

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Ed Coates		
Minutes recorded by:	Carrie Stolar	Date/time of meeting:	10/09/2023 8:00 PM ET

Actions Taken:

1. None.

Number of committee members present:	17	Absent:	1	Guests:	1
Committee members present/virtual (list all, including chair and vice chair): Ed Coates - President; Julie Dusliere - VP of Administration; Kenny Brisbin - VP of Community Services; Crystie McGrail - VP of Local Operations; Robin Smith - VP of Programs; Carrie Stolar - Secretary; Jill Gellatly – Treasurer; Katie Kenyon (Legal Counsel); Peter Guadagni (Immediate Past President); Dawson Hughes – CEO; At-Large Directors: Sue Nutty (Breadbasket); Charles Cockrell (Colonies); Susan Ehringer (Great Lakes); Paige Buehler (Northwest); Britta O’Leary (Southeast); Kris Wingenroth (South Central); Jeff Commings (Southwest).					
Not present: John King (Oceana).					
Guests: Brian Robbins.					

Minutes

The meeting was called to order at 8:01 PM ET.

1. Agenda review and declarations of conflict of interest (Ed): No changes to the agenda or conflicts of interest.
2. Ed thanked the BOD for the questions in the forum and for Dawson’s and Brian’s responses. He also reminded everyone to keep USMS’ Mission Vision and Values in mind while determining how the Grown-Up Swimming opportunity fits USMS.
3. Grown-Up Swimming discussion (Dawson and Brian):
 - a. Brian Robbins gave a presentation on Grown-Up Swimming’s (GUS) business plan with updated end of the year numbers. He also shared the mission of GUS which, per Brian, is to get summer league swimming into as many cities as possible, as quickly as possible.
 - i. 2023 numbers: Overall, GUS had 1079 total participants in 7 leagues. In 2017 there were 100 participants, and in 2022 there were about 600 participants. Total revenue was about \$60,000 for 2023.
 - ii. The official forecast for 2024 is 18 leagues.
 - iii. Historically most of the recruiting for league directors has been through word of mouth and social media, and GUS is hoping to leverage the USMS network in the future for this role.
 - iv. Next steps (assuming the BOD votes to approve the GUS acquisition) would be to move forward with USMS messaging.
 1. Internally: Announcing it at Relay and sending communications to LMSC leadership, clubs, etc. In Jan/Feb there will be a webinar for USMS national volunteers with preseason messaging.
 2. Externally: Starting a marketing campaign that would include a press release, an awareness campaign (via email, digital and social media) and local information sessions in targeted markets. Registration launches in March and April.
 3. Verify that internal operations are capable of handling increased league numbers and the scheduling of meets.
 - b. Q&A:
 - i. Sue asked about the prerequisites for selecting GUS locations. Brian said that they include cities with strong summer leagues, hot, land-locked cities (which generally have many pools), and a strong USMS/USA-S presence (meaning an established parent network). Most GUS participants are connected to a swimming network. Dawson added that the USMS database is robust with records of current and former members, completed trial forms, Try Masters Swimming forms and other campaigns which could be utilized in direct marketing for GUS.

- ii Jeff asked about the communication with GUS and its reaction to the potential new relationship between GUS and USMS? Brian said that the response has been positive.
 - iii Kenny asked about league directors and what they will need to move into a new market. Brian said that it is really about personalities and their networks within the swimming community.
 - iv Ed asked about a succession plan for league directors. Brian is working on a succession plan. They will have more shared league director roles in the future. Most league directors know someone who can take over their roles.
 - v Susan asked that besides financial support, what else does USMS bring to the table? Brian said that those in the USMS network might be open to GUS, and he is excited about the overall growth of adult swimming.
 - vi Robin asked about how Brian's time will be split in the future. He said that 15% will be on supporting mature leagues, 35% on 2nd year, smaller leagues, and the remaining on recruiting and building new leagues.
- c The BOD discussed the proposed contract and financials between USMS and GUS and what are the potential risks to USMS. The financial risk to USMS is at most \$150,000 to \$200,000. Ed asked about additional staff requirements/resources. Dawson said that there will be marketing needs, including a mini-Try Masters Swimming campaign for the launch of the GUS and social media. There will be efficiencies between USMS and GUS over time. In year three there will be a new staff person added to support GUS and other USMS needs.
- d Next steps include finalizing the contract and voting on the acquisition by the BOD at the next BOD meeting. Dawson asked the BOD to post any questions on Community.

4. The next BOD meeting will be on Oct. 16 at 8 PM ET.

The meeting was adjourned at 9:08 PM ET.

Respectfully Submitted,

Carrie Stolar, Secretary