

Committee Name: Executive Committee

Committee Chair: Patty Miller

Minutes recorded by: Chris Colburn

Date/time of meeting: 1/4/2017 7:30pm EST

Actions Taken:

1. Approved: the minutes of the November 7, 2016 Executive Committee Conference Call
2. Approved: to recommend that the LMSC Social at Convention be held at the discretion of the host LMSC

Number of committee members present:

Absent:

Others present:0

Committee members present (list all, including chair and vice chair): Patty Miller - President; Ed Tsuzuki - VP of Administration; Chris Stevenson - VP of Local Operations; Chris McGiffin - VP of Programs; Frank (Skip) Thompson -VP of Community Services; Chris Colburn – Secretary; Ralph Davis – Treasurer; Maria Elias-Williams - Legal Counsel; Nadine Day – Immediate Past President; Dawson Hughes – CEO.

Not Present:

Guests:

Minutes

The meeting was called to order at 7:32pm EST.

1. Agenda Review and Conflict of Interest (Patty): Patty wished everyone a Happy New Year, and reviewed the agenda with the committee. There were no conflicts.
2. Approval of Minutes (Chris Colburn): **MSA to approve the minutes of the November 7, 2016 Executive Committee Conference Call.**
3. CEO's Update (Dawson):
 - a. We've been focused on registration and renewals, and closing out 2016. As of December 31, we were 11% ahead of the same time last year. Much of that was renewals, and the residual effects of the year-plus membership option. We are just ahead of 10% ahead of last year as of today. January is the third biggest renewal month of the year. The National Office has turned its attention to new registration – January is our biggest month for new registrations.
 - b. The contests that we did with the clubs and coaches have been really well received. The results will be released on Friday. We will likely do that again in the future.
 - c. From a renewal standpoint we had 4 sponsors up for renewal. 3 had signed contracts at our last board meeting, and there is one left to finalize.
 - d. The effort to opt-in members to the digital magazine has been successful. 8600 members have opted in. There are still some tweaks to go, but it's going well.
 - e. Susan updated Dawson today on the Swimming Saves Lives Fund results for FY2016, which was higher than expected – \$137k in donations for 2016, which is about a 50% increase over 2015. We will work with the SSL board on how to distribute those funds. Susan is digging in on working on year end financials to be ready for the Board meeting in February.
 - f. Ed and Dawson had a conversation regarding negotiations with a renewing sponsor. Chris McGiffin had a follow-up question about the brands our members are gravitating to the most. Dawson indicated Jay has some data on those numbers, and he can likely share that based on the online discount data we offer. Chris acknowledged that the contest was a great idea. Dawson has some ideas for how to expand it for next year. Skip asked if any of the sponsorship data is based on sales at Nationals. Dawson expanded on how we can better position our sponsors' unique inventory at nationals, but there are variables unique to every venue. Patty asked if we have any attributions to the increase in SSL donations. Large differences included the Lake Erie Relay Swim, the goggle drive at Convention, and an LMSC that hosted an Open Water swim that donated half their proceeds. We increased the percentage of members that donated by 3-4% (\$50-60k) in the November-December timeframe. The average that people are donating through registration is ~\$22.
4. Convention expenses for host LMSCs (Ed): Ed gave an overview of the unwritten expectation that the "host" of Convention puts on an LMSC Social during one of the evenings at convention. It's well received and well attended, and there are a number of issues surrounding it, including venue logistics, crowd control, hotel policies related to bringing outside food in and of course costs that keep rising proportional to increasing numbers of delegates in attendance. Local LMSC support related to volunteers staffing the hospitality suite as well as arranging for local swim workouts during convention is very much welcomed and appreciated, however, Ed would like to eliminate that expectation that there will be an LMSC social put

on by the host and funded by the LMSC. Maria asked some questions about scope. The issue for Ed is the financial burden of the social. Nadine indicated that there might be a better way to utilize LMSC funds for the benefit of a higher percentage of members. Skip provided a historical overview on the LMSC social. Skip suggested that the LMSC can host the event if they are able and have the funds, but should not feel obligated. **MSA to recommend that the LMSC social be held at the discretion of the host LMSC.** Dawson will communicate that to Tracy.

5. Communicating the Process for Potential Grievances (Chris Stevenson): Chris recalled a discussion with Anna Lea Matysek about a discussion with an LMSC that had a grievance. Chris recounted some unusual circumstances regarding how things happened. Chris wanted to remind everyone that if committee chairs or another volunteer are asked to be involved, to refer them to the formal grievance process and not try just to resolve it themselves.
6. National Committee Selection Process (Patty): Patty summarized some of the discussions on the forum, and opined that there should be a better way to work through the process of putting together national committees. No matter how it's done, some people end up being disappointed by the process. Patty hopes that we can put together a more automated process based on the ratings, as well as the choices made by the volunteers in the survey. The discussion centered around the history behind the process and the various ways multiple people (like the VPs) or technology could be involved to help improve the process and/or make the process easier. Nadine asked that we also take a step back and look at the makeup of the committees, and whether or not we should look at that before taking a stab at the process of figuring out committee sizes and the like. Patty wants to have a discussion at the Winter Board Meeting about the future of our volunteers in USMS both at the national and local levels. Part of that is the committee structure, as well as where we want our emphasis to be (at the national vs. local levels). The discussion continued into the broader sense of the structure of the organization. Skip provided some history on committee involvement. Patty indicated that it would be developed as a discussion for the Winter Board Meeting.
7. Roundtable: Maria and Chris McGiffin discussed a conversation with the Long Distance Committee related to the waivers for e-postals. The question related to coaches being able to sign up their swimmers, thus taking the waiver approval out of the online process. Chris McGiffin proposed taking the waiver requirement for each swimmer out of the e-postals, and Maria agreed that this makes sense. Chris wanted the EC to know, in case there were any reservations about removing the requirement for e-postals. Nobody appeared to have any reservations. Ralph asked that we share this with our insurance carrier so that we have documentation. This change would take effect immediately. This will allow broader participation so that coaches can be more involved in signing up their athletes for fitness-related activities. This change will apply specifically to e-postals (where athletes are already signing waivers after the fact) and the Check-Off Challenge. Patty brought up one other issue about discussion regarding Riverside Nationals, because the hosts have not signed the contract. The hosts have issues related to the clause regarding governance under Florida law. Patty spoke to Maria about it, and for this situation we can change the venue of law to California. Championships and Maria going to work on better agreements with our national championship hosts, and a better process for doing so. Maria provided a little more background for the Executive Committee's information, and the logistics behind both the host's and USMS's concerns about the contract. We need to make sure that the contracts are signed as a requirement of the process. Nadine asked Dawson if the new staff person is going to be tasked with nationals and making it a more consistent process and a better overall product. Dawson agreed on that. Patty indicated that as we evolve the process, more of the focus will be taken on by the National Office. Chris McGiffin asked some clarifying questions about the implications of the e-postal changes for the Rule Book. Patty indicated the relevant sections of the Rule Book, and indicated that these changes will require legislation to go through. Patty indicated that Chris McGiffin will need to go back to Donn to let them know where this stands, and that we're going to have to go back and raise the issue with Legislation. Chris asked the logistics of submitting legislation. Patty will put it on the agenda for the January 16 Board Meeting. Maria will work on drafting the language of the legislation.
8. The next Executive Committee call will take place on Monday, February 6, 2017 at 7:30pm EST. Our BOD meeting is 2/11 and 12. We need Officer reports in advance of the meeting far enough to get them into a packet. Please submit reports to Tracy by 1/31, and copy Patty.
9. Ralph reported that our Investments for the USMS and SSL Portfolio had a good year. The USMS portfolio had a gain of \$162,263 with a return of 7.4%, and the SSL Portfolio had a gain of \$12,966 with a return of 7.4%.
10. Skip asked about the election period cycle and when that would be. Patty indicated that it can be found in the Election Operating Guidelines. Anyone seeking re-election needs to let the Elections chair know by 2/28.
11. Skip brought up an issue related to the discussion forums. Patty indicated that would come up at the Winter Board Meeting.

The meeting was adjourned at 8:50pm EST.

Respectfully Submitted,
Chris Colburn, Secretary