

Action Items:

- **MSA – To Approve Nadine Day to the position of Compensation and Benefits for a period of 5 years.**
 - **MSA to approve FOG.**
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Jeff Moxie- President called the meeting to order at 10:30 a.m. CDT. Also present were: Michael Heather -VP of Administration, Nadine Day-VP of Community Services, Dave Diehl-VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Rob Copeland -Immediate Past President, Ed Tsuzuki- VP of Local Operations, Doug Church- Legal Counsel, At-Large Directors; Chris McGiffin (Colonies), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Hugh Moore (Northwest), Jim Clemmons (Oceana), Don Mehl (South Central), Phil Whitten (Southwest Zone), Executive Director - Rob Butcher; Past-Presidents Jim Miller, Nancy Ridout, Tom Boak, and Ted Haartz.

Not present: Maria Elias-Williams (Dixie), Dan Gruender, Mike Laux and June Krauser – Past Presidents.

Audience Members; Susan Kuhlman, Tracy Grilli, Laura Hamel, Kyle Deery, Mark Gill, Anna Lea Matysek, Jim Matysek, John Bauman, Bruce Wigo, and Victor Buehler.

Agenda Items:

- Jeff welcomed everyone to the Board of Directors meeting, both the returning and new board members.
- Jeff said that Doug Church will remain with the Board for one more year.
- **MSA – To Approve Nadine Day to the position of Compensation and Benefits for a period of 5 years.**
- Anthony asked if any one on the Executive Committee would like to be on the Governance Committee please send a request to him.
- Jeff reported that no there is no change to the Audit committee.
- Jeff said Dave Burigo gave the name of Bill Sherman and Stan Benson will be placed on the committee.
- Jeff said the Membership Dues Tasks force is officially disbanded.
- Jeff said Ed Tsuzuki agreed to continue chairing the End to End Management Task Force.

- Ralph Davis asked for motion to approve FOG. Seconded. **MSA to approve FOG.**
- Doug said the Board of Directors needs to fill out the Conflict of Interest Questionnaire and file with the national office. Anthony asked if we were going to have the House of Delegates sign conflict of interest forms. Doug commented that is not necessary but as board members our fiduciary responsibility is to the corporation. There can be grey areas when it comes to conflict of interest and we each need to be aware. Jim reminded the Board we are here as a Board representing the Organization, not their LMSCs.
- Jeff Moxie said the 6 Board members that just left the Board can serve as mentors for the new 6 new Board members. Ed said that the new board members should work with who they are comfortable and have existing relationship.
- Rob C will continue to head up LMSC Board of Review Task Force. He would like to have someone else lead the Workout Group Task Force. Chris asked for clarification about that the Workout Group Task Force. Rob C gave an overview of how the Task Force operates.
- Jeff requested staff review the Convention Committee minutes to see what action items are being requested. Ed said we should be utilizing grant moneys to help bring delegates to convention. Anthony said Governance should have kept track of some of the task in the past so are not looked over for the future.
- Jeff said the 2011 winter board meeting will be held in San Francisco the weekend of January 28-29. The summer meeting will be in July in Sarasota tentatively July 15-17.
- Jeff handed out a sheet of paper to each board member with five different priorities. Board members were asked to rank in order of importance the priorities they believed the board should focus. The votes were tallied; Membership Growth was the first, followed by Open Water, Engaging Volunteers, Foundation Growth, and Board Succession. IT is an all encompassing priority that we have already placed focus and will continue to do so. Discussion occurred around membership retention & membership growth. Ed said that we need to consider things such as life transitions and how that affects membership. USMS may not be that unusual when compared to other similar adult fitness organizations. While it is important to improve member retention, Ed would like to see comparable data to understand what target USMS should realistically try to attain. Also, it has been advised by a professional in the market survey business to keep a survey short, and targeted to the different survey segments to encourage a high response rate. Since multiple target groups will be surveyed, a large survey encompassing all the groups, sent to everyone, will likely not be returned. A shorter, targeted survey, sent to moderately large subsets will still provide adequate sampling of all the target groups, even if not appropriate for 100% of the cases, and yield a higher response rate. Also a survey approach needs to be small to obtain useful feedback. Hugh said that we should not get stuck on the statistics. Phil said that retention is a different challenge than growth. 75 percent of our members are fitness swimmers and we need to direct our energy to our target market. Tom said that we should go back to what Tom Boyd did a few years ago to use. Anthony said it was good for the Board to test their knowledge of what the Mission statement is. It might be an idea to have the mission statement for the committee

chairs to include during their meetings. Nancy R asked about the survey that is being developed. She felt that it could be too cumbersome and take away from the focus. Rob B said it will go to 3 audiences, the non-renewal member, the member and coaches. The approach will be to find out the perception of the organization and what we can do better.

- The VPs, Anthony and Doug Adamavich will work together to solidify a mission for the LMSC Development Committee.
- Jeff also asked Mike to help coordinate task force positions and assignments.

The Board went into Executive Session at 12:24 p.m. CDT to discuss to appointment of committee chairs and benefits and compensation of the executive director.

MSA – to adjourn the meeting at 1:07 p.m. CDT.

Respectfully submitted,

C.J. Rushman
Secretary