
Action items:

1. MSA to recommend standardizing the USMS registration fee to \$40, effective with the 2008 registration year.
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President Rob Copeland called the meeting to order at 3:18 p.m., Thursday, January 26, at the Sheraton Westport Hotel. Also present were Vice President of Member Services Mark Gill, Vice President of Community Services Michael Heather, Vice President of National Operations Leo Letendre, Vice President of Local Operations Julie Heather, Secretary Meg Smath, Immediate Past President Jim Miller, Legal Counsel Patty Miller and National Office Administrator Tracy Grilli. USMS Webmaster/IT Director Jim Matysek was present during parts of the meeting both days. Treasurer Tom Boak joined the meeting at 9:45 a.m. Friday, January 12, and announced the happy news that his grandson, Bennett Thomas, had been born that morning.

Employee performance review

The Executive Committee went into executive session to conduct an employee performance review.

Convention schedule

A subcommittee of Meg, Julie and Jim (Miller) will formulate a draft schedule for the 2007 convention. The subcommittee agreed to meet over breakfast at 7:00 the next morning.

Agenda for EC and BOD meetings

The EC began going through the proposed agenda and decided which topics to discuss during the EC portion, which to discuss during the BOD portion and which to discuss at other meetings.

USMS Swimmer

A conference call will be held later that will include Editorial Committee Chair Lynn Hazlewood and National Corporate Partner Liaison Mel Goldstein to discuss advertising rates in relation to corporate partner packages. Mark noted that the Editorial Committee would like to develop a sliding scale for costs of including LMSC newsletters in the magazine, with the cost dependent on LMSC size as well as size and frequency of newsletters. Julie asked to be kept informed of any developments.

Lessons learned from the World Championships

Mark will make this report during the BOD meeting.

The meeting was recessed at 7:00 p.m. and resumed at 9:00 a.m. January 12.

Strategic initiatives for technology services

Jim Matysek distributed a report that outlined four key initiatives for the next year or two:

1. Shore up infrastructure and content. This includes guaranteeing performance and server security, and developing or improving tools to enable volunteers to contribute web content and manage databases. Web content will be improved by using dedicated writers, who will focus on writing style and providing custom content.
2. Registration services. This will be a long-term effort, with continuous upgrades and improvements.
3. Website personalization. Registered members would be able to customize their USMS web experience by setting up their own my.usms.org web portal. They would be able to gain quick access to their membership details and update their registration online. They would also be able to customize what *they* want to see from among our current offerings, such as recent articles, web features, *USMS Swimmer* content, upcoming events in their area and/or national events, their own swim meet results and other accomplishments (Top 10, All-American, All Stars, awards), records in their age group, etc. Other tools could be offered, such as setting goals for the year, tracking workouts using a workout log, sharing workouts with others, entering fitness events and automatically submitting yardage to such events from workout logs, and tracking other key fitness items such as weightlifting workouts, running, biking, weight or other health-related items (blood pressure, blood sugar, etc.).
4. Comprehensive event services. Meets, open water swims, clinics and fitness events are currently managed differently across the country and can be difficult to gain information about from the national and local websites. This is an effort to standardize much of the processes and information-gathering in order to improve the experience for participants and administrators. Beginning with the sanctioning process, web tools could assist the LMSC sanctions chairs and meet directors with applying for and granting event sanctions. All sanctions collected via this method could automatically be available via a restructured web calendar of events that could also be searchable. Such events would also be available via a member's my.usms.org web portal. Online entry service could also be tied in with the event services. We may also be able to offer the use of tools for creating/displaying dynamic psych sheets, heat sheets and athlete rosters for meets, similar to what is offered for nationals.

Agenda for EC and BOD meetings (continued)

Online event entry

Already-existing vendors can provide this service. Mark and Leo have been working on a requirements list, which includes the ability to tie in with our national database. Mark will write a request for information and talk with interested vendors. The goal is to provide a list of USMS-approved vendors.

World Championships

Rob said that the focus now could shift to assisting the LOC in the process of shutting down operations, including disposing of unsold assets and negotiating finalization of contractual obligations. Various methods were discussed to assist in this process and will be proposed to the meet director and LOC, depending upon how close they are to realizing this same goal.

When USMS hosts another large meet such as this in the future, we should provide a resource to answer the LOC's questions, and require financial oversight and access to minutes of LOC meetings.

Local issues

Julie mentioned some problems in some LMSCs, which led to a philosophical discussion about whether we still need LMSCs. If so, what do we do about nonfunctioning LMSCs? What can USMS do to help LMSCs that are having problems? Jim suggested that someone from the EC or BOD attend a problem LMSC's meetings. We may need to clarify in legislation that LMSCs are subsidiaries of USMS and subject to USMS oversight. Julie recommended that LMSCs that cover large geographic areas overcome distance problems by using conference calls. The Planning Committee will be asked to address the role of the LMSC within the new governance system and involve representatives from other committees as a resource. Rob said we should have a document for LMSCs that lists what an LMSC needs to provide to its clubs and individual members.

Julie noted that some LMSCs do not have enough income to offer many services, which led to discussion about standardization. **MSA to recommend standardizing the USMS registration fee to \$40, effective with the 2008 registration year.** Of this amount, \$25 would go to the national organization and \$15 to the LMSC. This would require amendment of article 201.1.5B, which states that one element of the annual membership fee is "a local fee established by the LMSC." This recommendation will be passed on to the BOD. If the BOD agrees, the recommendation will then be passed to the House of Delegates, which has the authority to establish all fees (article 508.2).

Adjournment and next meeting

The meeting was adjourned at 3:08 p.m. The next meeting of the EC will be February 12 at 7:00 p.m. EST.