

Action Items:

MSA – To approve the minutes from the October 8th conference call.

MSA - The creation of an Audit Committee.

MSA- To add a LMSC identifier characters to the club abbreviation in order to make available a larger pool of club abbreviations across the country.

Michael Heather -VP of Administration called the meeting to order at 8:00 p.m. EDT. Also present were: Jeff Moxie- President, Michael Heather -VP of Administration, Ed Tsuzuki- VP of Local Operations, Nadine Day-VP of Community Services, Dave Diehl- VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Rob Copeland - Immediate Past President, Doug Church - Legal Counsel, At-Large Directors Anthony Thompson (Breadbasket), Betsy Durrant (Colonies), Meg Smath (Great Lakes), Jerry Clark (Dixie), Jeanne Ensign (Northwest), Michael Moore (Oceana), Don Mehl (South Central) and Laura Winslow (Southwest Zone), Executive Director Rob Butcher; Past-Presidents Jim Miller, Ted Haartz, Tom Boak and Nancy Ridout.

Not present:

Agenda Items

#2. Approval of minutes – C.J. Rushman read the minutes from the October 8th conference call. MSA to approve the minutes from the call.

#3. Business Update -

- Revenue through Q3 is 7% ahead of the annual projection
- Membership is just under 52,000 for the year
- 11% membership growth in 2009
- 7% growth in the number of registered USMS clubs
- On the expense side, we are at slightly over 60% of 2009 budget allowance through end of September
- E-newsletters will continue monthly and are being rebranded as:
 - Streamlines
 - Streamlines for Coaches
 - Streamlines for Volunteers
- Signed All American Swim Supply as a new sponsor and licensee.

#4. VP Updates

- a. Administration- Michael Heather, nothing to report
- b. Local Operations - Ed Tsuzuki – Waiting on the committee chair assignments. Working on updating the Meet results and event rankings.
- c. Programs – Dave Dehl – Waiting on the committee chair assignments
- d. Community Services – Nadine Day – Did solicit her committees to get the ball rolling. The Fitness Education and Long Distance Committee intends to make more information available online. USMS has added three additional development coordinators to better serve current Masters programs as well as grow additional USMS programs.

#5. Treasurer’s Report – Ralph Davis: Margaret Bayless will work remotely with a temp in Sarasota until the position of Controller is filled. While we had projected a budget deficit, USMS will experience a budget surplus for 2009 because of better than expected membership, delayed hirings and headquarters will not cost as much as expected.

#6. Legal Counsel – Doug Church – Gave an FAQ regarding the LMSC minimum standards. Shared that USMS may be eligible to receive stimulus money to support programs. Doug will research this further and follow up on the possibility.

#7. Committee Reports –

- a. Finance Committee members – Ralph Davis –Homer Lane is the Chair and will select the people to serve on the audit committee.
- b. Governance Committee members – Anthony Thompson spoke about the Safety Coordinator position and will send list out to the BOD. Also drafting a policy for those BOD members who may want to seek employment with USMS when positions become available.
- c. Compensation and Benefits Committee members – Nadine Day will send out to the Board of Directors
- d. Audit Committee – The Board MSA the creation of an Audit Committee. Michael Moore recommended that the first item on the agenda for the Audit Committee should be to create a charter. Ralph will distribute a list of potential candidates.
- e. Policy Committee members - Jeff asked the BOD to think of names of people to be considered for appointment to the committee.

#8.Task Force Updates-

- a. Membership Dues – Michael Heather gave an update about the first conference call to discuss where to start the process regarding the registration process. Rob Butcher gave an update on how the National office is redesigning the membership card. At some point in the future, the National office maybe taking on the responsibility for sending out registration materials.
- b. End to End Event Management – Ed Tsuzuki - Provided the Board a draft copy of the charter for the End to End Event Management Task Force. The Board reviewed the strategy for integrating the various activities involved in USMS events; cycle begins with the event sanction and listing on a calendar and ends with the event results, which are tabulated. The tabulated results create event rankings, records,

- and other recognition opportunities (e.g., Top 10, All-American, etc.). Ed will be providing an updated document for review.
- c. Workout Groups – This has not been appointed.

#9. Status of Controller Search – Rob B: we are seeking candidates and have received résumés. A controller search committee has been assembled and will be assisting in the process.

#10. Mission Statement – Rob B said that when he was working on putting together the new USMS brochures he consulted the mission statement and noticed the words “wellness, aquatics, competition” were not in the statement and that we might want to consider updating the mission statement. He will draft some changes for consideration by the HOD. He said the staff debated whether the word adult should be in there or not and came to the conclusion that USMS is taking on a more global voice in the world of swimming. As such, they did not want to limit our initiatives (i.e., support, partnerships, etc.) to just adults and should be viewed as supporting the entire swimming community. Ensuing comments mentioned that other Masters sports might be involved, that deleting the word Adults needs to be thought out and that marketing of USMS to a wider group is part of the reason for revising the mission statement.

#11. Next Meeting – January/February -

- a. January/February – Face to face meeting is tentatively scheduled in Dallas, Texas. Email Jeff Moxie the dates that work best for each person.

#12. Other Business -

Michael Heather made a motion and it was passed to add LMSC identifier characters to the club abbreviation in order to make available a larger pool of club abbreviations across the country. This is what USA swimming already does Michael Heather will be following up with George Simon and the Registration Committee.

MSA adjourning at 9:26 p.m. EDT.

C.J. Rushman
Secretary