
Action Item:

1. MSA to ask the Board of Directors to waive section V(C) of our Professional Management Guidelines in relation to advertising the executive director position.
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President Rob Copeland called the meeting to order at 8:10 p.m. EDT. Also present were Meg Smath, Jeff Moxie, Leo Letendre, Mark Gill, Jim Miller, Mike Heather, Patty Miller and Tracy Grilli.

Minutes of last meeting

Meg asked EC members to read the draft of the minutes of the 2-25-08 meeting by the end of the next day, and be prepared to comment and approve as soon as possible. Since we are meeting more often now, turnaround time to publish minutes has been reduced. The new procedure is that EC members must respond with any amendments within 48 hours of receiving the draft, then be prepared to vote on them within the next 24 hours.

Online registration

Leo is waiting to hear from Club Assistant on a cost estimate for a test system and reminded us that enhancements won't be addressed until the test system is set up. The two most important enhancements are one-event registration and the ability for clubs to register their swimmers. A meeting of the Registration Committee has been set to discuss which enhancement should take priority.

So far this month, 42 percent of the registrations have been made online. Leo and Tracy said that the February reporting procedure went smoothly.

Executive Director Search Task Force

Jim reported that the task force met for the second time just before this meeting. He added that Todd Smith indicated that the characteristics needed for the position are patience, diplomacy and a thick skin. The task force has revised the job description, based on our experience with Todd. They have also proposed a revision of the benefits package. So far, 18 people have expressed interest in the job. We are making good progress, but if we comply with our Professional Management Guidelines (which state that the position must be advertised in our official publication), progress will be delayed. Therefore, **MSA to ask the Board of Directors to waive section V(C) of PMG.**

Procedure for providing access to our mailing list

At our last meeting we discussed needing a process for email distribution. Rob will work on a policy to present at our next meeting.

Report of Branding Task Force

Patty and Meg reported that the task force is now at the stage where it needs to compose an RFP, and they asked the EC for guidance on how much USMS would be willing to

spend. The task force is recommending a two-phase approach: (1) devising a brand strategy and (2) implementation. The brand strategy would include a visual depiction (including a logo) and a strategy to communicate it. The EC declined to recommend a dollar amount and suggested instead that the task force consult a USMS member with experience in branding for advice.

Status of other task forces

Mark noted that several task forces have been named over the last several months and asked about their progress. A chair has been named for the End-to-End Event Management Task Force, but no other progress has been made. The task force on developing strategies for cooperation with outside organizations has not yet met. Leo has not yet arranged a meeting of the task force on postal events. The task force on providing value to our members has started its work by email, but has not yet met. The task forces will be asked to provide written reports to the EC.

Status of divisional conference calls

The vice presidents are all working on scheduling quarterly conference calls with the chairs and vice chairs in their divisions. Rob noted that we are spending more than budgeted on conference calls, and encouraged us to make the calls succinct.

USMS Swimmer report

Mark reported that the current issue of the magazine will have two USMS (house) ads that are repeated in the magazine. This is a result of our request to add four pages to this issue to bring it to 48 pages. Initially, Douglas Murphy was only going to give us a 44-page issue (48 is the normal length). The late request to add pages was the cause for the repeats.

To deal with this issue should it arise in the future, we will request that Douglas Murphy develop additional house ads that can be used. The Publications Management Committee is working on developing these ideas at their next meeting.

The new weekly content on the USMS website was also discussed at the meeting. The committee feels it would make sense for Nancy Ridout to join the committee as she is now creating the website content. This would keep all publication issues under one committee rather than having some answer directly to the Board of Directors.

Next EC meeting and adjournment

The meeting adjourned at 9:25 p.m. EDT. Our next meeting will be March 26, 2008, at 8:00 p.m. EDT.

Meg Smath
Secretary