

USMS Convention — Atlanta, Georgia 2016

Committee Name: Board of Directors	Session #: 1
Committee Chair: Patty Miller	
Minutes recorded by: Chris Colburn	Date/time of meeting: 9/21/2016 8:00am EDT

Actions Taken:

1. Approved: the minutes of the September 12, 2016 Board Conference Call
2. Failed: to approve the recommendation of the Finance Committee for the three proposed initiatives as a group, paid from the Opportunity Reserves
3. Passed: to approve the recommendation of the Finance Committee to fund \$43,770 (direct costs only) for the Fitness Development initiative from the Opportunity Reserves
4. Passed: to approve the recommendation of the Finance Committee to fund \$29,040 (direct costs only) from the Opportunity Reserves for the College Club Swimming initiative
5. Failed: to approve the recommendation of the Finance Committee to fund \$25,000 (direct costs only) for the Web Design, Social Media, Mobile App and Consulting from the Opportunity Reserves
6. Approved: an amendment to add the Rules Committee to the motion to refer the proposed Transgender Policy to the Sports Medicine Committee for further consideration and a recommendation
7. Approved: to refer the proposed Transgender Policy to both the Sports Medicine Committee and the Rules Committee for further consideration and a recommendation
8. Failed: a resolution of the opinion of the Board on the Task Force's report on the proposed Transgender Policy
9. Approved: to approve the Standing Rules of the 2016 Annual Meeting and have Bill Tingley present them to the House of Delegates for approval
10. Approved: to recommend Tom Boak as the USMS Rep to the USAS Executive Committee
11. Approved: to recommend Mel Goldstein to USAS as the nominee to the FINA Masters Technical Committee
12. Approved: to accept the reports of the Committees of the Board as presented in the Convention Packet
13. Approved: to accept the reports of the Liaisons and Special Assignments

Number of committee members present: 24

Absent: 4

Other Delegates Present:

Committee members present (list all, including chair and vice chair): Patty Miller - President; Ed Tsuzuki - VP of Administration; 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: Bruce Hopson (Breadbasket); Dave Diehl (Colonies); Sean Fitzgerald (Dixie); Dan Cox (Great Lakes); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Jill Gellatly (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Nadine Day, Jeff Moxie, Tom Boak, Rob Copeland, Jim Miller and Nancy Ridout.

Not present: Past Presidents: Ted Haartz, 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 8:09am EDT.

1. Call to Order (Patty)
 - a. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the meeting. There were no conflicts.
 - b. Board Members Completing their terms: Patty recognized and thanked Sean Fitzgerald, Bruce Hopson, and Jill Gellatly for their service and contributions to the Board.
2. Minutes and Ratification (Chris Colburn)
 - a. **MSA to approve the minutes of the September 12, 2016 Board Conference Call.**
 - b. There were no actions requiring ratification since the Summer Board Meeting.
3. Patty recognized Ted Haartz, who is not present at Convention, and sent good wishes from the Board.
4. CEO's Update (Dawson)
 - a. The August campaign has helped to jumpstart our registration efforts. The pitchman video also contributed to the bump in numbers. We signed up over 2500 in August, and 73% of those were year-plus memberships. In September

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we are registering ~80 per day. We are looking currently at 2% growth for the year and may surpass 65,000 members.

- b. We have officially hired Jessica Porter, a senior director in the membership department. Sterling Webb has started officially as an employee 9/1.
- c. Jim Miller congratulated Dawson for his first initiative that turned around our flat membership growth in the first half of the year. Dawson credited the great work of the staff in getting the job done.

5. Budget (Ralph/Susan Kuhlman)

a. Review and Discussion of draft budget:

- i. The budget overview and assumptions have not changed substantially since the Summer Board Meeting.
- ii. A question was raised about whether or not we want to budget based on 3% membership growth. Also, there are new programs coming up in 2017. Nancy asked what prompts us to expect continued growth. Susan and Ralph spoke to Dawson's initiatives and plans for membership growth, as well as other initiatives which are geared toward tapping into those who have not been introduced previously to Masters Swimming. Dawson added that we have a lot of good data to use that help us to identify and attract new sources of members. Other discussion covered budgeted vs. actual membership projections. Susan spoke about new stroke development clinics coming up in 2017. Chris Stevenson asked about sponsorship revenue plans to help make up for lost sponsorships this year. We are in negotiations with 5 potential sponsors, and feel positive that we will come into the new year with as much as \$35,000 in new revenue. Jim Miller discussed what we can learn from the experience of the lost sponsors this year, both in what the sponsors want and in our own processes. Ed mentioned that our increased focus on capturing solid demographic data through our social media and web presence on members and prospective members could be very helpful in marketing the USMS value proposition to potential sponsors. Kyle mentioned that we need to continue to listen to both our existing and departing partners, looking at our data to determine what segments our sponsors want to speak to. Susan continued to discuss the Reserve Fund (to be covered later).
- iii. The Staff met with ESIX yesterday to talk about insurance. Our premium quote has reduced this year. ESIX cited our great claims history (which contributed to a 6% reduction in premium); and the safety procedures at our events.
- iv. Ralph reported that the National Office did an excellent job of putting their ideas and initiatives into the explanation of the proposed 2017 budget.

b. Opportunity Reserve Recommendations from the Finance Committee: The Finance Committee recommended the following as investments in our future, and the kinds of things for which we would want to use the opportunity reserves.

- i. USMS Fitness Program Development
- ii. College Club Swimming Initiative
- iii. USMS Web Design, Social Media, Mobile App and Consulting

The total proposed funds for these 3 projects total \$76,810. **MSF to approve the recommendation of the Finance Committee for the three aforementioned initiatives to paid from the Opportunity Reserves.** Discussion surrounded the use of the Opportunity Reserves and the source of the funds otherwise. **MSA to approve the recommendation of the Finance Committee to fund \$43,770 (direct costs only) for the Fitness Development initiative from the Opportunity Reserves.** **MSA to approve the recommendation of the Finance Committee to fund \$29,040 (direct costs only) from the Opportunity Reserves for the College Club Swimming initiative.** **MSF to approve the recommendation of the Finance Committee to fund \$25,000 (direct costs only) for the Web Design, Social Media, Mobile App and Consulting from the Opportunity Reserves.** Discussion included that the technology expenditures should come from operating expenses, rather than from the Opportunity Reserves. Jeff asked if a motion was needed for where to assign the source of those funds. Ralph indicated that the Finance Committee will take care of the allocation. Jeanne Ensign (Finance Committee Chair) addressed the Board, and mentioned that the changes would ultimately be accounted for elsewhere in the budget, so the Board would not have to recommend or approve a deficit budget.

6. Proposed Update to USMS Transgender Policy (Patty)

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- a. For Board awareness and Discussion, Patty provided some history and background on the issue, and on the task force formed to look at the new IOC Standard.
 - i. Proposal (2016): see http://www.usms.org/admin/conv/2016/rules_2016_transgender_policy_update.pdf
 - ii. IOC Consensus Statement: see http://www.triathlon.org/uploads/docs/6.b_2015.11_IOC_consensus_meeting_on_sex_reassignment_and_hyperandrogenism-ENG.pdf
 - iii. Current Policy (2012) was provided to the Board via email.

One major item where the proposed USMS policy diverges from the IOC guidelines are that USMS requires gender reassignment surgery to be completed in order to have competition times count in a male to female transition. Jim Miller brought up that the full Sports Medicine Committee did not weigh in on the issue. **MS to approve the recommendation as presented by the task force. Discussion centered on the origins of the work that has been done thus far. MS to refer the proposed policy to the Sports Medicine Committee for further consideration and a recommendation.** Discussion centered around whether or not the item is a Sports Medicine issue, a Rules issue, or a Board issue. Patty mentioned that this may come before the House of Delegates, and we need to decide if we want to take a position. Bill Tingley provided some clarification on what a presentation to the House means to the Board. **MSA to add the Rules Committee to the motion to refer. MSA on the motion to refer.** Nadine asked for a sense of the Board on an opinion on the policy. Discussion included whether USMS is holding athletes to a higher standard than the IOC with the new policy; the task force's rationale the proposed update; if gender in 501.3 of the Rule Book applies to gender as defined by the IOC and FINA; how the discussion will proceed with the two committees; and the exposure introduced by adopting a higher standard. **MSF for a resolution of the opinion of the Board on the Task Force's report.** Patty can carry the sense of the Board to the chairs of the Rules and Sports Medicine Committees, and the Task Force.

7. Convention Preparation: Patty welcomed Bill Tingley to the meeting, and thanked him for returning as Parliamentarian.
 - a. HOD Procedure
 - i. Standing Rules of the USMS Annual Meeting (see <http://www.usms.org/admin/conv/2016/convrules.pdf>):
 1. Bill discussed the history and the execution of the Standing Rules, especially Rule 4 concerning Guests of the President.
 2. **MSA to approve the Standing Rules of the 2016 Annual Meeting and have Bill Tingley present them to the House of Delegates.** Questions included speaking more than once on the same motion on the same day.
 - b. Convention Overview and logistics
 - i. Chris Colburn will ask the House of Delegates to make a motion to approve the Annual Reports.
8. Task Forces – Updates and Board Input on Direction (Sarah and Dan)
 - a. Diversity Task Force (Sarah)
 - i. Dave Coddington and Marty Hendrick stepped aside from the task force, and David Morrill was added. Members also include Sarah, Benicia Rivera, Nadine, Lisa Dahl, Dr. Jane Katz, and Jeff Commings. There is currently one vacancy. The Task Force has been working primarily within two areas: education and involvement at the local level. There is a diversity workshop during Convention that will focus on how we can work at the local level to identify what's important to LMSCs, and how to turn any obstacles into opportunities. Follow up could include working with the LMSC Development Committee and with the LMSC Leadership Summit. Initiatives include focusing in on specific months (Black History Month, Hispanic Month, etc.) to help talk about diversity in the organization. The Task Force is all attending the USA Swimming LGBTQ Breakfast at 7am on Friday.
 - b. Futures Task Force (Dan)
 - i. Dan provided an overview of the mission of the Task Force. Dan also promoted the Futures presentation and encouraged all delegates under 35 to be there. The workshop is at 9:30 on Friday. Members of the task force included Dan, Chris Colburn, Kyle Deery, Fares Ksehati, Richard Garza, Clare Rudd, Claire Letendre, and Aubree Gustafson. One member withdrew from the group, so there is a vacancy. Patty asked what the Task Force learned about communications and working with this age group. Dan explained how this task force differed from the College Club initiative. Both Dan and Chris Colburn talked about the benefits of using Slack for historical gathering of discussion and for asynchronous collaboration. One item

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the task force has not yet covered is how to attract, retain and engage new and younger volunteers as well as new members. Next steps for the Task Force can include learning how to motivate and encourage younger members to volunteer.

9. FINA and USAS Nominations (Patty)
 - a. USAS Executive Committee Rep: **MSA to recommend Tom Boak as the USMS Rep to the USAS Executive Committee.**
 - b. FINA Masters Technical Committee: Mel Goldstein has been on the FINA Masters Technical Committee for the past quadrennium. Mel has been elevated to Vice Chair of that committee. **MSA to recommend Mel Goldstein to USAS as the nominee to the FINA Masters Technical Committee.**
10. Strategic Plan Update – Measures of Success (Jill, Laura, and Dawson): Laura had asked for further clarification on the measures of success for each of the items in the Strategic Plan. The Task Force presented primary and ancillary measures of success for each item. The Board has seen the infographic. Dawson and Jill will be presenting to the House of Delegates tomorrow.
11. Officer Reports – Updates to, or any questions about, convention packet reports
 - a. President (Patty): Nothing to add.
 - b. VP Administration (Ed): Nothing to add.
 - c. VP Community Service (Skip): Nothing to add.
 - d. VP Programs (Chris McGiffin):
 - i. Chris provided an overview of the IT Liaison group, which includes the four Vice Presidents, Dawson, and USMS IT. The group continues on the operational and strategic items from last year. Dawson provided a good vision for where IT is headed. The group does not feel that they need to provide anything currently in IT's backlog, as they have more than enough on their plates through at least the first quarter of next year.
 - ii. Nadine asked Chris about the reimbursement requests for officials for Summer Nationals. Chris will get that data from Brian Albright.
 - e. VP Local Operations (Chris Stevenson): Nothing to add.
 - f. Treasurer (Ralph): Nothing to add.
 - g. Secretary (Chris Colburn): Nothing to add.
 - h. Legal Counsel (Maria): Nothing to add.
 - i. Immediate Past President (Nadine): Nothing to add.
12. Committees of the Board – Accept written reports: Patty has not scheduled the reports from the Committees of the Board before the House. **MSA to accept the reports of the Committees of the Board as presented in the Convention Packet.**
13. More Convention Items
 - a. Jim indicated that the rationale provide in L-6 required clarification. Ed agreed to discuss with the Legislation committee chair..
 - b. Nadine asked about the recommendations of the Finance Committee related to FOG and the Financial Policy, and asked that they be covered at the Sunday Board Meeting.
 - c. Ed thanked those who volunteered to come to the New Delegate Luncheon. Ed asked the Board members at the luncheon to grab a new delegate to engage them in what they want to learn from Convention.
 - d. Patty reminded everyone to register for the House of Delegates, and encouraged those interested to attend the Women in Aquatics breakfast.
14. New Business:
 - a. Laura asked a question about some items from Comp and Benefits.
 - b. Chris asked if ESIX provided any narrative around the reduction in our insurance premiums. Susan indicated that our claims history is affected positively by the safety measures we have undertaken.
 - c. **MSA to accept the reports of the Liaisons and Special Assignments.**
 - d. Patty thanked Tracy Grilli for all the work she has done on this year's Convention.
15. Next meeting will be at 5:30pm EDT on Wednesday, September 21, 2016.

The Board recessed at 11:26am EDT.

Respectfully Submitted,

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Chris Colburn, Secretary