adult Learn to Swim Instructor Certification;
 - iii. Financial Support: Providing financial assistance to the Community through issuance of Grants to teach adults to learn to swim.
 - d. Sub-Committee Structure of SSL. Jay stated that the responsibilities of the SSL Committee have been segmented into groups and allocated to newly created subcommittees as follows:
 - i. Development (Fundraising)
 - ii. Grassroots Initiatives
 - iii. Marketing and Metrics
 - iv. April Adult Learn-To-Swim Month
 - v. Finance

5. An overview of the Grant selection process was discussed, along with the list of Grant recipients and the total amount of funds to be released to support those Program recipients. Holly Neumann discussed the key criteria for a successful grant application, which was set forth on the website this past year. She stated this dramatically increased the quality of the grants this past year. It was suggested that participation in the SmartyPants Vitamins USMS Fitness Series will be added to the key criteria list going forward.
6. Marketing and Fundraising as a priority of SSL going forward was discussed at length. The conversation ranged from specific ideas that have been employed by various attendees to the need for a medium and long-term strategy, specifically a dedicated development headcount, as suggested by Ralph Davis. Jay stated a warehousing strategy was needed to capture all of the ideas discussed, both within and outside this meeting.
7. The three financial departments of SSL were discussed: ALTS, Program Expenses, and the Adult Learn-To-Swim Instructor Certification Courses. It was noted beginning with the 2019 SSL ALTS classes, the net proceeds from the classes will be marketed as going towards SSL Programs.
8. Brandon Franklin put forth a motion to approve the August 28, 2018 SSL Meeting minutes. Maria Elias-Williams seconded the motion, which then passed unanimously with those who were not in attendance at the 8/28 meeting abstaining. Please note that Nancy Ridout had left the meeting and did not participate in the vote.
9. Brandon Franklin put forth a motion to ratify the email vote to the 4 motions set forth in the August 28, 2018 minutes. Maria Elias-Williams seconded the motion, which then passed unanimously. Please note that Nancy Ridout had left the meeting and did not participate in the vote.
10. The meeting was adjourned at 2:25pm

Tasks for the Upcoming Year

1. Complete the SSL Strategic Plan.
2. Continue with meetings at the sub-committee level of SSLF, with focus on setting short and long-term goals that are in line with both the SSL and USMS Missions.
3. Develop a short, medium and long term fundraising strategy and seek volunteers to assist in this area.
4. Develop a warehousing system to capture the many ideas that will come from the sub-committee and other meetings.

The meeting was adjourned at 2:20PM
