
Action Item:

1. MSA minutes to 8-4-09 meeting.
 2. MSA minutes to 8-18-09 meeting.
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President Rob Copeland called the meeting to order at 7:04 p.m. EDT. Also present were Rob Butcher, Jeff Moxie, Meg Smath, Jim Miller, Patty Miller, Julie Heather, Heather Hagadorn, Mike Heather and Leo Letendre.

Introduction

On the occasion of this executive committee's last conference call, Rob C thanked everyone for their work over the last four years.

Executive director's report

Rob B noted that staff has been busy mailing out the new marketing brochures, caps and stickers. Kyle Deery has been going over new club contacts with Mel Goldstein and Mark Gill in order to get up to speed. Rob has finished writing up a dealer network program, which is modeled after USA Swimming's program.

We have registered our 50,000th member! She will be offered a commemorative polo shirt and, if she agrees, will be featured on usms.org.

The Go the Distance logo has been drafted.

Staff are working on 10-, 15- and 30-second Internet commercials to raise awareness of USMS and our brand. The ads will reach out to fitness and open water swimmers, and people who might not have thought about joining USMS in the past. The goal will be to have at least two of the commercials available by convention.

The next SwimFest has been set for June 4–6, 2010, in San Diego. A sponsor has been lined up for the event.

Approval of minutes

MSA the minutes of the 8-04-09 and 8-18-09 EC conference calls.

Convention

Rob C went over topics for the first Board of Directors meeting at convention on Wednesday, including the financial 990 report, audit review, business report, vice presidents' reports and Board committee updates. Our insurance broker, Sandi Blumit, has requested half an hour with the Board. We will also need to vote on several policies, including whistleblower and document retention.

Jim discussed orientation for new Board members. USA Swimming has new board members meet with the current president and the executive director, using a checklist. Jim will put together materials for new Board members.

Workout groups

In order to discuss possible recognition of local workout groups, Leo recommended that we first define them, and clarify the goals of recognition. Julie had prepared a document last year that can be used as a starting point.

Printing of registration cards

Rob C spoke with the chair of the LMSC that was reluctant to print registration cards for those requesting them, and reported that the LMSC will now print the cards.

Online sanction form

Patty reported she had received a request from an LMSC to handle sanctioning of meets electronically. Julie felt this issue would eventually be covered with End-to-End Event Management.

Marketing proposals

Heather reported that the Marketing Committee has come up with a couple of proposals and asked how to handle them. Consensus was that the proposals should be passed on to staff for evaluation and possible implementation.

Next EC meeting and adjournment

The meeting adjourned at 8:25 p.m. EDT. This EC will hold no more meetings, but will meet with the entire Board of Directors at convention in Chicago.

Meg Smath
Secretary