

<b>Committee Name:</b>	Executive Committee	
<b>Committee Chair:</b>	Patty Miller	
<b>Minutes recorded by:</b>	Greg Danner	<b>Date/time of meeting:</b> 5/6/2019 8:30pm ET

## Actions Taken:

1. Approved: Ratification of email vote approving the April 1, 2019 Executive Committee Meeting minutes

<b>Number of committee members present:</b> 9	<b>Absent:</b> 1	<b>Others present:</b> 0
<b>Committee members present (list all, including chair and vice chair):</b> 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.		
<b>Not Present:</b> Maria Elias-Williams – Legal Counsel.		
<b>Guests:</b> None.		

## Minutes

The meeting was called to order at 8:33pm ET.

1. Agenda review and conflict of interest (Patty): Nadine reported a potential conflict due to serving on the USAS Convention Committee.
2. Ratification of email vote to approve April 1 meeting minutes, as amended (Greg): **MSA to approve the minutes. The motion passed unanimously.**
3. CEO's report (Dawson):
  - a. Recapped the CFO's Letter and BOD Forecast Report. We're forecasted to have a 3% decline in membership, with revenue loss offset by savings in program and staff expenses. Disabled Sports USA deal will generate additional revenue. Patty asked the group to think about our strategy with respect to the coach and club clinics: should we have more and what's the return on investment? Dawson said that Bill Brenner is working on calculating the ROI. Dawson then indicated that the rationale for postponing the development of a second local swim program was not due to the desire to save money, rather the inability to implement it this year. The National Office (NO) is still working on identifying the right people to take on that program as well as trying to determine the best approach to its creation. As for fitness programs, the NO has started working on a curriculum and the method for rolling it out. Successful fitness programs aren't necessarily traditional masters programs, so that adds to the complexity of development. Skip inquired about the forecasted boost to College Club Swimming (CCS) bridge membership prior to year-end. Dawson answered that the CCS season begins in August, so it is partially a factor of timing but also that we didn't promote the bridge membership last year and the registration integration was not ready for the start of last season. Peter asked if there were any reports of success stories from people using the new website and club finder. Dawson said that it's a manual process for logging success stories. The upcoming implementation of online registration for trial membership will improve our ability to report on those types of situations.
  - b. Try Masters Swimming Week: An online trial membership form will be available mid-May. Coaches will get notified when people join using the form. With the online form, we will have the ability to engage these members via marketing campaigns and build the membership pipeline.
  - c. The National Office is finalizing an agreement with a third-party vendor for an app. Executive Committee members with wearable devices were invited to join the alpha/beta tester crowd.
  - d. LMSC websites via the USMS platform: The first two sites have been created (New Mexico and North Dakota) and are under development.
4. Convention:
  - a. USAS update (Patty): There was a recent meeting in Miami. Some discussion centered around what will happen with the convention and who will be participating. The current format is under contract through 2021 and there will be a new contract for 2022. It is still undetermined as to how the convention may change. While we collectively recognize the value of NGBs coming together as part of USAS, that doesn't have to be during convention. Ralph suggested we do what is in the best interest of USMS.
  - b. Workshops (Chris): Two topics are locked in: SSL fundraising locally and Top Ten Recorder/Sanctions role recommendations from the Volunteers Task Force. Other topics are under consideration. Chris noted that he hopes to have all the topics set by the Summer (July) BOD meeting, so the presenters have enough time to prepare. Patty reminded the EC that the BOD can suggest additional topics. Skip mentioned the possibility of a Diversity and

Inclusion (D&I) workshop, run by the D&I Committee, since it is a new committee this year. Donn asked if there would be an Open Water Task Force (OWTF) workshop and Dawson responded that a discussion will be part of HOD, though no legislation is expected. Donn suggested an Officials Committee workshop could be useful and work on improving the connection with LMSCs. A mindfulness workshop led by coaches is another possible topic, though the content is undetermined so far and has not been submitted to Chris. Nadine noted that this could involve handling stress and other psychological elements of swimming.

- c. News from Nadine as the USAS convention committee chair: Nadine said the group is trying to be transparent and is working toward meeting the needs of the NGBs. The schedules for this year's convention are mostly set. Registration will be open on May 15<sup>th</sup>. Group registration can be done online up to 10 at a time per LMSC.

5. New Business: None.

6. The next EC call will be 8:30pm ET on Monday, June 3, 2019. The next BOD call will be 8:30pm ET on Monday, May 20, 2019.

The meeting was adjourned at 9:35pm ET.

Respectfully Submitted,  
Greg Danner, Secretary