
Action Item:

1. MSA to increase the individual fee for late registration in the 2010 budget (line item 4010) by \$2/swimmer.
 2. MSA to increase the one-event registration fee in the 2010 budget to \$12.
 3. MSA to recommend to the Finance Committee and the House of Delegates a \$2 increase in the individual registration fee for 2011.
 4. It was the sense of the BOD that it would be receptive to and supportive of the Finance Committee presenting a deficit budget to the HOD for 2010 if appropriate.
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President Rob Copeland called the meeting to order at 7:31 p.m. EDT. Also present were Heather Hagadorn, Mike Heather, Julie Heather, Meg Smath, Jeff Moxie, Rob Butcher, Patty Miller, Jim Miller, Anthony Thompson, Betsy Durrant, Nadine Day, Jerry Clark, Jeanne Ensign, Michael Moore, Don Mehl, Laura Winslow, Nancy Ridout, Ted Haartz and Tom Boak. Nick Florio and Mark Gill also were present during part of the call.

Executive director's report

Rob B reported that staff attended Long Course Nationals in Indianapolis, where they unveiled new marketing materials, including brochures, bag tags, swim caps and stickers. They received positive reviews on the brochure. Boxes of 200 brochures are available for the cost of shipping. Rob noted that many requests for materials were coming from parts of the country in which we weren't aware of a Masters swimming presence. These new locations are being passed on to Mel Goldstein to contact them about club and coaching services.

Staff has recently held a retreat, at which they went over responsibilities and roles heading into convention, as well as priorities and objectives for 2010.

Tom commented that his LMSC responded very positively to the new materials, but requested that a larger version of the facility sticker be made available, and also perhaps laminate them for outdoor use.

2010 budget

Rob C stated that the object at this meeting was not to approve the budget (that will be done by the House of Delegates at convention), but to provide the BOD with information on the process used to prepare the budget. The Finance Committee has also received the proposed budget.

Rob B introduced Controller Nick Florio to the Board. In addition to his controller and human resources responsibilities, he will manage our insurance needs. Nick was the first employee to come on board in Sarasota, and was very helpful in settling into our headquarters, working closely with the renovation contractor.

Nick went over his background, explaining that he had worked for a large corporation in a financial role, mostly overseas. He moved to Florida to look after his father after his mother passed away, but soon realized he was not ready for retirement after all. He has done bookkeeping work before, as well as worked with many different cultures. He met with previous controller Margaret Bayless at her home during the transition.

Rob B went over the 2009 financial highlights, noting that we had projected a large deficit, but won't in fact be anywhere near that. Membership has been better than estimated (6½ percent improvement). Payroll costs for 2009 will be lower than budgeted due to the timing of some of our hires.

The 2010 submitted budget includes a \$2 dues increase per swimmer plus a membership increase, but this added income will be offset by a full year of new staff. The deficit is projected at \$79,000. The budget calls for increased EC/BOD spending, mainly for quarterly meetings. We will also be losing some sponsors for 2010 and will need to look for new sponsors. Rob B would like to add another vendor at Nationals and create a dealer network. Those in the dealer network will get privileges, but won't be able to sell at Nationals; they would also be mentioned in our magazine and on the website.

Rob B also pointed out two new events: LC Nationals in 2010 will be run by USMS, and there will also be an open water tour, tentatively titled "No Boundaries." Mark noted that we have long wanted to have a more

proactive role for our championships, but this has been difficult with all volunteers; however, in 2010 USMS will be running the event with a local host. This will enable us to test the concept. The purpose of No Boundaries is to increase attention for open water. In its first year, No Boundaries will be mostly expense without much revenue. The series will partner with clubs, and eventually there will be a fee to be part of series. The Open Water Task Force, which included members of the Open Water and Long Distance Committee and was chaired by Lynn Hazlewood, proposed the series. The events included in it will be announced at convention.

Rob C called attention to line item 4010: individual fee for late registration (i.e., registration from September 1–October 31), and asked if this fee should be increased by \$2 compared to 2009, as the registration fee for the period covering November 1–August 31 is in the budget. **MSA to increase the individual fee for late registration (line item 4010) by \$2/swimmer. MSA to increase the one-event registration fee to \$12 (one “no” vote). MSA to recommend to the Finance Committee and the House of Delegates a \$2 increase in the individual registration fee for 2011.** It was the sense of the BOD that it would be receptive to and supportive of the Finance Committee presenting a deficit budget to the HOD for 2010 if appropriate.

Action plan

Rob B recapped his 2009 action plan, and noted that it was written last year after being on the job for only one month. He feels it is appropriate to amend it now that he knows more about the organization. He will continue to stress centralization of staff and services, as well as work to identify volunteer opportunities. He has stressed IT development, resulting in the online Fitness logs and myusms.org. The Club and Coaching Services effort has led to the formation of several new clubs. We will run the YMCA Nationals next year. He will also continue partnerships with USA Triathlon, USA Swimming and other organizations.

The executive director’s address will no longer appear in the magazine, and next year’s magazine will include a pullout calendar, which will replace the USMS Planner.

USMS position on FINA swimsuit regulations

Jim was at the meeting in Rome in which the new regulations were approved, and noted that the regulations were approved by more than 160 nations. The regulations will also be extended to open water competition, but we are not sure yet whether they will apply to Masters competition. The FINA Masters Technical Committee will meet by the end of year to discuss the issue. We will work with the Rules Committee to consider any statement of USMS’s position on the issue.

Membership Task Force

This task force was formed some months back to look at how membership is set up (e.g., on a calendar or subscription basis), and Rob C would like the task force to become active again. Nancy volunteered to be on the task force; Leo and Laura will continue. Mike will chair the task force. George Simon and Tracy Grilli were suggested for membership on the task force.

IMSHOF induction ceremony

The International Masters Swimming Hall of Fame induction ceremony will be held Sept. 12 in Fort Lauderdale, in the afternoon of the same day in which the ISHOF induction ceremony will be held. USMS will be a title sponsor of the IMSHOF ceremony. Anyone planning to attend should contact Rob C.

Governance Committee update

Patty announced that the Governance proposals will be included in the legislation proposals in the convention packet. There will also be a report from the Governance Committee to explain the reasons for the proposals. The minutes of the committee’s conference calls have been posted online, and a discussion forum will be set up on the website.

Convention announcements

Rob C, Jeff and Rob B will work on the agenda for the first BOD meeting. Items to be included should be sent to Meg or Rob C.

BOD committee charters

Betsy noted that some committee charters are in the policy manual, but not all. This will be put on the agenda for the first BOD meeting at convention.

Form 990

Jeff will email this document to the BOD for review before convention.

Ron Johnson

Laura announced that Ron Johnson recently passed away. He was the most successful swim coach in Arizona State University history, as well as Mexico's Olympic swim coach for the Mexico City Games.

He was the U.S. Masters Swimming Coach of the Year in 1999, and the only coach ever to be honored as both national collegiate and national Masters coach of the year. Johnson set 57 world records in his Masters career, was voted World Masters Swimmer of the Year three times and was inducted into the International Masters Swimming Hall of Fame in 2007.

USMS extends its sincere sympathy to Ron's family, friends and teammates.

Next meeting and adjournment

The meeting adjourned at 9:10 p.m. EDT. The Board's next meeting will be at convention.

Meg Smath
Secretary