
Action Item:

1. MSA the minutes of the Dec. 2 meeting as amended.
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President Rob Copeland called the meeting to order at 6:04 p.m. EST. Also present were Julie, Mike, Rob B, Mark, Rob C, Leo, Meg, Jeff. Jim joined at 6:15. Patty at 6:30.

Officer reports

VP Community Services

Mike submitted the following written report:

I have sent out another reminder to the committee chairs to revisit and file their goals and objectives for 2009.

Coaches: Chris Colburn has been in contact with the ED and Mel Goldstein on a trip to Florida to meet with John Leonard of ASCA. I have asked him to determine the ideal committee size, but that may not be immediately possible with the changes in function and programs that are occurring to his committee.

Fitness: Marcia Anziano had a call with her committee Sunday last. Go the Distance is preparing to unveil their online tracking in 2009. The committee is evaluating a return of virtual swims with group distances available as well as individual swims. She is actively evaluating the committee size.

Sports Medicine and Science: I have seen a couple of committee emails because I am on the list, but have not received any response from Jane to my emails since Oct. 14.

Headquarters Task Force: This function is now in the capable hands of Rob B.

Executive director's report

Rob B reported that registration for 2008 was 48,302, representing 9 ½ percent growth. About 74 percent of new registrations have been online. Along with Mel Goldstein, Rob has collected all sponsor payments for 2008. So far, he has received no negative votes on the logo design submitted to the Board of Directors for approval and the response has been overwhelmingly positive. He is now working on a style guide for the logo, with the assistance of Doug Garcia. The style guide will define how the logo can be used and will be made available to sponsors, manufacturers, vendors, clubs, etc. Next he will turn his attention to redevelopment of the website, which will be accomplished gradually throughout 2009.

Conversation continues with USA Swimming and Swimnetwork.com about potential opportunities. He has also visited Fort Lauderdale, where he participated in meetings, gathering information on YMCA Masters Nationals. Coaches Committee Chair Chris Colburn joined him in meetings with ASCA. The Coaches Committee is involved in a project to rewrite the ASCA Masters program, and will partner with ASCA to deliver the program.

Leo asked if we will pursue registration of the logo as a trademark. Rob said that we will file the application after we obtain BOD approval of the logo.

Minutes to December 2 meeting

Julie corrected two dates in the minutes. **MSA the minutes as amended.**

Midyear planning

Jim suggested we form a three-person planning subcommittee for the midyear meeting, and that we consider breaking out into smaller groups at the meeting in order to advance certain items. The subcommittee will consist of Meg, Julie, Jim and Rob B. Directors should have suggestions for topics to the subcommittee by January 3. The preliminary schedule can then be discussed at the next BOD meeting on January 7. The subcommittee will also consider a theme for the meeting.

Elections

Julie noted that officer elections will be held at the 2009 convention. She asked current officers to let her know if they were planning to run for another office, for planning purposes. In the long term, she believes a BOD committee should take over the nominating duties from the Zone Committee, and Patty noted that in many organizations a governance committee often handles nominating as part of the cultivation of future leaders.

Insurance coordinator

Rob B suggested that we appoint an insurance coordinator to act as liaison with our insurance brokers. Jeff will talk to Finance Committee Chair Ralph Davis for input on this appointment.

End-to-End Event Management Task Force

Julie reported that the task force has begun entering information online, and will begin phasing in use of the new system to LMSC Top 10 recorders by next year. They eventually will concentrate on the sanctioning process.

Governance Task Force

Patty reported that the task force is still gathering feedback, and soon will begin working on tools.

National office bids

Rob B has been compiling a list of deliverables for the host cities. He believes we are on track for three or four proposals. Rob B has made it clear to the interested cities during the process that he is a nonvoting member of the Board of Directors, and that the Board will make the final decision.

Domain registrations

As part of the marketing strategy for postal championships, Rob B has registered several domain names.

Next EC meeting and adjournment

The meeting adjourned at 6:59 p.m. EST. Our next meeting will be January 6, 2009, at 6:00 p.m. EST.

Meg Smath
Secretary