

Committee Name:	Executive Committee	Date/time of meeting:	3/4/2019 8:30pm ET
Committee Chair:	Patty Miller		
Minutes recorded by:	Greg Danner		

Actions Taken:

1. None.

Number of committee members present: 9	Absent: 1	Others present: 0
Committee members present (list all, including chair and vice chair): Patty Miller – President; Peter Guadagni – VP of Administration; Chris Colburn – VP of Local Operations; Donn Livoni – VP of Programs; Frank (Skip) Thompson – VP of Community Services; Greg Danner – Secretary; Ralph Davis – Treasurer; Dawson Hughes – CEO; Nadine Day – Immediate Past President.		
Not Present: Maria Elias-Williams – Legal Counsel.		
Guests: None.		

Minutes

The meeting was called to order at 8:32pm ET.

1. Agenda review and conflict of interest (Patty): No conflicts reported. Nadine reported a potential conflict due to serving on the USAS Convention Committee.
2. Convention schedule (All):
 - a. Big picture (Nadine): No major overhaul suggestions coming from the Convention Task Force for this year. She noted that meeting room reservations are due to Hyatt by March 9. We estimate rooms based on the previous year schedule.
 - b. Committee meetings:
 - i. VPs noted that committees were fine with their scheduled days/times.
 - ii. Skip mentioned that the Diversity & Inclusion Committee requested to have their meeting held on Friday. This will be discussed later in the meeting.
 - iii. Donn requested time for an Open Water Task Force Q&A.
 - iv. Peter asked if Investment needed two meetings. Ralph responded that they do because one is an internal meeting and the second is with the investment firm.
 - c. Other changes from 2018:
 - i. New delegate orientation: We have held this in the past. It will be added on Thursday morning, tentatively from 8:00-8:30 am.
 - ii. Workshops: We originally planned for nine last year and ended up with six. Chris suggested we start with six this year and see if there are requests for more. Patty said one early workshop request is SSL fundraising at the local (LMSC) level.
 - iii. Zone meetings: There was some discussion as to whether the Zone meetings should be moved later since we don't need election input (for At-Large Directors) this year. After a brief discussion the consensus was to leave it after HOD #1 on Thursday.
 - iv. Possibly shortening HOD #2 (Thursday): Peter suggested it would be difficult to shorten this meeting with the same topics in it again.
 - v. Olympian motivational speaker: There have been several requests for an Olympian speaker. Last year, the Friday lunch was exclusively reserved for a sports medicine speaker. Skip noted that the Sports Medicine Committee has lined up a speaker already. Nadine suggested that it could be moved to another time slot and doesn't need to be unopposed, then we can still have a key note speaker for lunch. The Sports Medicine speaker will tentatively be moved to 1:15 – 2:15 pm on Friday.
 - vi. Add the Diversity & Inclusion Committee meeting to the schedule: The meeting will tentatively be held on Friday at 10:45 am.
 - vii. Potential Open Water Task Force proposals: After brief discussion, time will be allocated into existing HOD meetings for this, rather than another unopposed time.
 - viii. Other changes: An unopposed session on Thursday for Legislation/Rules/Long Distance forums could move to HOD #1 if time permits. Peter asked if the plan for HOD #3 was to run Elections after Meet the Candidates again and Patty responded affirmatively. We may have fewer people running this year, which could lead to a shorter session. Patty said we will adjust as we get closer, as we will know more regarding any potentially controversial issues.

3. CEO's report (Dawson):
 - a. Reported that he's been on the road recently. He met in Ft. Lauderdale with five highly performing clubs and their coaches. The discussion centered around how the clubs were developed, how USMS supported them or needs to support them better, and best practices. Clubs with structured workouts and open to any type of swimmer were common themes, along with a communication of USMS membership benefits. Additionally, the programs were business-oriented with a focus on customer service. Some of those programs reported a disconnect with LMSC leadership. Looking ahead: A similar meeting is planned for the west coast. Also, Bill Brenner is interested in having a business development summit. Dawson also met with Brent Rutenmiller (ISHOF CEO). The ISHOF pool in Ft. Lauderdale is being renovated for approximately 16 months, with a tentative re-opening slated for the fall of 2020. The facility may be considered for USMS events after it opens.
 - b. A beta product for LMSC websites is ready. Three LSMCS are ready to begin work. The websites will be ready in a few weeks. Four more LMSCs approached the National Office at the Leadership Summit regarding a high level of interest.
 - c. Dawson presented on Sunday morning at the summit regarding a standardized fee. He said there was an open forum that followed, which generated a positive discussion. There will be a bigger overview of the summit later in this meeting.
 - d. Questions: Peter asked if the rule book was delayed. Dawson confirmed that there was a delay with the publisher. Additionally, Peter asked if there were adults likely out of college who were acquiring the bridge membership at the lower price point. Dawson said there are roughly 100 CCS bridge members to date and very few are higher in the age ranges. He is willing to share more specific data if anyone wants to see it, but he's not concerned it's being abused.
4. Open Water Strategic Task Force Update (Dawson/Donn): Donn said the last OWTF meeting was on February 26. They're continuing to compile data, develop marketing strategies, and communicate with other OW vendors. Dawson noted that vendor strategies are being considered. He provided a recap on his discussion with one OW vendor. There was a positive exchange of information. Dawson reported that based on survey data, most swimmers want 1-3 mile events. Those are the events we should be targeting the most. We are working on increasing our value to event directors to improve the chances that they'll want to sanction events. If we could offer event cancellation insurance, it would be a competitive advantage and is being explored. USA-T and USA-S are both planning on having USMS sanctioned OW events this summer. We still need to determine whether adding value or lowering cost is more desirable to event hosts. Patty asked if there were any milestones set and Donn referred to the 2019 Winter BOD meeting report: we hope to double events and splashes by 2024, have easier sanctioning/dual sanctioning, as well as other qualitative improvements. Dawson said that includes simplifying the one event registration fee and possibly adding a membership tier. Ralph asked if Dawson needed additional resources and Dawson responded that primarily these are cultural changes as opposed to financial. He also said that next year's budget or opportunity reserve may include a component related to open water recommendations.
5. Leadership Summit recap (Chris Colburn): 43 LMSCs sent representatives as local leaders. The two-day event covered seven topics, along with a guest speaker on leadership. Chris named many volunteers that contributed to putting on the special event, many of whom came from the LMSC Development Committee. Summit participants were engaged in idea sharing and there was positive feedback following the event. It was noted that many thoughts and ideas generated by the participants were shared by the Board and National Office. A local and national partnership is key. Patty applauded the work of the summit task force. Dawson praised Lisa Brown for her efforts in being organized and running the sessions.
6. New Business: None.
7. The next EC call will be 8:30pm ET on Monday, April 1, 2019. The BOD call will be 8:30pm ET on Monday, March 18, 2019.

The meeting was adjourned at 10:01pm ET.

Respectfully Submitted,
Greg Danner, Secretary