

Committee Name: Executive Committee

Committee Chair: Patty Miller

Minutes recorded by: Chris Colburn

Date/time of meeting: 11/7/2016 7:30pm EST

Actions Taken:

1. Approved: the minutes of the October 3, 2016 Conference Call

Number of committee members present: 9

Absent: 1

Committee members present (list all, including chair and vice chair): Patty Miller - President; 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: Ed Tsuzuki - VP of Administration.

Minutes

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

1. Agenda Review and Conflict of Interest (Patty): Patty reviewed the agenda with the committee. There were no conflicts.
2. Approval of Minutes (Chris Colburn): **MSA to approve the minutes of the October 3, 2016 EC Conference Call.**
3. CEO's Report (Dawson):
 - a. We are all about membership registration right now. Our end of year numbers put us at 65,787 members, a 3.3% increase year-over-year. The improvement came almost all from August, September, and October. We had 4,257 year-plus members register, compared to about 2300 last year. The National Office is focusing on getting as many people renewed as early as possible. The second email of the registration period went out today. We saw a huge spike after today's email, with 1,700 registrations today alone. Total current registration is at about a 20% renewal rate, with year-plus plus renewals. On the registration, we included an opt-out checkbox for the paper magazine. The adoption rate has been about 23% so far. The adoption rate was closer to 40% with new members. It should save on our production costs and will save on postage. The electronic version of the magazine will be ready by January 1. We did not budget for any savings as a result of the digital magazine option. We will begin to look at what this will save us over the long term. Some of that savings might go toward improving the digital experience.
 - b. Jessica Porter (Senior Director of Membership Acquisition and Retention) has gotten up to speed quickly. We have a position open for an Events Coordinator. The goal is to have that person in place by the first of the year.
 - c. We have 4 sponsors up for renewal, and all sound positive. Dawson and Jay met with Speedo today, and the meeting went well.

Ralph wanted to remind everyone that the progress during Dawson's tenure in 7 months went from flat membership to 3.2% growth. The change in operating forecast is \$70,000 better in operating income. Ralph commended Dawson on how fast he moved to make a digital magazine available. Skip asked a question about the position opening. Nadine asked a question about the net cost savings related to the digital production of the magazine. Dawson said we may see an increase per paper magazine, but it won't outweigh the benefits of the reduction in volume. Patty asked about any potential changes in staff liaisons. Dawson indicated staff liaisons would not change at this time, as Jessica is still getting up to speed. On the events position, that person will fill in some areas Kyle and Bill had covered before, such as the Championship Committee, the LMSC Summit, and the Diversity Task Force. That formal transition will likely take place in the Spring or Summer of next year.

4. National Coaches Conference (NCC) Update (Skip): 115 coaches were signed up, about 25 since Convention. Predictions were between 100-125. All speakers are on track, and Dana Vollmer will be coming in to speak. There is one international coach signed up. The NCC starts Thursday night. Nadine added that the one international coach is Michael Launer, Chair of Cayman Masters Swimming and chair of the UANA Masters Open Water Committee.
5. National Leadership Summit Update (Chris McGiffin): We have sent out the save the date communications. The group has been brainstorming workshop ideas and tracks the attendees will participate in. Currently, the group is having a discussion about whether or not to invite the Zone chairs (there's a vote coming up on that). Paige is having weekly calls. There are 11 members of the task force (Paige Buehler, Jill Gellatly, Teddy Decker, Bruce Rollins, Susan Ehringer, Ed Tsuzuki, Chris McGiffin, Nadine Day, Doug Hayden, Clare Rudd, and Dan Cox). The summit will be held March 10-12 at the Hilton Houston North. Nadine added some details about the last meeting related to costs. Skip asked some questions on the overall numbers for the summit.
6. Haiti Rebuilding GoFundMe Request (Nadine): Nadine gave the EC an update about the GoFundMe campaign that was started to raise funds to rebuild the homes of two coaches and three athletes from Haiti's national team who lost their homes

in Hurricane Matthew. N would like to make a request, if the Board agrees, to put \$1,000 into the GoFundMe. Haiti was just inducted into FINA and UANA in 2015. Costs to rebuild their homes would be \$8500 each. Nadine helped set up the GoFundMe site. The group is trying to raise \$50,000, which will cover 5 houses for the 2 coaches and 3 athletes. Dawson has the power to reallocate funds but Nadine thought it should be up to the Board to make a decision. Nadine provided some information on how the word has gotten out. The discussion covered where the funds should come from, and if other USAS NGBs are contributing to this cause, or if we have a precedent for other such giving campaigns. The sense of the discussion was that the full Board should make the decision, but that this is not something we should allocate budgeted funds for; instead, we could send the request to the membership, who could make their own decisions about contributing. Patty asked Dawson about the possibility of putting the word out to the membership, and what the action plan and timing would be. There will be a presentation at the Windsor World Championships. Dawson will try to tie it into an already-planned communication. Chris McGiffin shared the link to the GoFundMe page with the committee.

7. Committee Plans for the Coming Year (Patty): Committee assignments have been made and chairs have been involved in the process. Chairs have hopefully communicated with their committees for the first time. Patty asked Ralph if his committees have begun to work their goals within the goals of the Strategic Plan. Ralph said that they know that's coming. Chris McGiffin is planning to have a chair kickoff call, and is putting goal setting on the agenda to see how the chairs can work the Strategic Plan into their goals for this year. Chris Stevenson has already met with one chair (Michael Moore), but he's the only chair who has reached out to his members. Skip mentioned that Bob Jennings has reached out to his members thus far. Skip's goal is to have goals for the year that fit with the Strategic Plan. Skip is hoping to have more committee standards for this year. He is planning to have this year's Chairs' call at the end of November. Patty offered to join the call. Dawson wants to use the Fitness Committee as a sounding board for the fitness initiative next year. Ralph reported that Jeanne Ensign will be reviewing the Strategic Plan. The Investment Committee will meet this month to talk reallocation of funds. Audit will meet in January. Dawson is working with Susan on a 5-year forecast, to be done and sent to Ralph/Jeanne by 12/19-20.
8. Schedule of Officer Reports (Patty): Patty asked for some feedback on what works best for the Vice Presidents for a schedule of officer reports. Chris McGiffin talked about the schedule that was used last year. The 3 written reports were for the in-person meetings (February and July) and Convention. Chris Stevenson emphasized creating the report by synthesizing the committees' reports into an easily digestible form. They can be modeled off the committee reports with the VPs doing an executive Summary of the committee reports. At the Board meetings, everyone can be given a chance to provide updates on anything that has changed. Ralph offered that a good deadline for submission would allow the National Office to organize the Officers' reports into a packet for everyone. Board meeting agendas wouldn't require a full written report, but an update. Patty suggested that those reports go over and above the meeting minutes if there are topics that fall outside the meetings.
9. Roundtable:
 - a. Nadine asked if we can we get an update on the true impact of the updated fees that we passed last year (for sanctioning and the like). Dawson said we can do that. Susan has been looking to get enough data on Open Water sanctions for this year so she can do the analysis. He thinks we can have the update by the December Board meeting, if not by the in-person Board meeting in February. Patty provided some parameters to help frame the discussion of the analysis. Chris Stevenson also mentioned that LMSCs help offset some of the fees, and it might be useful to include the data on how each LMSC handles the fee offset that and how it manages the effects. Chris Stevenson and Skip provided some examples of how their LMSCs (Virginia and Michigan) deal with some of these issues.
10. The next EC call will take place on Monday, December 5, 2016 at 7:30pm EST.

The meeting was adjourned at 8:33pm EST.

Respectfully Submitted,
Chris Colburn, Secretary