

**United States Masters Swimming Board of Directors Conference Call
March 2, 2011**

FINAL

- **MSA- the Board of Directors moves forward with the logo for the Swimming Saves Lives Foundation.**
- **MSA - for the Board of Directors to approved the over budget request for Phase 2 of the Foundation as approved by the Finance committee.**
- **MSA – To remove “Individual members of a workout group are also members of the parent club”.**
- **MSF- To accept the proposed language from the Workout Group Task Force.**
- **MSA – To approve as amended the Bonus structure for the Executive Director for 2011.**

Jeff Moxie- President called the meeting to order on March 2 at 8:30 p.m. EDT. Also present were: Michael Heather -VP of Administration, Ed Tsuzuki- VP of Local Operations, Nadine Day-VP of Community Services, Dave Diehl-VP of Programs, C.J. Rushman -Secretary, Ralph Davis-Treasurer, Rob Copeland -Immediate Past President, Doug Church- Legal Counsel, At-Large Directors: Maria Elias-Williams (Dixie), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Hugh Moore (Northwest), Jim Clemmons (Oceana), Executive Director - Rob Butcher; Past-Presidents Jim Miller and Nancy Ridout.

Not present: Chris McGiffin (Colonies), Phil Whitten (Southwest Zone), Don Mehl (South Central), Tom Boak, Dan Gruender, Mike Laux and June Krauser, Ted Haartz – Past Presidents.

Agenda Items:

1) President report – none filed.

2) ED report – To this date there are 694 clubs registered, which is two more clubs than last year. We are 2,900 registered members ahead of 2010 for the same date. The membership survey was sent via email to the current membership that represents over 39,000 members e-mail addresses. We have received more than 5,000 members completed the survey within the first 24 hours. There are 86 registered participants for the Open Water Safety Conference in San Francisco. The projected budget called for 60 registrations. *SWIMMER* Magazine has been signed off and it is printing next week with a ship date of March 14th. The May/June issue is in development and we anticipate on time shipping. The transition to Anthem Media for publishing services has been going well. The national office is developing a member reward program utilizing in-kind sponsorships. The idea is to have a weekly giveaway of \$500 in prizes such as apparel, towels, bags, etc. All registered members will be automatically entered in the weekly giveaway with prizes mailed to winning members.

3) Board donation leadership for the Foundation (Phil D) – Phil D was reading through the report for a second time and noted that there is an action item that the Board of Directors be solicited for their commitment and leadership by making pledges for 2011. Ed agreed that it is a good idea. Nancy said she thinks it is a good goal, but it is a personal belief. The Board should be encouraged to give. Doug said that it is a critical points that 100% of the Board gives regardless of the amount; donors ask questions about if the BOD is committed and what percentage donate. Maria discussed this during the BOD orientation that the BOD should know what to expect and what is recommended. Dave said it is a great idea to encourage the Board, but everyone's circumstance is different. Rob B said that with Phase 2 approved, Chris LaBianco will be in Sarasota next week and we will begin the process of developing donor recognition levels. Phil D

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did not mean for BOD to give actual donations this evening but that the ED will follow up with every BOD member to seek a contribution. Jeff asked Rob B to provide by the Sarasota BOD meeting what percent of the Board made a pledge for 2011.

4) Foundation logo discussion (David) – Dave wanted to discuss the new SSL logo. Dave sent an email regarding ribbon colors and what they stand for and various organization influences on the ribbon. Ralph said that logo was stylish and kept with the spirit of USMS. Rob C agreed with Ted Hartz's email said it would be good idea if the word Foundation was included into the design. Doug Church confirmed that as a 501 3C and our SSL account qualifies us as a foundation. Jim Miller makes a motion to move forward with the logo and with an amendment that the logo includes the word "Foundation". **MSA- the Board of Directors moves forward with the logo for the Swimming Saves Lives Foundation.**

5) Foundation detailed budget for phase 2 (Ralph) – Ralph said the Finance committee has reviewed and approved the budget for the Foundation. Nadine said this item came about when the BOD, in San Francisco requested a detailed budget to be submitted prior to approval. Susan Kuhlman sent out the phase two budgets via email on February 9th. Ralph makes a motion for the Board of Directors to approve the budget request for the Foundation. **MSA - for the Board of Directors to approved the over budget request for Phase 2 of the Foundation as approved by the Finance committee.**

6) Election committee update (Rob C) – In accordance with the Election Guidelines, on March 1st he sent an email to all the current officers. The information will be going out via streamlines and has been posted on the USMS website. Rob C indicated that Jeff Moxie will not run for re-election as President.

7) Workout group TF legislation proposals (Nadine) – Nadine makes a motion to the Board to accept the definition for the glossary in the Rule Book for Workouts Groups. Workout group task force legislative recommendation:

Club: an organization or group of permanent character that is a member of USMS, registered through an LMSC and that actively promotes and/or participates in Masters swimming.
Workout group: A subordinate organization or subgroup of a club that is a member of USMS registered through an LMSC. Individual members of a workout group are also members of the parent club.

The purpose of workout groups is having people recognized as part of USMS. The idea is to support the workout group. Jim Miller does feel the language is problematic and would not fit his type of workout group. Nadine explained that USMS cannot put restrictions on how to run a club, however workout groups are part of a club that is recognized by USMS. Hugh asked is there a need for the second sentence. Phil D asked isn't the idea is to have a communication channel with workout groups? Hugh asked if there was any discussion in regards to Legislation that would have to be changed to allow workout groups to compete in meets. Nadine said it would still be dependant on the LMSC to make that determination. Nancy thought that we would be serving more members however the tighter we make the definition the more restrictions we place on the individuals and more problems we are causing. Mike H wanted to make a friendly amendment to remove the second sentence altogether. **MSA – To remove "Individual members of a workout group are also members of the parent club". MSF- To accept the proposed language from the Workout Group Task Force.** Nadine will go back to the Task Force to create a definition

for the Rule Book and bring it back to the BOD for approval. She also asked that the BOD to make further recommendations.

Nadine gave an update on the Task Force. She reported that the task force did review the rule book and implications on the glossary definition. A comparison of the online registration with paper registration was found to have discrepancies and will be sent to the registration committee to work on, in addition the task force has worked on a template for the possibility of a workout group registration, which will go to the registration committee to finalize if the workout group definition gets approved. The task force will also propose that the public version of places to swim be a benefit for registered clubs and workout groups, with a second version of places to swim that includes more locations available in the password protected area of myusms.org as a member benefit.

8) Communication to and amongst the BOD (Mike) – This is an adjunction to Jim Miller’s Board overview in San Francisco. Mike wants people discuss the topic, not the person and BOD to communicate between meeting by e-mail to facilitate discussion that later take place at face-to-face mid-year meeting, conference calls or at conventions meetings.

9) old business

-LMSC identifier project update (Mike, RobC, Ed) – Nothing to update

10) new business – none.

The Board of Directors went into Executive Session at 9:43 p.m. EDT to discuss Executive Directors bonus structure. **MSA – To approve as amended the Bonus structure for the Executive Director for 2011.** The Board of Directors came out of Executive Session at 10:15 p.m. EDT.

The next Board of Directors meeting is Wednesday April 6th at 8:30 PM EDT

Motion to adjourn the meeting at 10:16 PM EDT.

Respectfully submitted,
C.J. Rushman
Secretary