
Action Item:

1. MSA to accept the recommendation of the Compensation and Benefits Committee on a bonus for the executive director.
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President Rob Copeland called the meeting to order at 8:03 p.m. EST. Also present were Vice Presidents Leo Letendre, Mark Gill, Julie Heather and Mike Heather; Treasurer Jeff Moxie; Secretary Meg Smath; Immediate Past-President Jim Miller (joined the call at approximately 8:30 p.m.); Legal Counsel Patty Miller; Executive Director Rob Butcher; At-Large Directors Anthony Thompson (Breadbasket), Betsy Durrant (Colonies), Jerry Clark (Dixie), Nadine Day (Great Lakes), Jeanne Ensign (Northwest), Michael Moore (Oceana) and Don Mehl (South Central); Past-Presidents Ted Haartz and Nancy Ridout.

Executive director's report

Rob B reported that the staff and George Simon of the Registration Committee hold conference calls with Club Assistant every seven to 10 days to address issues and opportunities with registration. In 2008, 96 new clubs were registered, and Mel Goldstein has been making phone calls to all of the new clubs. Staff has not yet missed a Monday or Thursday Web feature to date. The new brand logo has been completed. A members e-newsletter will be unveiled next week, followed two weeks later by an e-newsletter for coaches. The content will be driven by the audience, and will be relevant and useful. He continues with the headquarters search. He has been working with Mel Goldstein and Tom Boak on SwimFest 2009, a coaches clinic to be held in The Woodlands, Texas, May 22-24, 2009. He has renewed all corporate sponsors and added four new ones. The logs for Go The Distance fitness challenge are in the testing phase to go online. He noted that, despite the progress, the staff continues to feel frustration with our operational inefficiencies and is anxious to settle on a location for a national headquarters, which will help by centralizing communication and allowing us to put in place better operating efficiencies.

Brand logo update

Rob B reported that the trademark search has been completed and that we would be announcing the new logo upon final confirmation from the legal firm handling our trademark search, Alston & Bird. Webmaster Jim Matysek has been updating our website with the new logo in preparation of the announcement. The National Office staff will do its best to monitor proper use of the logo. He thanked the Branding Task Force for the work they did leading up to the logo design. The staff will meet soon with the logo designer, Tyler Benedict, to discuss website redesign. Betsy complimented Rob on the style guide on logo use that is being distributed with the logo. We will also file to register the icon separately, and Rob reminded everyone that the trademark symbol should be part of the logo every time it is used. Materials using the old logo can be used until the supply is exhausted, but the new logo should be used for all new materials. Rob C said a new letterhead template containing the new logo will soon be distributed.

USMS investments

Jeff went over our investments and their safety. All our investments are in CDs, and distributed among 25 different institutions. Interest varies, averaging 3.2 percent. The dates of maturity are also staggered through the year. He has been moving our investments out of banks that have failed or are rumored to be failing.

Governance Task Force

Patty said the task force is looking for guidance on its mission. At convention there was much discussion about our organization becoming more staff driven, necessitating a need to change our governance structure. Since convention, the focus has broadened to include LMSC issues. We have an action plan, but no priorities have been set. More tasks were added to the plan at the BOD retreat in October 2008. So the task force is confused about what they should be reviewing and when they should present recommendations. Rob C clarified that there is no expectation for the task force to have recommendations by the midyear meeting. Any legislative changes would need to be in the hands of the Legislation Committee by the normal June deadline. Betsy felt we need to better define the vice presidents' VPs roles before the elections at convention. Michael suggested we may no longer need all the vice presidents if we realign the committees, but Julie pointed out that current code and the Election Operating Guidelines will not allow that change to be made for two years. Ted felt the task force should concentrate on separating staff and volunteer duties. Patty proposed that at the midyear meeting we discuss the task force's recommendations on the functions of committees and then take action after the meeting. Betsy felt that issues relating to staff were most important.

Board mentoring

Rob C reminded the Board that mentors had been assigned for the new directors: Tom is mentoring Don and Nadine is mentoring Anthony.

Election

Julie encouraged the BOD to talk to people who would be good officers, and to let her know of any potential candidacies so that she can determine where recruiting efforts might be needed; she will keep all information confidential. She feels the Board should be proactive in seeking good candidates. While the Board will not be proposing a slate of officers, Board members may encourage candidates to run.

Midyear planning

Jim said that the planning subcommittee (Jim, Meg, Julie and Rob B) had received several topics, and plan to have an agenda out at least a week before the meeting. He noted that this year's meeting will be different because this will be the first time the EC will not be meeting separately before the entire BOD meeting.

National headquarters bids

Rob B reported that the number of cities under consideration is now four. Two cities have already submitted first-draft written proposals. He has emphasized to the representatives

he has been in contact with that he is a nonvoting member of the Board; however, he is willing to make a recommendation to the Board. He expects the other two cities will submit proposals by Jan. 21, and he will send all proposals to the BOD before the midyear meeting. The decision on a location will be made at the midyear meeting.

Executive director's bonus

Rob B left the call at 9:25 p.m., whereupon the Board went into executive session to discuss awarding the executive director's bonus. **MSA to accept the recommendation of the Compensation and Benefits Committee.**

Next meeting and adjournment

The meeting adjourned at 9:44 p.m. EST. Our next meeting will be at the midyear meeting, February 6, 2009, in Dallas, Texas, at 3:00 p.m. CST.

Meg Smath
Secretary