

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Patty Miller	Date/time of meeting:	6/18/2018 8:30pm ET
Minutes recorded by:	Greg Danner		

Actions Taken:

1. Approved: Ratification of email vote approving the May 21, 2018 Board of Directors Meeting minutes.
2. Approved: The June 4, 2018 Board of Directors Meeting minutes, as amended.

Number of committee members present: 21	Absent: 6	Other Delegates: 0
<p>Committee members present (list all, including chair and vice chair): Patty Miller - President; Peter Guadagni - VP of Administration; Chris Colburn - VP of Local Operations; Donn Livoni - VP of Programs; Frank (Skip) Thompson - VP of Community Services; Greg Danner - Secretary; Ralph Davis - Treasurer; Maria Elias-Williams - Legal Counsel; At-Large Directors: Tom Moore (Breadbasket); Dave Diehl (Colonies); Rob Copeland (Dixie/Past President); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Ed Coates (South Central); Dan Cox (Great Lakes); and Laura Winslow (Southwest); Dawson Hughes - CEO; Past Presidents: Nancy Ridout, Jim Miller, and Ted Haartz; Dale Ammon (USA Swimming Liaison to USMS).</p> <p>Not present: Past Presidents: Nadine Day (Immediate Past President), Tom Boak, Jeff Moxie, Mike Laux and Dan Gruender. Mel Goldstein is recused from the Board due to his contractor position with USMS.</p> <p>Guests: None.</p>		

Minutes

The meeting was called to order at 8:33 pm ET.

1. Agenda review and conflict of interest declarations (Patty): No conflicts reported.
2. Minutes and approval/ratification (Greg):
 - a. Ratification of email vote approving May 21 BOD minutes: **MSA to approve the minutes. The motion passed unanimously.**
 - b. Approval of June 4 BOD minutes, as amended: **MSA to approve the minutes. The motion passed unanimously.**
3. CEO's report (Dawson): Several detailed reports were posted to the forums in advance of the meeting:
 - a. Membership statistics by LMSC (this year compared to last, as of 5/15): Compared to the same time last year, 11 LMSCs are up and the rest are down. The National Office has been analyzing changes specific to each LMSC to improve the understanding of the 5% decline in membership. The analysis will continue throughout the year.
 - b. April was ALTS Month: 1,098 people were enrolled for swim lessons in April this year, which surpassed the total for all of 2017 (1,050). There is now a public SSLF Facebook page.
 - c. Disabled Sports USA (DSUSA): USMS has partnered with DSUSA to educate swim coaches and instructors working with U.S. service veterans. In the initial phase, 40 instructor/coaches will be educated in modified ALTS/Masters coach certification programs. USMS Club and Coach Services will support the development of Masters programming at the DSUSA chapters. An ongoing relationship is planned and a joint grant application has been made for 2019.
 - d. USMS 3.0 update: There are several statistics that show the new website has improved visitor engagement. Pages per session and average time on the site are up between 13-15%. The bounce rate (percentage of visits in which a person leaves the website from the landing page) is down 15%, another positive trend. The site will continue to evolve and there will be a presentation at the Summer BOD Meeting.
 - e. Try Masters Swimming week: 134 clubs actively participated and trial waivers are still arriving at the National Office. There was a slight uptick in membership during this event. 30-40 more programs participated in the event this year.
 - f. Summer Fitness Challenge: 23 clubs and 232 swimmers registered so far. Additional email marketing will be going out soon and continue throughout July. There is planned tie-in with USA Swimming, where USMS members will be able to do the SFC prior to two days of USA-S Nationals in Irvine, California. A third day will feature a clinic. Skip asked if there will be website support for local charities. Dawson indicated that the National Office is willing to assist setting up Flipcause pages for anyone interested in doing so.
 - g. Dawson will begin an outreach tour soon: meeting LMSCs, coaches, clubs, USA-S, and USA-T.
 - h. College Club Swimming: The plan is to offer the \$25 USMS membership to CCS members beginning in August for the 2018-2019 year. The legislation at convention will follow in September. If legislation fails, then it will need to be addressed for the 2019-2020 season. When looking at the potential for loss in USMS members due to CCS, out of 4,500+ CCS swimmers, there were only about 50 who were registered with USMS last year and not this year. If the reduced membership fee measure is supported, that serves to help any losses in membership (however minimal).

4. Communication to LMSCs from the President (Patty): Since there are some LMSCs with concerns regarding membership trends, Patty will be communicating with LMSC leadership. The purpose is to engage those leaders and spur them on in their role in a joint effort to focus on membership generation. She will recommend that local leaders build cohesive and friendly Boards, host events, and encourage USMS membership amongst clubs. Patty will clarify that the USMS renewal rate is strong; we want to improve the new membership rates. Also, it will be stressed that we're all in this together: the responsibility belongs to all levels of the organization, national and local.
5. Publication of electronic voting results (Patty): The finer details of an electronic voting platform will be discussed at the Summer BOD meeting in July. For now, Patty simply asked if Board members harbored any major objections to the concept of publishing electronic voting results for the upcoming election of At-Large Directors. The Elections Committee reported that the publication of voting results has become the common standard. No objections were raised.
6. Update on committee activity from EC liaisons (VPs, Ralph, and Patty):
 - a. Peter:
 - i. Championship: Follow-up to Nationals (including dealing with high participation numbers and policies related to handling relay DQs) and planning awards for 2020 Spring/Summer Nationals.
 - ii. Registration: No legislation submitted. Noted that some of the website changes presented challenges to registrars.
 - iii. Legislation and Rules: In the most active part of the year. Both committees distributed various proposals today. Peter noted that a high percentage of those are BOD proposals and that most of the Rules Committee proposals are non-controversial, though some are complex.
 - b. Chris:
 - i. Recognition & Awards / History & Archives: Moving through their projects since the beginning of the year. Nothing controversial to report.
 - ii. Records & Tabulation: Investigating some logistics for CCS members. Working on creating an observer form for recognized meets.
 - iii. LMSC Development: Hard at work on P2P calls, workshops at convention, and the 2019 Leadership Summit content planning. Dawson indicated the National Office will handle logistics related to that event.
 - c. Skip:
 - i. Fitness: Discussing how to beef up the Fitness Series (local charity support being one way)
 - ii. Sports Medicine: Meeting next week and preparing for the convention presentation. The group at Nationals had rave reviews.
 - iii. Coaches: No legislation proposals. They're working on the budget request for several things, including World Championships in South Korea for two coaches. Skip noted that the National Coaches Clinic has been planned and advertised. The coaches have been selected. This will be in October at the University of Maryland. A mentor/mentee program is in the works and would be a new budget item. People are signing up for on deck coaching at Pan Am Games in Orlando.
 - d. Donn:
 - i. Officials: Strong presence of Masters officials in Indy for Spring Nationals and planned for Orlando Pan Am Games. They're working on a service award and working out criteria. A referee certification page will be live in the fall, with certification effective January 1st.
 - ii. Open Water: The committee is actively recruiting sites that had been sanctioned in the past, but not currently.
 - iii. Long Distance: Finishing up their rules proposals (~50 rules, mostly housekeeping). He mentioned that OW Nationals events to date have been held in Virginia and Illinois, with events to follow in Fire Island, NY and several in Oregon.
 - e. Ralph:
 - i. Audit: Results of the audit were reviewed with our outside auditors in June in Sarasota. Everything went well and the audit will be presented in the July Summer BOD Meeting.
 - ii. Investment: Through the year, major accounts are up about 1% and SSL up about 0.5%. The committee still expects we'll be up at least 5% by the end of the year.
 - iii. Finance: BOD already saw a proposal from Finance. Communications have been issued to VPs and Committees regarding budget worksheets being due by June 25th.
 - f. Patty:
 - i. Elections: The BOD is already aware of this committee's activity (electronic voting, changes to elections operating guidelines).
 - ii. Swimming Saves Lives: Working on a strategic plan to map out what they'll be focused on for the next few years.
7. July 14-15th BOD meeting in Sarasota (Patty):

- a. The agenda is still being prepared. We expect the Convention TF and Volunteers TF will have presentations. There will be a follow-up on Club Structure. National Office updates, including USMS 3.0 progress will be reported. Also, Convention planning will be discussed.
- b. Patty asked if everyone felt it was acceptable to discuss the path toward a more modern budgeting process and there were no objections.
- c. Officer reports shall be submitted to the National Office by Monday, July 9th.

8. New business: None.

9. The next EC call will be 8:30pm ET on Monday, July 2, 2018. The next BOD meeting will be in person from Saturday, July 14 to Sunday, July 15, 2018 in Sarasota, FL.

The meeting was adjourned at 9:45 pm ET.

Respectfully Submitted,

Greg Danner, Secretary