

United States Masters Swimming Board of Directors Meeting
Sarasota, Florida

July 16 – 17, 2011

FINAL

Action Items:

MSA – The Board authorizes to spend donors' designation of \$2600 from the Swimming Saves Lives Foundation to be used for the Union League of Chicago Boys and Girls Club learn to swim program.

MSA - Ed Coates to be an associate member of the compensation and benefits committee.

MSA: BOD recommends to the legislation committee the annual fees for chapters to be \$20.00

MSA - The BOD President will form a task force to define the roles of volunteers, some BOD members expressed an interest in being on this task force.

MSA – The Board will provide Legislation a proposal to remove the wording in 507.1.10 to remove the Executive Director from working directly with the Open Water committee.

MSA - The BOD President will form a task force to study delegate entitlements and some board members expressed an interest in serving of the task force.

MSA – The Boards agrees to accept the 2010 Audited Annual Report and 990 tax return that were submitted by our audit firm.

Jeff Moxie - President called the meeting to order at 9:05 a.m. EDT at the Hyatt Regency Sarasota in Sarasota, Fla. 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; Chris McGiffin (Colonies), Maria Elias-Williams (Dixie), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Hugh Moore (Northwest), Phil Whitten (Southwest Zone), Jim Clemmons (Oceana), Don Mehl (South Central), Executive Director - Rob Butcher; Past-Presidents - Ted Haartz, Nancy Ridout, and Tom Boak.

Not present: Past-Presidents Dan Gruender, Jim Miller, Mike Laux, and June Krauser.

Audience members include: Jim Matysek, Anna Lea Matysek, Laura Hamel, Susann Kuhlman, Kyle Deery and Luke Shaheen.

Agenda Items:

National Office update:

- Rob Butcher thanked the staff in attendance that helped prepare the weekend activities
- Rob distributed his written national office report in advance of the meeting. The report has been published to usms.org

- Rob highlighted the following during his update with the board:

1) Membership

- Our 2010 membership at this time last year was 50,162
- Our 2011 membership at this time stands at 51,613
- We are at 2.5% pace ahead of last year
- Anna Lea provided a handout comparing 2011 new and renewing members vs. 2010. The chart highlighted the importance of January 1 on time renewal
- Our 2011 membership survey was conducted to meet three objectives
 - 1) Understand current and past members' satisfaction with USMS services and benefits
 - 2) Reveal factors that lead to member retention
 - 3) Compare and contrast findings between groups
- 8,397 current members responded to the survey
- 2,567 non-renewing members responded to the survey

Some of the significant points that resonate are:

- Competitive swimmers are most satisfied and feel the strongest affinity to USMS
- Non-renewing fitness swimmers do not understand the typical swimming language (i.e. repeat 100s, go on the next bottom, etc.) and can easily feel intimidated
- Fitness swimmers would appreciate more support and program services – and many of the things they are looking for USMS already provides but we need to do a better job of promoting and finding the services
- Current USMS members are geographically closer to their clubs' pools, more engaged with their clubs' social activities, and more positive about coaches
- If the Fitness Swimmer does not feel we (we being his/her coach, LMSC, USMS, etc.) are helping them reach their fitness goals, they will likely leave the Masters program within two years
- The triathlete segment does not want to feel disrespected because they are not the fastest swimmers or not a competitive swimmer or only swims freestyle or only comes to practice a couple days a week
- Non-renewing members are more likely to swim alone (21% compared to 14%) and are more price sensitive for both practices and membership

Some practical applications:

- Educate coaches on the different market segments
- Make it easier to find information via club, LMSC and usms.org websites by segmentation
- Focus on retention of members by more effectively communicating about current programs and member benefits
 - Consistent member retention communication
 - A new member welcome letter sent the end of each month highlighting membership benefits
- Create achievement opportunities that are not competitive based

- A new 1 Mile Achievement is being created by SSL
- The Fitness Committee has also created a new achievement event and working with staff
- Connect those who swim alone or are unattached with a club whether that club is real or virtual
- Reward member loyalty and offer acknowledgement milestones
 - Example: “10 year member”

2) Club Development

- We have registered 731 clubs so far in 2011 compared to 692 clubs in 2010
- 15 of the top 20 teams in size are super or regional clubs
- 53 of the 731 clubs have more than 200 members
- 623 clubs have less than 100 members
- Increasing club sizes is an opportunity for USMS
- Hypothesis that many of these 623 clubs actually have more swimmers in their programs than are registered with USMS
- Partnership between Club Development and Coaches Committee in writing/teaching Masters Certification
- Certification has been taught in: Virginia LMSC, Georgia LMSC, and PMS
- Certification will be taught later this year in: Gulf LMSC, PNA LMSC, ASCA, USAS

3) IT

- Jim Matysek lead the IT presentation
- Jim introduced Luke Shaheen our new full time programmer
- Jim shared our 2011 IT priorities with status update:

Web Services for Online Entry (Active.com, ClubAssistant, meetresults.com)

- Membership verification for online entry [July 31]
- Registration number lookup for members [July 31]
- Entry times lookup for online entry [July 31]

End to End Event Management (E2EEM)

- Calendar / sanctions [September 9]
- Event results database (Integrate postal results, integrate with registration history, alternate file upload formats) [August 19]
- Update records displays to show record progression over time and add records download to Meet Manager capability for any given date

Infrastructure

- Project / issue tracker [July 15]
- Software version control [July 31]
- Change merchant account vendors [July 31]

Fitness Log Enhancements

- Add new entry types [September 9]
- Infrastructure updates [September 9]
- Allow FLOGs to be viewed by others [September 9]
- Add new reports and graphs
- Add virtual swim capability
- Automate the monthly GTD awards process [August 5]

Registration Support

- Track registration history for all members [August 19]

Olympians in USMS

- Complete populating database and release tools to H&A and public displays [August 12]

Jim then shared the IT priorities the staff has recommended for 2012 and sought board feedback:

Infrastructure

- **Summary:** Required internal structural updates to database and tool interactions; Develop new tools to assist everyday staff functions.
- **Impact/Benefits:** Increased staff efficiency; enablers for future development in some areas.
- **Cost:** In-house development.

USMS Shopping Cart

- **Summary:** Add an online store where LMSCs, clubs, members, etc. can order magazine subscriptions, magazine back issues, marketing materials, banners, caps, rule books, etc.
- **Impact/Benefits:** Will help with staff efficiency – currently manually processing all of these items.
- **Cost:** Open source software install, in-house customization to integrate payments with other areas.

Site Redesign

- **Summary:** Visual redesign of the site displays for usms.org, usmsswimmer.com and forums.usms.org; Re-evaluate primary and secondary navigation schemes for usms.org.
- **Impact/Benefits:** Create more buzz for the websites, address issues with finding information on the site.
- **Cost:** External cost for graphic design, in-house development of all other work.

Member Services & Member Retention

- **Summary:** Add members-only services and restrict some existing articles to members-only access; Create member retention programs around our online services (renewal reminders).
- **Impact/Benefits:** Increased membership and member retention.
- **Cost:** In-house development.

E2EEM

- **Summary:** Continued development of the E2EEM suite with emphasis on open water integration, advanced features for sanctioning, and new record tracking features.
- **Impact/Benefits:** Create more buzz for the websites, address issues with finding material on the site.
- **Cost:** In-house development.

Zone, LMSC and Club Services

- **Summary:** Develop multiple widgets for use on zone/LMSC/club websites that pull in USMS data; Add more tools for LMSC officers to feed data to the USMS database.
- **Impact/Benefits:** Eliminate redundancy in maintaining data in multiple locations and improve accuracy and consistency of data in all locations.
- **Cost:** In-house development, training for zones/LMSCs/clubs, time investment by local volunteers.

Mobile Applications

- **Summary:** Develop useful smart phone applications for USMS members.
- **Impact/Benefits:** Increased member service; Members-only apps will help with retention.
- **Cost:** Contract out initial app development; Develop services on the USMS side to feed data to app; Transfer ownership of app software to USMS developers over time.

Jim then shared IT programming that is not scheduled for 2012 but we can look at in the future:

Registration Support

- **Summary:** Create a one event registration system; Integrate old registration data to our database; Create more registration and retention data tools for public view.
- **Impact/Benefits:** Increase one-event registrations by making them easier; Improve historical data; Educate LMSC leaders on member retention.
- **Cost:** In-house development.

Swimming Saves Lives

- **Summary:** Programming support for Swimming Saves Lives – online donations, challenges, etc.
- **Impact/Benefits:** Build and promote Swimming Saves Lives.
- **Cost:** Unknown at this point. Online donations and software to manage donors will likely be purchased external services, but it's unknown if our developers will be needed to help out.

LMSC Identifier with Club Abbreviations

- **Summary:** Add an LMSC identifier to all club abbreviations.
- **Impact/Benefits:** Allows re-use of the same club abbreviation in multiple LMSCs.
- **Cost:** Approximately \$20K in total programming costs, including ClubAssistant costs, plus significant staff time.

Awards

- **Summary:** Modify the award recipient description capabilities and improve displays.
- **Impact/Benefits:** Improve service for our award recipients.
- **Cost:** Minor in-house development.

Nationals Online Entry

- **Summary:** Add support for relay entry, swimmer modification of entries, seed time enforcement; Add more financial reports.
- **Impact/Benefits:** Enhance swimmer options; Improve staff efficiency.
- **Cost:** In-house development.

Fitness Log Enhancements

- **Summary:** Further enhancements to FLOGs, e.g. adding ability to “blog this entry”, interact with others on FLOG entries.
- **Impact/Benefits:** Improve member experience and member interaction with USMS services.
- **Cost:** In-house development.

4) **Open Water**

- Rob Butcher shared it is not his position to be a public policy advocate, that is the responsibility of our volunteers, however the OW Committee charter specifically states “the OW committee shall develop education resources for open water participants and event directors. The committee shall increase awareness about open water swimming and work with the executive director to identify opportunities to promote USMS through open water swimming.”
- The ED supports two proposed pieces of OW legislation:

- A. The first is a broader opportunity to sanction OW events that would include non-USMS members.
- B. The second is the one-event legislation proposal that calls for a one-event product that would be made available to OW event directors.

5) Additional National Office Updates

- Vice President, Zone and liaison reports for Convention due to their reports by July 15, 2011 with final reports due to Tracy by August
- At the winter board meeting, our USMS Facebook page had 8,500 fans. It now has more than 12,000 fans
- At the winter board meeting, our USMS YouTube channel has 69,000 views. We have now eclipsed 100,000 views
- Ralph complimented Laura Hamel and Rob on their planning and execution of bringing SWIMMER magazine production in house. The timeliness of the magazine is much better. This move will save USMS nearly \$100,000 a year.

Foundation Task Force Update – Doug Church shared that nearly 100% of the Board has given to the Foundation. The Foundation will be purchasing an Endless Pool and donating to Indiana University, the Doc Councilman Center for Swimming so controlled research studies can take place. The Foundation supported the Grand Strand Masters team in South Carolina with their learn to swim program. A highlight video is being created and will be shown at Convention. Tom asked if a template from the Grand Strand Masters program was available. Rob B said he will forward. Phil D makes a motion to the Board to spend the donor designated \$2600 to be used for the Union League of Chicago Boys and Girls Club learn to swim program. Nadine seconded.

Vice-President Updates (on their respective committees)

- a. Administration – Mike Heather. No report given on any of his four committees.
- b. Local Operations – Ed provided reports from his four committees;

Records and Tabulation Committee: Chris Stevenson, Chair; Emmet Hines, Vice Chair.

Highlights

1. The committee approved a new method of awarding and recording USMS national records. After the submission deadline for a particular season, the Records Administrator will publish the official USMS record progression for each event in the season based on the dates of the swims. Swimmers who held the record at some point in the season will receive a certificate of recognition.
2. Most of the E2EEM projects that were classified as the highest priority were completed this year.
3. There was a concerted effort this year to increase the number of Top Ten Recorders who use the E2EEM tools to upload meet results and generate top ten reports. As of July

2011, 35 LMSCs (representing approximately 65% of USMS membership) are uploading their own meet results.

4. Anna Lea Matysek has developed a number of excellent tutorial documents, primarily targeting inexperienced TTRs, for uploading meet results and generating top ten reports. The committee also developed a TT report “checklist” for more experienced recorders. Anna Lea also offers hour-long training sessions to new TTRs by phone and a “gotomeeting” connection, so the TTR can either watch how to use the tools or Anna Lea can watch as the TTR uses the tools for the first time.
5. Committee will also focus on pool length certification data base

Recognition & Awards Committee: Sally Dillon, Chair; Hill Carrow, Vice Chair

Highlights

1. The 2011 Capt. Ransom Arthur M.D. Award recipient is Rob Copeland. The other outstanding nominees were John Bauman from Wisconsin LMSC and Kerry O’Brien from Pacific LMSC. The USMS Dorothy Donnelly Service Awards, USMS Club of the Year Awards, and June Krauser Communications Award will be announced during the R&A Committee report to the HOD at convention.
2. The committee has been increasing their communications to LMSC leadership in an effort to raise awareness of the service awards that are given each year so that more nominations can be received.
3. The committee has submitted a proposed legislative change to clarify their scope of award responsibility to “service” awards (which has been their scope all along) and to change to the “numerical” membership requirements, as they are unnecessary and difficult to achieve.
4. A document summarizing all of the good ideas generated at the “Recognition of Volunteers at the Local Level” convention workshop is now available on the USMS website.
5. Ransom Arthur award recipients now have a “story” explaining why they were so honored published on the USMS website. The History & Archives Committee has provided a good deal of assistance with this project!

History and Archives Committee: Meegan Wilson, Chair; Barbara Dunbar, Vice Chair

Highlights

1. John Bauman completed digitizing Top Ten data from 1971 through 1992. With the help of Barbara Dunbar, Chris Stevenson (Records and Tabulation Chair) and Jim Matysek (Webmaster/IT Director), they have been posted on the USMS website. Pre 1993 Top Ten Relay listings still need to be digitized.
2. John is now working on digitizing old USMS Registration data.

3. Meegan continues to inventory and maintain USMS materials archived at the ISHOF Henning Library.
4. Sally Dillon, (USMS Recognition and Awards Chair) and others continue to locate or write stories for posting onto the USMS website. H&A would like notification when stories from other sources are added to the H&A story section.
5. Photos can be added to stories. Stories can be more easily located with enhanced alphabetic and other search engines, thanks to Jim Matysek and Luke Shaheen.

LMSC Development Committee: Doug Adamavich, Chair; Lori Payne, Vice Chair

Highlights

1. The committee coordinated a slate of workshops and presenters for this year's convention in Jacksonville.
2. The committee is addressing LMSC compliance with the published minimum standards and is evaluating remediation procedures for those LMSCs that don't comply with the standards.
3. Several surveys were conducted and analyzed to assess all of the LMSCs compliance levels against the minimum standards. Areas of non-compliance were also ranked to determine which non-compliant standards would require immediate attention and action. A proposal to proactively work with the LMSCs and Zone Chairs has been developed. This work will be reviewed with the BOD.

Ed covered in more detail the LMSC minimum standards. Hugh asked about remedial activities. Rob C said we should focus on development, not remediation. Mike H asked at what point does USMS just take over under performing LMSC's. Tom B suggested that the Committee should divide the LMSC's into groups, and assign Committee members to that group to help them get to the minimum standards. Anthony asked if any of the LMSCs in the survey asked to be absorbed into another LMSC. Chris M said that question was not asked, but can be solicited. Anthony said the LMSC Minimum Standards is a policy document that the Board is responsible for.

c. Community Services – Nadine shared an update on the three committees she oversees.

Sports Medicine & Science Committee

- SMSC continues to arrange presentations on topics of medical/health interest to swimmers. The committee arranged skin cancer screenings by Dr. Adrian Legaspi at the Spring Nationals. The committee will be discussing development of a health related display that would be educational and interactive to the members. The display could be in the sponsor area at national championship meets for swimmers to view. The committee will further discuss educational lectures. A research proposal regarding bladder cancer was approved. The committee struggled with the possibility that a correlation with chlorine in pool and a higher incident of bladder cancer in swimmers.

Fitness Education Committee

- FEC has developed a new fitness challenge that is achievement based. The committee continues to promote the Check off Challenge and Go the Distance fitness events. Monthly communication has been provided the LMSC fitness chairs and monthly web articles for the USMS web page. The Health and Fitness page has been stagnant and in need of updating.

Coaches Committee

- CC is creating the USMS Masters coaches certification program in collaboration with club and coach services. Hugh asked how the fee structure works to benefit the host LMSC. Rob B said USMS provides a stipend to help offset cost of providing the program. The CC is proposing legislation to allow for a USMS club at international events. The CC will be asking for two additional coaches to write online workouts that cater to the triathlete and fitness swimmer markets. The CC is submitting information to Laura Hamel that is being published.

d. Programs – Dave D gave an update on three committees he oversees.

Officials Committee

- Working on assigning people for 2012 Nationals.

Long Distance Committee

- Working with Open Water committee on one-event registrations.
- Has sent out bid info for 2013 Postal's and OW Championships.

Open Water Committee

- Working to create new education materials such as safety guidelines.
- Seeking to gather OW event results for the event results database.

Committee Updates

a. Finance – Ralph provided commentary on the Controller report.

b. Audit – Ralph deferred the report to allow the Auditors to present to the Board.

c. Investment – Ralph deferred the report to allow for Northern Trust Investment Advisors to present to the Board.

d. Compensation and Benefits – Nadine asked the Board to recommend Ed Coates to the Benefits and Compensation committee. Second. **MSA - Ed Coates to be an associate member of the compensation and benefits committee.** Tom B asked how Ed was selected. Nadine said that his professional experience matched the qualifications.

e. Governance – Minutes are being posted to the website. There are no more legislation proposals from Governance to the Board. The committee did review the conflict of interest policy and is satisfied. Anthony mentioned that the LMSC's should be performing conflict of interest at the local level as well. The Governance Committee wants to further provide education for the Board. The Governance Committee would like to make a future proposal to create a Leadership succession planning committee to help foster the growth of the future leaders. In the Governance charter, the committee is charged to review the BOD performance. The review will consist of a review of articles in Part 5 of USMS Rulebook and BOD minutes. Finding will be presented to the BOD in executive session at Convention in September. Governance has agreed to help review model bylaws for LMSC Development Committee, with the exception of the grievance procedures that the LMSC Board of Review Task Force will review.

f. Ad Hoc Election – Rob C. shared there are candidates for all positions. Nominations are closed for 2011 Election of USMS Officers. United States Masters Swimming will hold elections during the 2011 Annual Meeting of the House of Delegates, Sept. 15-18 in Jacksonville, Florida.

The slate of candidates for the 2011 elections is:

- President – Nadine Day and Michael Moore
- Vice President for Administration – Michael Heather
- Vice President for Community Services – Al Prescott, Jody Smith and Laura Winslow
- Vice President for Programs – Dave Diehl
- Vice President for Local Operations – Ed Tsuzuki
- Secretary – CJ Rushman
- Treasurer – Ralph Davis

Candidate information will be posted at <http://www.usms.org/admin/election11/> in July and materials are being prepared for the convention packets.

Task Force Updates

a. End to End Event Management - Ed

Consistent with our project charter, there are currently two major components to the E2EEM initiative. The first part, that has been underway for over a year now is the online meet results data base and associated Top Ten processing tools. The second part will address the front end of the event management and is focused on the calendar of events and sanctions process.

Excellent progress has been made in both areas.

Event Results / Rankings / Top Ten Tabulation Tools

- Several high priority items have been completed allowing the Top Ten Recorders (TTRs) to add or edit swims (both individual and relays) within a meet, add split request swims,

and detect and correct a wide range of relay errors in the uploaded files. These enhancements were released on June 23, 2011.

- There are still some high priority items to address, including the capture of member registration dates and including this date within the swimmer audit process as well as improving the navigation within the event results tools. Those efforts are ongoing; a due date has not been committed to.
- One of the key requests of the task force was to complete the development of the highest priority items before beginning work on the sanctions process. This has been done and very much appreciated by the Records and Tabulation Committee.
- Additionally, Anna Lea Matysek has developed a number of excellent tutorial documents, primarily targeting inexperienced TTRs, for uploading meet results and generating top ten reports. She also offers live training sessions to new TTRs. This is being done with a phone and a “gotomeeting” connection, so the TTR can either watch how to use the tools or Anna Lea can watch as the TTR uses the tools for the first time.
- The committee also developed a Top Ten report “checklist” for more experienced recorders. These documents are located in a new portion of the USMS website: <http://www.usms.org/admin/lmschb/content/tttutorial>. A link to this page is in the Guide to Operations section of the website.

Calendar of Events / Sanctions:

- On April 8, 2011, Ed met with Jim and Anna Lea Matysek at the National Office to take the recommendation from the task force, which was an “end-state” vision, and identify the functionality which could leverage the existing on-line calendar of events tool and begin to establish a standard approach to event sanctioning that would include both pool and open water event requirements.
- Luke Shaheen is spearheading this effort and has completed a first cut at the online sanction/calendar request forms for review and is now working on the back-end processing of requests and updated calendar search and display functions.
- Once this tool has been tested, it will be reviewed by the task force
- The goal is to have the first phase of the new sanctions process and an updated calendar of events released by convention.

Jim and Luke have been able to spend more dedicated time on the E2EEM initiative and excellent progress has been made. It is critical that other projects not distract the IT staff, unless they have been given a higher priority by the EC. Once the sanction tool has been developed, it will be important to require all events to be “registered” through this tool. Perhaps this should become part of the LMSC Minimum Standards (under “Events, Sanctions and Recognitions”).

b. LMSC Board of Review Task Force – Rob C shared LMSC Board of Review Task Force members include: Rob Copeland, Maria Elias-Williams, Doug Garcia, Patty Miller, Laura Groselle, and Anna Lea Matysek.

The mission of the task force is to “Determine ways to effectively prevent and resolve disputes that occur in LMSCs.”

Task Force Objectives:

- 1) Review and document the current state of affairs
 - a. The task force has reviewed and is categorizing recent grievances and complaints
 - b. The task force has prepared a survey for LMSC chairs to gather additional information
 - c. The task force has compiled the Board of Review code from LMSC bylaws
- 2) Explore alternatives and address risks (scalable solutions and Alternate Dispute Resolution)
 - a. The Task force is reviewing “Getting to Yes” by Roger Fisher & William Ury
- 3) Develop and agree upon proposed language for inclusion in the USMS code, LMSC Model Bylaws and other corporate materials.
- 4) Work with the LMSC Development Committee to develop a framework for LMSC Board of Review policies, procedures, guidelines and training.
- 5) Work with the LMSC Development Committee to develop a strategy for national and local implementation.
- 6) Present findings and recommendations to the board of directors
- 7) Accomplish other objectives as established by the task force.

Tom B asked where in the Rule Book does it provide direction how to handle dissolution of an LMSC. Rob C said that would be handled by amending the effective By-Laws. Tom asked about how changes to boundaries of LMSC’s were resolved. Rob C said this should be handling between the LMSCs or through the LMSC Development Committee.

Kerkering-Barberio Audit Presentation - There were no found deficiencies during the audit process. USMS has a disaster recovery plan. KB recommends USMS formalize it in writing. Nancy asked is optimal reserves? KB said three to four months of reserves is ideal. Our current operating reserves are sixteen months. Rob C asked if the Investment Policy was reviewed. KB said that the organization is compliant. Mike H asked if our organization is in a healthy state.

KB said that our strength is due to 75% revenue from membership and our financial reserves.

Northern Trust Investment Presentation – An overview of Northern Trust Company and our investment direction was provided. Tom asked if the Investment Policy can be approved by the Board. Jeff said yes. Tom asked has the Investment Committee come back with any recommendation about changing the investment policies. Ralph Davis said the committee did not have any recommendations to the Board. Phil asked if we were fully invested at this time. Susan said that there are Certificates of Deposit that were coming due that would be sent over to Northern Trust when they mature.

Strategic Planning – Patty Miller lead the Board through the overview and progress made by the task force. The task force presented recommended USMS values that were then discussed. LMSC Chairs and Committee Chairs were sent a survey and asked to get input from their LMSC leaders and committee members. The results from the surveys were shared with the board for discussion. Patty divided the board into breakout groups to review the major issues/themes from the surveys that included access to pools, volunteers, delivery of the USMS product, organizational threats and partnerships. The goal was to get board input/feedback in developing high-level strategies around the themes. After meeting, each breakout group presented their strategy ideas. Patty indicated the Task Force uses the input in developing the Strategic Plan.

Special Announcement – Jeff let the Board know that Tom Boak has agreed to be the meet director for the 2012 Summer Nationals in Omaha. Tom said that he is very excited about filling this position.

A motion is made for the Board of Directors to recess for the day at 4:50 p.m. EDT.

Jeff Moxie reconvened the meeting on July 17th at 9:02 a.m. EDT 9 at the Hyatt Regency Sarasota in Sarasota, Fla.

Old Business:

a. Chapter Fees – Nadine moves to un-tabled the motion. Second. Hugh said this may encourage break-up of the Regional Clubs and have Chapters become more traditional clubs. Nancy asked if the benefits are the same for the Chapters and Clubs. Chris M. pointed out that Chapters cannot compete. Nancy said this started out as a way to communicate with chapters and has morphed into something else. Rob C pointed out that the motion on the floor is about the \$20 Chapter fee. Ralph said the fee should be universal for chapters and clubs. **MSA: BOD recommends to the legislation committee the annual fees for chapters to be \$20.00.** Ralph asked when this legislation would go into effect. Nadine said it goes into effect in 2012. Ralph asked if delivery of benefits to chapters has been budgeted for 2012. Phil D said that this could be a highly debated issue and asked has any “Super clubs” asked for this. Nadine and Rob C said that yes the Task Forces did solicit feedback from those LMSCs. Phil D asked did the Chapters

ask for this. Ralph asked can the Chapters register. Hugh wanted to clarify that a Chapter can compete within the LSMC. Tom B asked how many workout groups are within the United States. Anna Lea said there are over 800. Rob B. said that this would have to go to Convention and if passed, programming and delivery of benefits to chapters would take place in 2013. Hugh asked if there is a budget proposal for the new programming and delivery of benefits. Rob B said not yet because we do not know what will be the approved legislation.

b. Policy Manual Updates – Maria and her task force have reviewed the minutes from 2009 and 2010. The recommendation was that the mission statement and core values needs to be updated in the Rule Book. Anthony said the intent of the manual was to have one document that has all of the policies in one spot. Mike H said that the different committees may have their own policies and should be providing their policies to be incorporated into the Corporate Policy manual.

New Business

a. Who is Responsible for our Members – Rob C

- i. Background - In recent discussions about member renewal and One Event registration there seems to be a difference of opinion if the LMSC or USMS is ultimately responsible for our members. A case in point, from the OEVT discussion; the following comment was made "...the LMSC, not USMS or the event director, should determine whether offering Open Water One-Event registrations is appropriate, because the LMSC is the body who has the interests of its members (and not just those of the event director) in mind." And I heard of other similar comments that some local volunteers don't want our national staff communicating with their members.
- ii. I'm interested in understanding, from the board, if we are we members of USMS with certain administrative and operational responsibilities assigned to the LMSC's or are we members of the LMSC with USMS serving to oversee national programs and administration or is it somewhere in between? Whatever it is, there appears to be some uncertainty amongst our local and national leadership and staff, which I would suggest our Board see if we can ameliorate.

Tom B cited article 5.02 from the Rule Book that USMS is clearly responsible for the members. Phil D made a motion for the Board create a task Force to define the roles of volunteers. Rob C said that this could be something that Governance Committee could oversee. **MSA- The BOD President will form a task force to define the roles of volunteers.** Jeff will create a task force of the following members; Dave D, Chris M, Rob C, and Mike H with Tom B serving as subject matter expert. Tom Boak mentioned that he will be submitting a leave of absence from the BOD since he will be a paid contactor to run the 2012 LCM national in Omaha.

b. Open Water Marketing – Mike H has a concern about the one event registration. How can this help the growth of USMS? The open water season is short so why are we spending time on it? Larger events do not mean more profit nor does it mean they are safer. Nancy had a concern about the one event proposal because it removes the decision making from the LMSCs. Mike made a motion that **The Board will provide Legislation a proposal to remove the wording in 507.1.10 to remove the Executive Director from working directly with the Open Water committee.** Second. Tom B asked where we are headed and what are we trying to accomplish with open water. Phil D said a benefit of the one event to some LMSCs, such as Illinois, is that it allows LMSCs to sanction open water events and the event directors to know they can pull more participants. Rob B said that if the legislation passed, the National Office would be responsible for processing the one events and providing a revenue share to the LMSCs. Hugh reminded that our vision statement is to offer swimming to all adults. Tom B said that one event registration can lead to greater growth for USMS. Nancy has concern that having one event registration being mandatory could increase risk.

c. Club & Coach Services Economic Benefits – Mike H sent out the Club Development Task Force document from 2007. Mike wanted to discuss how to further develop initiatives for servicing, staffing, enhancing and continue to develop a support system for our clubs. Mike has a concern that we are not getting the full benefit of our Club and Coaches Services. Nadine said that our club development program is operated by contractors, and believes the board should make this a priority and budget for a full time hire. Rob B shared we have three expectations under our current club development structure; (1) serve as a resource to existing clubs and workout groups, (2) renewal all clubs on time by October 31st of every year, and (3) develop and teach the USMS Masters coaches certification program. The club development team also offers help to new facilities desiring to start a program and Rob named 15 plus locations they have done so. He highlighted Greensboro, NC as a location club development visited in 2007 and next year will be hosting our Spring Nationals. Ralph indicated we should have metrics to measure the benefits of club development, and Ed agreed. Chris M recommended we also look at club failures too as a learning experience.

The Board went into Executive Session at 10:45 a.m. EDT to discuss the Appeals process and Compensation and Benefits. The Board came out of Executive Session at 11:45 a.m. EDT.

d. Delegate Entitlements – Rob C gave an overview about the future of the House of Delegates is comprised.

- i. Background – It has been some time since we looked at representation in our House of Delegates. A periodic review of our structure can be of value in assessing our effectiveness as a governing body.
- ii. Do we want to evaluate options to balance LMSC entitlements?

Phil D asked Rob C to look at how the numbers of committee members are established. Mike asked does the Board want more or less people at convention. Nadine recommended that a task force should be put in place so that in two years Legislation can submit to the House of Delegates regarding delegate requirements. Chris asked should this be assigned to Governance Committee. Tom B said that this should be handled at a Board meeting at a separate topic for discussion. Mike said that we already have the same people showing up year after year, and not seeing the new leadership coming into the organization. As a Board are we happy with the size of the number of delegates or change the composition of those delegates. **MSA-The BOD President will form a task force to study delegate entitlements.** Jeff assigned a committee made of the following Board members; Chris M, Mike H, Rob C, Nancy R and Tom B.

e. Ed wanted the Board to review the recommended IT projects and prioritize. Rob C said we need to define out strategic priorities and not the actual list of projects.

f. Roles of the At-Large Directors – Ed asked how we want to have them act with the Board. How can the At-Large Directors contribute to the Board? Jeff recommends that the Board find roles for the At-Large Directors to fulfill.

MSA – to adjourn the meeting at 12:13 p.m.

Respectfully submitted,

C.J. Rushman
Secretary

President Jeff Moxie called a BOD meeting. A majority of the BOD agreed to waive the two weeks advance notification of a BOD meeting. The meeting called to order at 12:31pm EST.

In attendance, were Jeff Moxie, Nadine Day, Phil Dodson, Ralph Davis, Doug Church, Phil Whitten, Ted Haartz, Chris McGiffin, Ed Tsuzuki, Rob Copeland and Dave Diehl. Ed acted as recording secretary.

MSA – The Boards agrees to accept the 2010 Audited Annual Report and 990 tax return that were submitted by our audit firm.

Meeting adjourned at 12:36pm EST.