

Action Items:

- **MSA** - The Local Masters Swim Committee (LMSC) and National Board of Review (NBR) processes shall be exhausted before a grievant or appellant has standing to initiate any action beyond the Rules of United States Masters Swimming (USMS). In the absence of the exhaustion of the administrative procedures afforded to all members of USMS, USMS shall seek dismissal of any action initiated outside the rules of USMS as premature.
 - **MSA** - to accept the no solicitation policy as drafted.
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Jeff Moxie- President called the meeting to order at 8:32 p.m. EDT. Also present were: Michael Heather - VP of Administration, 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; Chris McGiffin (Colonies), Maria Elias-Williams (Dixie), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Hugh Moore (Northwest), Phil Whitten (Southwest Zone), Don Mehl (South Central), Executive Director - Rob Butcher; Past-Presidents Jim Miller, Nancy Ridout, and Ted Haartz.

Not present: Ed Tsuzuki- VP of Local Operations, Jim Clemmons (Oceana), Dan Gruender, Mike Laux and June Krauser, Tom Boak – Past Presidents.

Agenda Items:

1) President report- Committee Appointments are completed. The Board of Directors meeting is scheduled in San Francisco January 29th through the 30th.

2) ED report – Rob B asked the Board which members will be attending and will send out a room listing. Rob B gave an update on membership renewal and registration. USMS has an 18 point membership renewal plan that is being implemented. As of December 1st, 605 clubs are registered out of 692 possible clubs. As of November 31, we've had 12,862 members renew/register for 2011. This represents the best November registration in the history of the organization. By comparison, from November 1-31 of last year, we registered 8,153 members. Most encouraging so far is that 80% of the 12,862 registrations were members in 2010. While membership renewal is going well, there is still a cultural mindset at the LMSC level that renewal is not important until January 1. It is true that membership does go through December 31, however our statistics show that if a member has not renewed by January 1 we have a challenging time getting them to renew. The intent of the membership renewal plan is to communicate early and regularly with members, letting them know how they may renew and the benefits of membership. The staff continues to work daily with LMSC volunteers in implementing the plan.

3) Discussion forums and the BOD (Dr. Miller) – Jim asked the members of the Board to think about our role and how we represent ourselves when we are utilizing the forum on the USMS website. Hugh agreed with Jim's opinion, but there are times when a specific question might be asked a board member may be able to answer. Jim said that we should direct inquire to the National Office.

4) IGLA Games - Anthony brought to the Board's attention that several USMS swimmers who participated in a recognized event in Germany this summer were denied FINA World Record due to the

event being a "Games" event. Jessica Seaton is working with FGG, IGLA and with our FINA rep, Nancy Ridout, to appeal the denial of these records by USMS swimmers, as well as other participants in sanctioned events. Anthony asked how the USMS BOD might want to support our membership to get these FINA records recognized. Jim M said that the issue is that the Gay Games and IGLA are viewed as a competing organization with FINA.

5) NBR policy proposal – Doug gave a background of why we are considering the proposed amendment to the code. The spirit of the policy is that a person must exhaust all possibilities before bring civil litigation will be considered. Jim M said that some of the verbiage could put a burden on the volunteer side of our Corporation. This failure to perform in a timely fashion sets a standard that we will be/can be held responsible to address. If the NBR is not acting effectively or timely, fix the problem, so we do not legislate and expose the corporation. This amendment proposal would be given to the Legislation committee. Doug will send out final language to the Board for a vote. **MSA –Final vote was deferred to be held through email and unanimously passed to approve the following language;** - The Local Masters Swim Committee (LMSC) and National Board of Review (NBR) processes shall be exhausted before a grievant or appellant has standing to initiate any action beyond the Rules of United States Masters Swimming (USMS). In the absence of the exhaustion of the administrative procedures afforded to all members of USMS, USMS shall seek dismissal of any action initiated outside the rules of USMS as premature.”

6) No solicitation policy – Nadine sent out the final version to the Board. **MSA to accept the no solicitation policy as drafted.**

7) Appointment of the Policy Coordinator/Committee to update USMS Policy Manual – Anthony said that the last time the manual was updated on September 2009. Since it is simply an update function and not writing of policy, Rob B offered a staff representative to take on this task. Nancy did not feel it was good use of the staff’s time to take on this function. Jim M said that once minutes are finalized and posted that the staff could take what is just policy updates and keep the manual up to date. Rob C said that the Board is responsible for creating policy and the staff could be charged with keeping the policy manual current. Jeff will work with Rob C on implementation.

8) Jeff said that the appointment of members to BOD Governance Committee and other appointments such as "LMSC Board of Review" task force will be completed within a week.

9) Election operating guideline are most current ones on the USMS website. Since 2011 is an election year, the election applications will need to be posted on the USMS website. Jeff said that Rob C will chair the ad hoc Election Committee. Rob said he has two individuals, Lori Payne and Debbie Morrin-Nordlund, who he will ask to help on the committee.

10) USMS Strategic Plan posted on USMS website - Anthony said the strategic plan on the site is from 2007 and should be updated or perhaps removed. Jeff agreed and said board members interested in helping draft our updated Strategic Plan should e-mail him.

11) Tabled the Update on LMSC Development Committee and application/monitoring of LMSC Minimum standards including involvement of Zone Chairs.

12) Report on "Swimming Saves Lives" – Doug shared that we have revamped our online ask during membership registration to include prescribed contribution amounts for SSL. The results so far indicate member support for SSL. The per capita member giving is up to .83 cents per member from .37 cents last year. A total of \$11,000 has been contributed so far. Interviews of prospective supporters of our charitable programs are ongoing. A survey has been created, is in testing mode, and will be distributed to past

supporters of the Endowment Fund. Phil shared USMS is set up to accept stock donations as well. Doug shared we are on target to have Phase I completed and presented at the January Board of Directors meeting.

13) Status of 2011 USMS Rule Book – Anthony asked for an update and if we will meet the January 1 deadline. Mike H said that everything is ready to go and Tracy has been providing updates to Susan Ehringer for document creation.

14) Old Business

- The 2011 convention schedule is now completed.

15) New Business

- Jim Miller asked about SwimFest. Rob B. shared that SwimFest will be in its 3rd year in 2011 and we have yet to develop a model where it can breakeven. Staff and the Coaches Committee are working on ideas to improve the model of SwimFest while reducing costs and still being able to provide the coaches education experience. Jim M believes that the program is a good one and the key is developing a long term self-sustaining event. Nadine said that incorporating the ASCA certification into the program is a way to generate interest.
- Ralph gave an update to the Board about the Investment Committee and their process of interviewing the Investment Advisors.
- Chris asked if we could post the USMS membership retention plan on the USMS website.

Next Board meeting will be held in San Francisco January 28th through January 30th.

MSA – to adjourn the meeting at 9:55 p.m. EDT.

Respectfully submitted,

C.J. Rushman
Secretary