

**Action Items:**

- **MSA – The Board of Directors will officially create the Steering Committee for the USMS Swimming Saves Lives Fund.**
- **MSA – To charge the Governance Committee to review conflict of interest of BOD members serving in leadership roles in LMSC.**
- **MSA – The Board of Directors selects Northern Trust as the Investment Advisor for USMS.**
- **MSA – To change the vacation carry over policy of five days to be used by March 31<sup>st</sup>, to be used by December 31<sup>st</sup>.**
- **MSA – To approve the charter of the Governance Committee of the Board.**
- **MSA – To approve the drafted legislation 506.7.3 to make Governance Committee a standing committee. The draft document will be forward to the Legislation Committee.**
- **MSA – To accept the recommendation of the Ad Hoc Election committee to accept the Election Guidelines.**
- **MSA - to accept the amendment to leave the language as stated in the Election Guidelines.**
- **MSA - To remove “all information gathered by the Election Committee shall be considered confidential”.**
- **MSA – To strike “The Zone member serving on the election committee shall act as an election observer to ensure adherence to election policies”.**
- **MSA – To approve the Election Guidelines as amended.**
- **MSA – the Board of Directors approve the recommendation of the Compensation and Benefits to give the Executive Director, Rob Butcher a bonus for 2010.**
- **MSA – The Board of Directors accepts the Phase I fundraising report.**
- **MSA – The Board of Directors has reviewed the report on Phase I and found it satisfactory to make an over budget request to the Finance Committee.**
- **MSA- The Board of Directors to move forward on the over budget request for Phase II.**

Jeff Moxie- President called the meeting to order on January 29 at 8:50 a.m. PDT at the Larkspur Hotel in San Francisco. Also present were: 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; Chris McGiffin (Colonies), Maria Elias-Williams (Dixie), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Hugh Moore (Northwest), Phil Whitten (Southwest Zone), Jim Clemmons (Oceana), Don Mehl (South Central), Executive Director - Rob Butcher; Past-Presidents Jim Miller, Nancy Ridout, and Tom Boak.

Not present: Dan Gruender, Mike Laux and June Krauser, Ted Haartz – Past Presidents.

**Agenda Items:**

- 1) **Board Orientation: Jim Miller.** Jim gave a presentation on what it means to be a USMS Board member and a re-orientation for the Board members. Jim reminded the Board to fully understand and accept the organizations mission. Put aside special interest and focus on setting overall direction, goals and policies for the organization. Ed asked if the Board should have a policy that Board members should not have LMSC positions as not to create conflict

of interest. Jim Miller responded that board members should not be serving as Chair as an example and member of the Board because it would stretch too thin and sets them up for a conflict of interest. Nadine recommended that the Governance Committee should revisit this topic. Tom said he would have issue with creating a policy that would restrict Board members from serving a LMSC in a healthy manner. Doug said that we have to understand between permissible and non-permissible conflicts. Nancy said that we would need to consider the impact on an LMSC since not all LMSC's have volunteers wanting to fill leadership roles. Rob C said that we are not seeing the same level of volunteers as in the past. Maria said that when she came on the Board she did not rerun for her LMSC Chair and it provided opportunity for others with her serving as a mentor to those members. Phil Whitten said he sees a conflict of interest because it could create issues when the outgoing chair brings on someone outside the Vice Chair role. Rob Copeland asked if there is a conflict for Board members serving on committees such as liaisons to USA Swimming, or Board of Review in the LSC. Jim Miller said when you get involved in sister organizations, it does strengthen USMS, however you should be cautious when making decisions or acting on policy. Jeff asked Anthony for the Governance Committee to review this.

2) **National Office Update: Rob Butcher.** The board has set four priorities for the organization and the National Office reports the following on our priorities:

**a) Membership Retention/Membership Growth:**

1. Our club development team placed phone calls to every club encouraging on-time October 31 club renewal. The importance of on-time club renewal is threefold; (1) so that members can register with the correct club, (2) members don't register unattached or (3) members don't register at all because they can't find their club in the membership system
  - o By October 31, we had renewed more than 500 clubs representing 95% of the 2010 membership
2. We outreached to our sponsors with 8 committing to offering exclusive discounts to members who registered between November 1 – December 31
  - o More than 500 members took advantage of the discounts buying products from sponsors
3. The National Office developed a Member Communication Retention Plan
  - A. The plan called for using existing communication assets such as SWIMMER magazine, USMS Forums, and STREAMLINES
  - B. The plan called for using new communication assets we've developed such as the USMS Facebook page, USMS Twitter and USMS LinkedIn
    - Our USMS Facebook page was started last spring and has now grown to 8,500 fans. Our Facebook page is a voice for Masters swimming – both going out and coming in – and serves an important function in telling the USMS story
  - C. A specific e-mail communication plan using our online registration software was submitted and approved by the Registration Committee
    - The e-mail plan was circulated to LMSC Registrar's asking them to implement it
    - The plan was new in 2011 and we knew it would be ambitious and unrealistic for some of our volunteers to follow

- At no cost to LMSCs, the national office offered to implement the plan
- We have been implementing the e-mail communication plan on behalf of 33 LMSCs. Those 33 LMSCs represented roughly 15,500 members or 28% of the USMS membership
- 19 LMSCs chose to implement the plan, or some form of it. Those 19 LMSCs represented roughly 39,500 members or 72% of the USMS membership
- The results so far:
  - 2011 registration is 34,237 compared to 30,264 or 13% ahead of last year
  - 82% of the 34,237 members are renewals
  - The LMSCs the national office is implementing the plan are renewing at a 70% rate
  - The LMSCs implementing a plan on their own are renewing at 63% rate

D. National Office Recommendation:

- The club renewal window to open before Convention so the board can encourage club contacts to renew their clubs at Convention
- The National Office be accountable and responsible for implementing both club renewal and membership renewal
- No cost to the LMSCs for the National Office to implement the communication plan
- Registrars still have the responsibility of printing & mailing registration cards, member updates, transfers, reports to LMSC officers, newsletters, etc.

Mike Heather said the Board should make the recommendations policy so the National Office can further help with retention of USMS members. Jim Miller said by the end of the year there should be numbers to support this. Nancy felt shifting the communication plan to the National Office is the way to go for the organization. Hugh Moore said we need to look how to help LMSCs and be cautious about mandating. Mike said the National Office should be assisting LMSCs with the registration process and helping them meet the LMSC minimum standards. Nadine said that USMS is still investing with on-line registration and we need to utilize those tools. Tom said that we need to include LMSC's to be part of the process. Ralph said we should consider an automatic re-enrollment for registration. Jeff asked Rob Butcher to take this feedback into consideration when coming back with a formal proposal at the July board meeting.

## II. Open Water Growth

1. We have hired Steve Munatones as our Open Water Event Coordinator. In this role, Steve has three primary responsibilities: Educate, Promote, Open Water Clinician
2. We saw an industry and global opportunity with the Protecting Athletes: Open Water Safety Conference. The Open Water Committee was included in the planning. Pacific Masters LMSC was approached and agreed to jointly fund/sponsor the conference. The EC supported the conference. The FC approved the USMS funding. The conference is being promoted via USMS website, Steve's website, Swimming World, ASCA, USA Triathlon, etc. LMSCs such as Florida, Metro and Pacific Northwest have already

registered attendee's. The conference will be video taped and archived for viewing. Steve serves as our lead coordinator for the event with Mark Gill and Rob Butcher providing administrative support

3. The Open Water Committee received approval from the FC for to conduct three open water development clinics in 2011. Steve will be our clinician
4. Steve will be attending the May SwimFest as our open water expert

Ed asked the relationship of Steve as a contractor and the Open Water committee. Rob B said the contractor role is similar to our Club Development contractors and that Lynn Hazelwood and Heather Hagadorn did participate in setting expectations for the position. Phil Whitten and Nancy felt that having Steve will help USMS in the long term. Nadine mentioned that Steve is committed to USMS. The Board voted to go into Executive Session to discuss a personal matter at 10:06 a.m. PDT. The Board came out of the Executive Session at 10:08 a.m. PDT. Anthony said that there are 12 national events through out the year. It would be a good idea if the standing members could attend the events to show support. Phil D made a motion to the Board to recommend the Open Water committee that they look at lowering the fee for one-event open water events and clinics. Mike seconded. Nancy said that the Open Water committee came up with these themselves. Hugh would like to amend the motion to have the one-event fees reviewed. Rob Copeland said the one-event fees are set by the House of Delegates. Nancy said that Pacific has reviewed the one-event registration from a swimmers view point and not a tri-athletes because the tri-athletes concentrate on just triathlons. Phil withdrew his motion and Mike removed his second.

### **III. Volunteer Engagement**

- Rob shared that he is aware that volunteers are the backbone of USMS. He also recognizes that in the last three years, USMS has established a headquarters and grown from 2 full time staff to 9 full time staff. With this growth in full time staff and shifting of some responsibilities to the National Office, there seems to be somewhat of a perception that volunteer opportunities are diminishing. In 2008, prior to the hiring of an ED, USMS had 14 committees. In 2011, we now have 18 committees. Volunteer opportunities at the national level are still available. In the last three years, we have created the following new committee's each providing volunteer opportunities: Comp & Benefits, Audit, LMSC Development, Open Water, Investment, we have used the pro bono legal services of various USMS volunteers, and soon we will create a Swimming Saves Lives Steering Committee
- To better communicate with volunteers, we improved the look of *STREAMLINES* for Volunteers and increased publication from 4 to 6 issues a year. The content within comes from volunteers.
- This past year in *SWIMMER*, we started a Volunteer Profile where we interview and tell the story of some of our long time volunteers. Volunteers profiled have included George Simon, Leo, Betsy, John Baumann, and Kathy Casey. We have a character created and send that to the volunteer profiled.
- Rob shared that the volunteer opportunities are still prevalent but perhaps the talents we are seeking in some of these new volunteers opportunities have shifted from purely operational to more tactical and strategic. We've also uncovered through our club development program and the Guide To Operations, there are significant and meaningful

opportunities that exist at the LMSC and local club level. We do our best at the national office when we hear of volunteer opportunities to feel out interest and skill set, then direct that potential volunteer to where they might be able to best contribute and get satisfaction

**IV) Foundation Growth; update will be shared by Doug Church and Chris LaBianco**

**Additional National Office Updates:**

- We have two staff retreats a year for our out of town staff and key contractors. At our staff retreat last week, we did a wetsuit testing photo shoot along with video capture. The video will be posted on our USMS YouTube channel to support product testing. We also are creating a Masters open water educational video. That video was taped while in Sarasota. The goal is to sell via download USMS produced education videos
- The membership survey is in full swing. It continues to be tested. We expect to administer it in February
- Rob provided an update on our new publishing partner Anthem Media and the selection process. Douglas Murphy has been cooperative in sending us our files.
- Tracy Grilli attended the memorial service to honor Esther Lyman who spent over ten years volunteering her time and talents to better the organization.

**3. Foundation Task Force: Doug Church and Chris LaBianco.** The phase I fundraising study process has been completed. The USMS Swimming Saves Lives Fund mission statement has been refined and tested. The USMS online membership renewal includes the contribution option when members renew. During the Phase I survey, 80% believed that the USMS Swimming Saves Lives Fund mission statement is an appealing initiative. 96% percent of those surveyed believe that USMS members will support the USMS Swimming Saves Lives Fund. Maria asked about the two funds and what is the current status. Doug Church stated that there are two funds, the Legacy Account that has about \$200,000 in it and the new USMS Swimming Saves Lives Fund that has about \$32,000 in it, and that is all since October. USMS has averaged 2,740 donors the past three years without making personalized solicitations. The current balance of the USMS Swimming Saves Lives Fund does not include the \$100,000 contribution, which is a separate line item in the budget. There is list of candidates that are interested in serving in leadership positions of the USMS Swimming Saves Lives Fund. The next phase of the process is to have a steering committee to concentrate on fundraising. Chris said that we need to create a way to make giving to USMS Swimming Saves Lives Fund easy. Rob Copeland asked if we could register the domain name USMS Swimming Saves Lives Fund, so it stays in house. Phil Whitten asked how the USMS Swimming Saves Lives Fund relates to the ASCA, USA Swimming or America Red Cross's mission. Chris and Doug said that at the current time there is no correlation between the groups, but given time there could be. Phil D asked how we compare and how we differ from other organizations. Chris said there are 1.8 million charitable organizations, but the USMS Swimming Saves Lives Fund will be really focused on cultivating within our membership and positioning itself as the charity of choice for Masters swimmers. Jeff asked how much of the budget was spent on Phase I. Doug said that we are under budget by a couple thousand dollars. Jeff asked who is going to take care of the deliverables such as; Prioritize Program Initiatives, Prepare Recognition Program, creation of material, solicitation of

gift prospects, and analyze fund raising potential. Doug said that we should establish a steering committee that will work with Chris and staff to develop these items. Anthony asked if Phase II should be part of Governance. Doug shared there are significant time and financial resources that would need to be committed, as well as strict IRS guidelines, if we established a new stand alone Foundation. Ralph then explained the extra, unneeded costs associated with establishing and maintaining a separate entity and pointed out that our new Blackbaud accounting system is more suitable for meeting the tracking and reporting needs of an endowment fund within USMS. No action was taken to establish a new entity for the endowment fund. Rob Copeland said that the Board should officially have oversight of SSL and create the Steering Committee. Mike seconded. **MSA – The Board of Directors will officially create the Steering Committee for the USMS Swimming Saves Lives Fund.** Hugh asked about the current endowment fund. Doug said that we will continue to spend down on the Endowment Fund and no new monies will be added. Nancy asked how much can we take from the Legacy fund. Doug said that we will take only 6-8% percent per year from the Legacy fund. Hugh asked how the Steering Committee would provide reports to the House of Delegates. The president would appoint invitations to those members. Anthony made a motion to table the report from the Foundation Task Force on phase I. Motion was seconded.

The Board of Directors takes a break for lunch at 11:48 a.m. PDT. The Board reconvenes at 1:05 p.m. PDT.

- 4) Vice-President Updates (on their respective committees)
  - a. VP of Administration – Mike gave an update on his committee reports. Nothing to add. Mike does have an issue with one of the Chairs being non-responsive. Email addresses might need to be changed.
  - b. VP of Local Operations – Ed gave a specific update on the Recognition and Award. They will be submitting legislation this fall regarding awards for service versus competition. There is 60-day deadline for submitting records to FINA. The committee wants to have the progression of the way records are broken. The downloading of the record will come from the Hy-Tek software record. The LMSC Development committee has had two surveys sent out. There are going to be three more sent. Rob Copeland asked if there is any work around reviewing different LMSC by-laws. Ed said that the committee is only looking at the surveys and looking at compliance to the by-laws.
  - c. VP of Community Services – Nadine gave highlights of her committees. The Go the Distance is now a Fitness Committee event sponsored by Nike. Sports Medicine and Science still review the documents that they are asked too. The Coaches Committee is reviewing on how to include tri-athletes as members.
  - d. VP of Programs – Dave gave an update on the Open Water and Long Distance committees. Dave asked for feedback on the open water Safety Guidelines. There is a draft guideline for Open Water Officials for certification. For the Long Distance committee they voted 13-0 to not award Postals to the National Office. Rob Copeland moved to un-table the motion from the January 4<sup>th</sup> minutes regarding the Postal swims being given to the National Office. Mike seconded. Nadine said that in 2008 minutes for the Long Distance committee the EC proposed that the Executive Director will take control of the Postal events. Mike said that the Long Distance committee was in favor and why are they now changing their mind? Hugh said that no vote was taken, so how can this be put into place. Nancy asked if someone went

back to the chair of the committee and asked what was supposed to happen. Mike stated the Long Distance did complain in the past about running the postal events and wanted to be more involved with the legislation and rules. Chris asked would this be an emergency rule change now or before convention. Jeff said no because this would not be a change to the rules. Rob Copeland said that the National Office should consider bidding for the 2013 postal swims. Nadine asked the Board if they want to see the National Office run the postal swims instead of individual clubs because there would be a loss of revenue to the host clubs but would provide a profit to fund programs such as Club and Coach development. Nancy said when her club hosted the one hour postal, the money that they earned they used to pay pool expenses such as pool rental and heating cost. Hugh said that the same arguments we are making for postal events can be made for other championship events. Chris asked if a task force should be developed to review the practices of awarding championships. Mike said there are some LMSC that use the postal swims as revenue generators. Jeff asked for volunteers to look at this. Rob Copeland said that we need to have one consistent product. This would allow us to leverage automation and further develop corporate sponsorships. Phil D asked Dave why the Long Distance committee wants to be responsible for sanctioning Open Water events. Rob C said that the Long Distance committee is responsible for the rules, whereas the Open Water is responsible for creating opportunities for Open Water events.

5) Committee Updates

a. Finance – Ralph had nothing to report.

b. Audit – Ralph gave an over view of the audit process.

c. Investment – Ralph spoke about the selection process that the Investment Committee undertook to select Northern Trust as the Investment Advisor. **MSA – The Board selects Northern Trust as the Investment Advisor for USMS.** Ralph is going to invite Paul Hudson from Northern Trust to present to the Board in Sarasota. Phil D said the Board should set a cap on using investment earnings for budgeted operating expenses. Tom said that it is a responsibility of the Finance Committee. Jeff said this will be on the Board agenda for July.

d. Compensation and Benefits – Nadine said there is a wording change to some of the wording regarding the carry over of vacation. **MSA – To change the vacation carry over policy of five days to be used by March 31<sup>st</sup>, to be used by December 31<sup>st</sup>.**

e. Governance – Anthony provided a draft of the amended charter. Tom asked if approving the charter, does that make them a standing committee. Anthony said that it does not, the charter provides guidelines. The Board of Directors is still responsible. **MSA – To approve the charter of the Governance Committee.** Anthony wants to have the Governance Committee to be a standing committee. Governance committee wants to play a role in the grievance process. **MSA- To approve the drafted legislation 506.7.3 to make Governance Committee a standing committee. The draft document will be forward to the Legislation Committee.**

f. Ad Hoc Election – Rob C said the language was sent out in the latest Streamline publications. The President will appoint the Ad Hoc election committee after the mid-year meeting. When a person runs for an office, their letter of recommendation can be published. There is language that does state a person can opt out of having their information published. Rob Copeland said he will remove the language so people know the information will be published. **MSA – To accept the recommendation of the Ad Hoc Election committee to accept the Election Guidelines. MSA**

**- to accept the amendment to leave the language as stated in the Election Guidelines.** Maria made a motion to strike the first sentence in F in Part Two: Election Policy. Seconded. **MSA - To remove all information gathered by the Election Committee shall be considered confidential. MSA – To strike The Zone member serving on the election committee shall act as an election observer to ensure adherence to election policies. MSA – To approve the Election Guidelines as amended.**

6) Task Force Updates

a. End to End Event Management – Ed gave an overview of what the committee is currently working on. The desire is to develop a single standard process for all event sanctions that could handle the overall request and approval process for both pool and open water events. The committee will be working with Jim Matysek on developing a rollout over the next 12 months. Chris asked if Mark Gill helped with IT priorities. Nadine made a point of clarity, if they have problems with the program such as Go the Distance, they go to the Fitness committee, but if there is an issue with IT, then they go to Jim. Rob Copeland said what the Board wants done should go to Mark Gill for creating Jim’s directions and managing the project. Hugh said that Jim is still pulled in multiple directions and we need to be sure to have requirements before work is estimated and assigned. Rob Copeland said that we need to have accountability on our end to make sure work is being accomplished in a timely manner.

b. Workout Groups – Nadine wanted to make clear that the role of the group is to develop a method where workout groups can be recognized so we can deliver benefits and communicate with them. It is not about competition. The task force has met twice and does not have a recommendation yet.

c. LMSC Board of Review Task Force – Rob C gave a quick background on how grievances were dealt with previously at the LMSC and National Level. In July 2010, the Task Force was asked to create model by-laws. Rob wants to gain people from Governance and LMSC Development committee to help create them. Jim Miller said that the Task Force needs to keep this as simple as possible and most issues need to be solved at the local level.

7) Financial Update – Ralph Davis gave an update from the Controller’s report. The year-end financial report is preliminary. The entries from the Legacy Fund are not yet available and several expenses were estimated and require additional analysis. Any changes to the year-end unrestricted operating statement are not expected to be significant. This Controller’s letter compares the year-end results to the forecast and last year. The preliminary year-end 2010 net ordinary income is favorable to the 2010 forecast by \$131. In order to clarify comparisons to the forecast and last year, this letter includes an (f) to indicate a favorable variance and (u) to indicate an unfavorable variance. Tom asked if the National office sent out a report from the 2010 Summer Nationals in Puerto Rico. Phil Dodson said that was sent out in November’s Financials. Phil D recommended that the board read and ask questions about the Controllers letter sent each month as it is a very good road map to how the corporation is performing financially. Tom asked if we allocate staff time. Ralph said that could be done but it wouldn’t impact the big picture bottom line. Rob Butcher said allocating time could be difficult since staff members wear many different hats. Tom said we don’t need to be making timesheets and tracking all details, but knowing how much staff time was spent on Puerto Rico as an example

would be good to know. Tom said this information would be valuable in deciding if we want to bid on future events.

8) LMSC Identifiers - Mike gave an overview of the LMSC identifier project. Mike put together a requirement documents. There are enough acronyms available to be meaningful. USA Swimming has been doing this for over twenty years, so this is nothing new. Club Assistant did provide estimates on enacting this process for programming on their end. If we move forward with this, Mike feels that we need to be charged by time and materials. Tom did not like the concept. Phil Whitten said as example would be USA club Nova; you have NOVA-CA and NOVA-VA. Hugh said as we grow, people want their own unique identifier. Nancy said if we moved forward with this, that most of our clubs will want to go after the abbreviations that were not previously available and we need to let existing clubs know about the change. Ralph asked if the identifier is being created because of meet programs. Tom said we already have identifiers with the names and LMSC codes. Ed said that Jim should key off the acronym and not the LMSC identifier number. Nadine made a point of clarification from the minutes from 2009 that the Board did approve the project. Jeff asked Rob C, Mike and Ed to review and develop further details of the project.

The Board of Directors went into Executive Session at 4:30 p.m. PDT to discuss Executive Directors performance. **MSA – the Board of Directors approves the recommendation of the Compensation and Benefits to give the Executive Director, Rob Butcher a bonus for 2010.** The Board of Directors came out of Executive Session at 5:10 p.m. PDT.

A motion is made for the Board of Directors to recess for the day.

Jeff Moxie reconvened the meeting on January 30<sup>th</sup> at 8:35 a.m. PDT at the Larkspur Hotel in San Francisco.

9) Dale Neuburger Vice President of FINA gave the Board of Directors a brief history of FINA and an update on what is happening in FINA. FINA was organized on July 19, 1908 and their main focus is to have fair competition in swimming. There are five governances of FINA, the General Congress which meets once every four years, and the Technical Congresses where the rules changes take place which typically took place at the World Championships, the FINA Bureau, Technical Committees, which includes the Masters committees and Commissions, which are discretionary. Rob Copeland asked where the Masters Open Water committee resides with FINA. Dale said it does not fall into one of the FINA bureaus. Hugh asked Nancy if there were any open water championships outside the US that are governed by FINA. Nancy said that there were none. The FINA Bureau is comprised of 22 voting members. Nadine asked why the FINA ED is listed as a non-voting member. Dale said the ED has a voice but not a vote. The Americas and Europe have the largest number of delegates as compared to the rest of the world. There are seven FINA standing committees, Swimming (1908), Diving (1928), Water Polo (1928), Synchronized Swimming (1956), Sports Medicine (1978), US Masters (1986) and Open Water (1992). There are five continental organization of FINA. FINA federations have grown from 8 in 1908 to 202 federations in 2011. The duties of the National Federations are;

Independence of control by the Board of Directors, Responsibility to athletes, responsibly for all aquatic disciplines and Adherence to FINA rules. More focus on the development programs are becoming more of a focus for FINA. Rob Copeland asked with having a new FINA President, whom is from the Americas, who will this help USMS. Dale said the USA Swimming did support the decision of electing Dr. Maglione. Dale said the FINA is really focusing on how FINA markets our sport and help makes our sport better. Rob Butcher asked are their opportunities for Masters to serve on FINA committee. Dale said the single thing we do best is our technical expertise, this is where people can really have an impact with FINA. Phil Whitten mentioned to Dale that FINA has improved over the years yet still is having growing pains amidst all the changes that have happened. Dale said the FINA has made steps to be more integrated with decisions on the international level. Tom said the there was a lot of work to get USMS recognized as a National Governing Body by FINA, and thanked Dale for his support over the years. Chris asked how formal is the FINA voting. Dale said that there was lots of discussion and relationship building prior to the meetings so better decisions are made based on shared information. Phil Whitten asks if there was an update on Fran Crippen's death at the Open Water in United Arab Emirates. Dale said that there were two committees formed, one with FINA and the other with USA Swimming. Their findings will be published sometime in mid-February or March. Mike asked Dale about the revision of the constitution and what is to come from that. Dale believes it will be a big change and will make it better to advance the sport. The key is to have people be able to carryout those tasks. Mike asked Dale how many people comprise Water Polo. Dale said there are 35,000 of which 3,500 are Masters water polo players. Water Polo has had some issues as their organization has changed, but they are very successful. Hugh asked how FINA is financed. Dale said FINA received majority of their funds from the International Olympic Committee as well as the National Governing Bodies, plus the advertising and television rights. Phil asked if the host city pays FINA if that city wins the bid. Dale said FINA does not accept the rights to the World Championships, but the organizing committee does pay. Dale thanked the Board of Directors for their efforts in making the programs and services available to Masters Swimmers.

10. Jeff asked if the Board had reviewed the 719Group Phase I fundraising report. Mike asked if the positions listed in the report are to be full time hires. Doug said no those are potential as the fund would grow. **MSA – The Board of Directors accepts the Phase I fundraising report.** Tom asked the question does an over budget request need to go to the Finance Committee. Nancy believed the Board was charged with reviewing the report from Phase I and approving the over budget to the Finance Committee. Tom said we need to pass a motion that the report be forward to the FC. **MSA – The Board has reviewed the report on Phase I and found it satisfactory to make an over budget request to the Finance Committee. MSA- The Board of Director to move forward on the over budget request for Phase II.**

USMS Secretary C.J. Rushman leaves meeting and Nadine Day, VP of Community Services takes as acting Secretary.

11. MSA: BOD to form a Swimming Save Lives Committee under the BOD. This committee is different than the Endowment Fund Board of Governors; the President Appointments member with the consent from the BOD; the BOD may add and remove members

12. Nancy and Ralph suggested “Swimming Saves Lives” as our Convention theme. MSA: 2011 Convention Theme “Swimming Saves Lives”

13. Three LMSCs have expressed interest in bidding on the 2013 UANA Pan American Masters Championships; Pacific, Florida, Florida GOLD. Mel Goldstein, USAS Treasurer, has the bid packets; the bid comes from the Federation; who will select the bid, there is no upfront investment however expenses will incur. The bidder may bid for SCM or LCM and must have one other discipline but doesn't require all 5 disciplines, recommendation that ED contact the other NGB's and that they would be responsible for their respective disciplines. The Championship Committee has been notified of the 2013 Championships opportunity; Sandy and Jeff would like to promote it and will work in cooperation. Bids are due July 1<sup>st</sup>; the next USAS meeting is some time in May. Action: ED, Rob B, to contact other NGB regarding participation in the 2013 UANA Championships.

14. International Delegates. Following up on Dale's recommendations, Jeff asked should we invite international delegates to SwimFest or the Open Water Safety Conference. Previously USMS had an international committee that was involved with inviting international guest and the focus was Canada and the Americas-Central/South America, Mexico, Puerto Rico Federations to come to our Convention. It is the function of the BOD and Anthony would like to create a task force. USMS paid for the hotel and registration and the Federations paid for travel. We need to consider it as a budget item and have ample time to notify them. Rob C. shared that it is important we provide international guests full time escort-recommending a member of the BOD. Phil W made a recommendation that USMS steps forward and invites representative from Cuba. Nancy stated that the focus on the International Committee was targeting Federations that could host events such as Mexico when they host the Pan Am Games. Jeff will get together with Nancy to recommend individuals for consideration.

15. Action: President Jeff Moxie to create Strategic Task Force with Jeff, Rob, Phil, Anthony, Jill Gellatly and Patty Miller. Report to be presented at the July board meeting

16. Action: Ed to work with the LMSC committee on steering them to focus on LMSC minimum standards

#### **New Business:**

- Phil D made and withdrew his motion that the preliminary convention schedule to be released to the committee chairs.
- Nadine reported that the convention schedule was sent to the committee chairs and the committee chairs did have input in the schedule.
- Anthony mentioned that in the last meeting it was discussed that staff would update the policy manual. Anthony stressed that it is important to have current policies and it should be updated regularly. It was discussed at the last meeting that it was an administrative task and the secretary could review minutes and any policies passed in the meeting minutes to be posted. Jeff will work with Rob to get this policy updates.
- The LMSC Development Committee mid-year report was discussed. The BOD recommends that the LMSC Development Committee focus primarily on the evaluation of the LMSCs against the published minimum standards. The Committee has indicated it is doing this

through 7 surveys focused on the various sections of the minimum standards. When looking at remediation opportunities for LMSCs that are not meeting the minimum standards, it might then be suggested to consider re-alignment or re-grouping of the LMSC. However, it was requested that an evaluation of LMSC boundaries not be initiated without the results of the LMSC surveys. Anthony referred to the committee's description in 507.1.7 and in 601.4.4, the LMSC Development Committee has the authority to consider boundary changes, however this should be approached with the LMSC that is being considered, or if the LMSC has specifically requested a re-evaluation. The VP of Local Operations (Ed), will work with the chair of the LMSC Development Committee (Doug Adamavich) to have the committee focus on the LMSC evaluations first, and develop remediation plans based on the results of the surveys.

- Rob C. wanted to follow up with discussion on National office providing administrative services to LMSCs, such as registration, web management, not officer responsibilities such as chair and treasurer. Outsourcing administrative duties, possibility of regional registrars, services to LMSC's for a fee. However becoming a fee-based service from a volunteer organization would cause some resistance. The focus would be to enhance services to members increase quality of services. Mike Heather mentioned that the membership task force made a proposal and it was accepted for some to utilize services for registration. Recommended that staff would to assist as a last resort, recommended adjacent registrar's or regional contracted registrars. Nancy mentioned that this is happening already.

Meeting adjourned at 12:15PM PDT.

Next meeting Board of Directors meeting via conference call is March 2<sup>nd</sup> at 8:30 EDT.

Agenda item:

- 1) Rob's 2011 Bonus performance goals
- 2) Foundation detailed budget for phase 2

Next Board of Directors face-to-face meeting is July 15-17<sup>th</sup> in Sarasota, Florida.

Respectfully submitted,

C.J. Rushman  
Secretary