

<b>Committee Name:</b>	Executive Committee	
<b>Committee Chair:</b>	Peter Guadagni	
<b>Minutes recorded by:</b>	Greg Danner	<b>Date/time of meeting:</b> 2/3/2020 8:30pm ET

## Actions Taken:

1. Approved: January 6, 2020 Executive Committee Meeting minutes.

<b>Number of committee members present: 10</b>	<b>Absent: 0</b>	<b>Others present: 0</b>
<b>Committee members present (list all, including chair and vice chair):</b> Peter Guadagni – President; Chris Colburn – VP of Administration; Ed Coates – VP of Local Operations; Donn Livoni – VP of Programs; Chris Campbell – VP of Community Services; Greg Danner – Secretary; Teddy Decker – Treasurer; Dawson Hughes – CEO; Patty Miller – Immediate Past President; Maria Elias-Williams – Legal Counsel.		
<b>Not Present:</b> None.		
<b>Guests:</b> None.		

## Minutes

The meeting was called to order at 8:31pm ET.

1. Agenda review and conflict of interest (Peter): No changes to the agenda and no conflicts noted.
2. Vote to approve January 6, 2020 meeting minutes (Greg): **MSA to approve the minutes. The motion passed unanimously.**
3. CEO's report (Dawson):
  - a. Membership stats:
    - i. Approximately 40,200 registrations at the end of January; approximately 21,000 left to hit the budget. Based on historical trends, we can expect to get about 5,500 members from last year that haven't yet renewed, about 4,000 returning members from prior years, leaving us with about 11,000 new members to gain.
    - ii. Our recent fitness campaign has brought in 5,700 prospective members that can be reached with future automated campaigns. As part of that campaign, an e-book on freestyle technique was issued and an invitation to a webinar. There were about 270 potential members who attended the webinar. 100+ new members joined as a result of that campaign.
  - b. Open Water Task Force (OWTF): Dawson will be connecting with Donn soon.
  - c. Chris Colburn noted a conflict of interest with a LMSC that has had limited activity in recent years. They might be bringing on some new LMSC Board members that will potentially help the area progress.
  - d. Projects: The National Office will respond to direct requests from committees, but advance notice is appreciated and recommended. Challenging requests cannot always be addressed quickly.
  - e. Questions: None.
4. Convention workshops/educational components (All):
  - a. Chris Colburn reported that guiding principles are useful when determining workshop content and format. Based on history, USMS delegates prefer interactive workshops where they're part of the discussion rather than having information simply delivered to them. Workshop participants enjoy guiding the direction of the content.
  - b. Patty added that the Convention Task Force noted education is favored over legislative discussions in the HOD from the perspective of best uses of time.
  - c. Dawson mentioned that workshops might not be the right format for the National Office or groups like the Volunteers Task Force to discuss potential changes.
  - d. Peter asked if the content is the responsibility of the VP of Local Ops (VPLO) or the Executive Committee. Chris Colburn explained that the workshops previously belonged to the LMSC Development Committee and there was a subcommittee revolving around content development. As the BOD took a more active role, there was a shift in how workshops were handled: the BOD wanted an officer who could be a single point person organizing the workshops, with LMSC Development Committee providing support and backing that person up. Patty said that while planning the convention has always been an EC responsibility, there is no specific requirement for the VPLO to organize workshops. Peter suggested we think about what we want convention attendees to take away from the workshops and not be concerned about the number of workshop slots. Peter encouraged everyone to continue thinking about this topic.
5. March EC meeting (Peter/All): March EC meeting canceled since it is one day after our Winter BOD Meeting.

6. Volunteers Task Force Recommendations (Peter/All):
  - a. Peter provided the EC with a document, in advance, that detailed the VTF recommendations that the BOD approved (last year) for further development. Peter said that he wants to note actions that will be taken to close out each recommendation.
  - b. Patty noted that volunteer role descriptions are already documented.
  - c. Ed plans to investigate recommendations for his committees and will reach out to Chris McGiffin as needed.
  - d. Chris Campbell will relay to the Coaches Committee about relevant recommendations.
  - e. Peter asked EC liaisons to continue working with committees to clarify their role within the organization and whether it is necessary to be included in the rule book to accomplish their tasks.
  - f. Peter plans to pass information onto the BOD to remove certain items from the list (or note as completed) and to let the VTF know we've acted upon their recommendations. Patty added that even if the result isn't the same as the initial recommendation, the VTF may be credited with the concept for the change.
  
7. Experience with Committee Statements (EC Liaisons):
  - a. Ed posted about his committee communications on the EC forums.
  - b. Chris Campbell gave a quick recap of his committee interactions.
  - c. Chris Colburn hasn't solicited feedback yet: he has an upcoming quarterly leadership call scheduled with all chairs. He is comfortable that the committees will be able to put together such a document.
  - d. Donn: Noted that one committee already has a draft and for the others a meeting or discussion will be upcoming. Teddy: Hasn't distributed anything yet, waiting until later in the year.
  
8. The next EC call will be April 6, 2020 at 8:30pm ET. The next BOD call will be February 17, 2020 at 8:30pm ET.

The meeting was adjourned at 9:51pm ET.

Respectfully Submitted,  
Greg Danner, Secretary