

# Swimming Saves Lives Board of Trustees Meeting

## Conference Call

<b>Committee Name:</b>	Swimming Saves Lives Foundation		
<b>Committee Chair:</b>	Jay DeFinis	<b>Vice Chair:</b>	Brandon Franklin
<b>Minutes recorded by:</b>	Brandon Franklin	<b>Meeting Date/time:</b>	Feb 20, 2018/4PM EST

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### MOTIONS PASSED:

*None*

<b>Number of committee members present: 12</b>	<b>Absent: 6</b>
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**Committee members present:** Jay DeFinis, Chair; Brandon Franklin, Vice Chair; Patty Miller, Nancy Ridout; Maria Elias-Williams; Debbie Malafsky; Susan Ehringer; Lisa Ward; Kristina Henry; Ted Haartz, Nadine Day; Holly Neumann (Ex-officio)

**Committee Members Absent:** Bill Meier, Michael Hamm, Homer Lane, Tom Holmberg; Mark Johnston, Dawson Hughes (Ex-officio)

**Others Present:** Susan Kuhlman, Bill Brenner

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### MINUTES

The meeting was called to order at 4:00pm EST by Chair, Jay DeFinis.

Jay opened the meeting by thanking everyone for joining the call.

### MISSION STATEMENT:

Jay DeFinis reminded the Committee that an email vote had occurred post the Jan 23<sup>rd</sup> meeting approving the Mission Statement Language. The Committee ratified the approval during the meeting.

Patty Miller stated that the Mission Statement had also been approved by the USMS Board of Directors during the February 19<sup>th</sup> USMS Board meeting.

### GIFT ACCEPTANCE POLICY:

Jay stated that the Gift Acceptance Policy Committee was in need of an additional member and suggested any volunteers talk to either himself or Brandon.

### FUNDRAISING AND FINANCIALS:

Jay reviewed the fundraising numbers for January 2018, stating that donations were 17% higher than January of 2017 and 35% higher than 2016. He also stated the increase was likely due to enhancements made to the online registration page last year. He felt this showed members were supporting the Foundation which is good news.

### 2018 USMS WINTER FITNESS CHALLENGE

A status overview of the 2018 Winter Fitness Challenge was provided. To date, 1,100 swimmers were registered. It is anticipated that approximately \$4 to \$6 dollars per swimmer would flow to SSLF plus additional specific donations above the registration fee. A full accounting would be completed at the end of the program.

**It was emphasized that the Winter Fitness Challenge supports both the Mission of Swimming Saves Lives as well as the USMS Mission (i.e., enhanced membership, etc.) and therefore sets an example of the types of initiatives SSLF should be looking to develop.**

### **APRIL IS ADULT LEARN-TO-SWIM MONTH:**

Holly spoke briefly about the *April is Adult Learn-To-Swim Month* initiative. She stated that in the past it has been a National approach whereby a PR firm was hired and the focus has been on National and Local Television & Radio coverage. However, this year the plan is to “bring it back to the members” with a more hyper local focus. The goal is to educate the membership base on the April program and on SSLF, promote the initiative locally within USMS and gain an understanding of what USMS programs are doing during the month of April.

Holly stated she would discuss further with the April Learn To Swim Sub-committee (see below) as she had some ideas of how that subcommittee could assist in this process.

### **STRATEGIC PLAN:**

Jay stated a sub-group of the Committee would be meeting in May after Nationals to update the SSLF Strategic Plan. There was some pre-work to consider that needed to be done in advance of the meeting in May.

### **SUB-COMMITTEES:**

The sub-committees and the members of each, which was circulated in advance of the meeting, were discussed. It was stated the overall purpose of the sub-committees is to capture ideas that can be brought to the Committee meeting for discussion. Those ideas would be discussed, vetted and prioritized at the Committee level and ultimately provided to the USMS Board Liaison (i.e., Dawson Hughes / Patty Miller) for approval/go-ahead to execute.

Given resources are finite, it was emphasized that ideas put forth should try to fall in line with the example of the Fitness Swim whereby it meets both the Mission / Objectives of USMS as well as that of SSLF. Such ideas have a higher likelihood of receiving the go-ahead.

Jay discussed his vision of each Committee:

- **Fundraising**: A group of individuals that will help with all fundraising strategy, giving recognition, planned giving, and corporate giving, etc.
- **Grass Roots Initiatives**: General related to specific events (i.e., fitness challenge), interaction with the LMSC, specific ideas that are readily executable, etc.
- **Metrics and Marketing**: Determining who we are marketing to, what metrics we have / should have to support that marketing effort and help create what is needed.
- **April is Adult Learn-To-Swim Month**: Supports USMS effort, idea Generation, assistance in execution.
- **President’s Advisory Committee**: Represents a group of Current and Past Presidents on the Committee. Purpose is to provide continuity and insight to broad and/or specific issues.

Many ideas were shared as each of these sub-committees were discussed. Those will be further reviewed at the sub-committee level.

Jay closed the meeting by requesting each member to come to their sub-committee meeting with three ideas...and to do the Fitness Swim.

The next meeting would take place on March 27, 2018 at 4PM EST.

The meeting was adjourned at 4:50PM

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