

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Patty Miller		
Minutes recorded by:	Chris Colburn	Date/time of meeting:	11/28/2016 8:30pm EDT

Actions Taken:

1. Approved: the minutes of the October 17, 2016 Board Conference Call

Number of committee members present:	22	Absent:	5
Committee members present (list all, including chair and vice chair): Patty Miller - President; Chris McGiffin - VP of Programs; Chris Stevenson - VP of Local Operations; Frank (Skip) Thompson -VP of Community Services; Chris Colburn – Secretary; Ralph Davis – Treasurer; Maria Elias-Williams - Legal Counsel; At-Large Directors: Tom Moore (Breadbasket); Dave Diehl (Colonies); Rob Copeland (Dixie/Past President); Dan Cox (Great Lakes); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Ed Coates (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Nadine Day, Jeff Moxie, Ted Haartz, Jim Miller and Nancy Ridout.			
Not present: Ed Tsuzuki - VP of Administration; Past Presidents: Tom Boak, Mike Laux and Dan Gruender. Mel Goldstein is recused from the Board due to his contractor position with USMS.			
Guests: none.			

Minutes

The meeting was called to order at 7:33pm EDT.

1. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the meeting. There were no conflicts. Patty announced that Emmett Hines passed away a few weeks ago. Patty spoke of Emmett’s contributions to Masters Swimming and coaching for many years in USMS. Jim and Skip told some stories about their experiences with Emmett. Patty asked us to keep Emmett and his family in our thoughts and prayers.
2. Approval of Meeting Minutes (Chris Colburn): **MSA to approve the minutes of the October 17, 2016 Board Conference Call.**
3. CEO’s Report (Dawson):
 - a. Membership update: We have 16,052 registered members for 2017. We are about 16% over the same point last year. We are shooting for 20% over at the end of the month. Of that 16,000, 14,171 are renewed, and almost 4,000 are y+ that haven’t rolled over yet (12/15). We’re off to a really good start. We have about 1,200 new members. We have a number of renewals captured earlier this year. On the SSL front, we have hit almost \$100k in donations for 2016, which is more than for all of 2015. Through registration we’ve received \$42k in donations vs \$26k in November 2015. We’ve had 3.5% more of our registering members donate.
 - b. National Office Items: We have contracted with a managed services provider, SouthTek, to cover our in office IT needs (email, calendar, and internal functionality). They were referred by Kerkering Barberio (our auditors). We’re trying to get them up and running by the end of the year. On our IT Infrastructure Roadmap, we’re getting close to the initial review process. Bonfire (James Williamson) spoke with the staff and has talked to the IT liaisons. They are close to the end of the initial process. Recommendations will be coming in the next few weeks.
 - c. Interview process for Events/Programs position: Two candidates are meeting with the staff in Sarasota next week. Dawson hopes to get that position started after the first of the year.
 - d. Nancy asked Dawson how the restructured office plan was received by the staff. There was some initial trepidation about the plan, but also some support as roles are clarified. That should all be in place by the end of the year. Jessica Porter is on board and getting up to speed, and her transition has been good so far.
 - e. Chris McGiffin asked about club renewals/registrations. We have 913 registered clubs (not counting workout groups) so far this year of 1,100 registered last year. We have some clubs who don’t have swimmers registered. The staff is looking at which significant clubs are outstanding so we can reach out to them. We are ahead of where we’ve been in the past but don’t have the hard historical data yet for that. There has been very little pushback about the club registration fee increase.
 - f. Dave asked the status of the Board Members’ renewals to remind those who have not renewed to do so.
 - g. Maria mentioned that this is the first year that we’ve heard coaches being encouraged to help with the registration/renewal process. Dawson mentioned that’s part of the direction the National Office is taking. Coaches and LMSCs have a contest through the end of December based on renewal percentages. The contest has 3 categories

based on club size. The top 3 clubs in each division will get either a \$500/300/200 gift card from one of our sponsors. Hopefully that's a reason for coaches to get more engaged. There are similar contests for LMSCs based on renewals from the LMSCs.

- h. Skip asked a question about Giving Tuesday and its relationship to USMS giving. Dawson expanded on how USMS is using it to message SSL.

4. Action/Discussion Items

- a. Plans for the February Board Meeting (Patty): We have a date for the February Board Meeting in Phoenix, which will be held February 11-12. We will arrive on February 10. Patty asked Leianne to have Governance to have some Board training ready for the meeting. L said they'd shoot for 2-4 hours for training. Other items will look at the Board's role in supporting the strategic plan. Ed mentioned that Compensation and Benefits will have a presentation surrounding the CEO Bonus Payment. Maria has emailed an item to Patty as well. Ralph will email items to Patty shortly. Skip asked when we would end on Sunday (Patty said around noon). Laura asked where we are staying. The National Office is working on that. Dawson said that it's at the Hilton Garden Inn Phoenix Airport North, close to the airport and there's a shuttle to/from the airport. Ralph asked everyone to book flights as soon as possible to save on airfare.
- b. GoFundMe Campaign for Haiti (Nadine): Nadine gave an update on the background on the effort, done in conjunction with the USAS athlete committees. It was launched the first week of November. Each of the homes costs \$8500 to build, and 3 coaches and 2 swimmers lost their homes. They're looking to raise \$50k to fund the building of all the homes. It was determined at the EC meeting that the EC would not recommend USMS to make a donation as an organization, but that individuals are welcome to donate. Dawson noted that those initiatives will be posted on USMS social media this Wednesday. Nadine indicated that there's an oversight committee to ensure that all funds go directly to the building of the homes. Nadine provided some background on the logistics of the communication from UANA. Patty asked Dawson if there's anything the National Office needs to publish the most recent UANA posts. Patty asked Nadine to send the link to the GoFundMe page to the Board. Ted asked if this is something that could come up as a grant from SSL. Patty asked previous SSL board members for an opinion. Jim mentioned that SSL hasn't typically reached outside the US, and its charter doesn't appear to extend past that. Maria reported that the first SSL meeting is this Wednesday at noon.

5. Updates

- a. LMSC Leadership Summit: Paige Buehler has been leading the Task Force. The dates are March 10-12 in Houston. An invitation has gone out to LMSC chairs that they or their designee can send one person to the summit. Tracy is on the task force to help with logistics. The task force has split up to work on content with a steering committee to weave the content together. Patty reported that the steering committee would be Paige, Jill, and one person from each of the subgroups.
- b. Officer Updates: Patty provided an overview of how the officers would report on committee business through the year. This is an update for the Board on what's going on in between written reports.
 - i. Patty:
 - 1. Patty went to the National Coaches Clinic in Santa Clara November 11-13. It was a joint venture between USMS and the Pacific LMSC. It was really well organized and well attended (135). A lot of top coaches and commentators were presenting. There was a good mix of instruction. Ed Tsuzuki, Chris McGiffin, Dawson, and Bill Brenner were there. Patty congratulated the Coaches Committee, especially Helen Naylor, and the Pacific LMSC for a job well done. Chris McGiffin echoed Patty's praise of the presenters and the good attendance.
 - 2. Patty attended Golden Goggles last weekend. It was interesting to go as USMS President because of the networking opportunity for USMS. The event supports both Make a Splash and the National Team. There were many Masters Swimmers in attendance. Ed Tsuzuki was there, as was Dawson. There was a USMS table. The free tickets from the table went to Bill Meier and one of his teammates to honor the work he's done. In conversations, Rowdy plugged 2018 Pan Ams, and reiterated that they were willing to do whatever is needed to support our corporate partners. Jason Lezak asked Patty some questions about USMS, and has a connection with Dawson.
 - 3. This coming weekend is the FINA World Aquatics Convention. USAS is sponsoring a booth. Patty, Jay Eckerd (for USMS), and other USAS representatives will man the USAS booth.
 - 4. Worlds: The Masters World Championships meet will be held August 14-20. The FINA Masters Congress is up to 2 weeks beforehand. The other sports will take place the week before. The rationale was that they would need to use all 3 pools to support the anticipated crowd. Nancy mentioned that it would be advantageous for folks to do both the Congress and the swim meet. Last year's European Championships had over 10,000 swimmers and they expect more, which is why they expect to have all 3 pools. Chris McGiffin asked if we should wait or begin the process

of submitting an overbudget request for any US officials selected for the meet. Ralph suggested we wait.

- ii. Chris McGiffin: Long Distance met last night. They are working on their planning for the year. Bob Bruce has not yet selected a Vice Chair.
 - iii. Skip: No updates, other than that some chairs are still working on notifying their committee members. Once members are notified, Skip will call a Community Services meeting to discuss goals for the year.
 - iv. Chris Stevenson: LMSC Development has met. Chris has met with Michael Moore, the new chair, to talk about goals for the year. One of their main items is following up on LMSC Standards. One LMSC is in violation of the minimum standards. Recognition and Awards has met, but the other committees have not yet.
 - v. Ralph: All committees have been informed. Investment has met. Finance meets tomorrow. Audit has its first meeting in the 1st quarter of 2017. We are doing well in our investments (up \$135k in our main investment account, and SSL is up 6%)
 - vi. Maria: Nothing to report.
 - vii. Nadine: We had one international coach from the Cayman Islands at the National Coaches Conference. He will be giving Nadine a report on his perspective on the clinic and what we did. Nadine had some questions for Dawson related to the latest CFO Report presented to the Board, and Dawson clarified some of the items that were both negative and positive in the report. Nadine commended Dawson for reducing expenses to bring some of our revenue expectations back to a surplus level for the year. Patty asked if our 2017 budget addresses some of the realities we saw about revenue in 2016. Ralph provided some clarity on that work.
 - viii. There are no updates from any of the Task Forces. Tom asked if there is a list of the task forces. Patty said she would work on getting the list together. Current task forces are Futures and Diversity. Last year we had a Strategic Plan task force, and we also have a task force for the LMSC leadership summit. There's also a Convention task force, and Patty is working on putting some clarity to that. There is also a group looking into the skit at Convention.
6. Next Board call will be at 8:30pm EST on Monday, December 19, 2016. Next EC call will be Monday, December 5 at 7:30pm EDT.

The meeting was adjourned at 9:42pm EDT.

Respectfully Submitted,
Chris Colburn, Secretary