

Committee Name:	Board of Directors	Session #:	2	Report #:	1
Committee Chair:	Nadine Day	Vice Chair:			
Minutes recorded by:	Chris Colburn	Date/time of meeting:	July 20, 2014 8:30am EDT		

Motions Passed: None.

Number of committee members present: 17 **Absent: 11** **Number of other delegates present: 11**

Committee members present (list all, including chair and vice chair): Nadine Day - President called the meeting to order at 8:39am EDT. Also present were: Ed Tsuzuki - VP of Administration; Chris Stevenson - VP of Local Operations; Chris McGiffin - VP of Programs; Chris Colburn – Secretary; Phil Dodson – Treasurer; At-Large Directors: Bruce Hopson (Breadbasket); Dave Diehl (Colonies); Maria Elias-Williams (Dixie); Jill Gellatly (South Central); Hugh Moore (Northwest); Jim Clemmons (Oceana); Rob Butcher – Executive Director; Past Presidents: Nancy Ridout, Rob Copeland, Jeff Moxie and Ted Haartz.

Not present: Jody Smith -VP of Community Services; Patty Miller - Legal Counsel; CJ Rushman (Great Lakes) and Phil Whitten (Southwest); Jeff Gudman – USA Swimming Liaison to USMS; Tom Boak, Jim Miller, Dan Gruender, Mike Laux and June Krauser – Past Presidents; Mel Goldstein is recused from the Board due to his contractor position with USMS.

Guests: Bill Brenner; Marianne Groenings; Tracy Grilli; Anna Lea Matysek; Jim Matysek; Susan Kuhlman; Claudia Woods; Kyle Deery; Laura Hamel; Ravi Gehlat; and Jeff Perout.

Minutes

The meeting was recalled to order at 8:39am EDT.

- Nadine thanked Claudia for setting up the great dinners for the Board on Saturday evening.
- Nadine provided some perspective about the sanctioning process for Open Water. A majority of our activities are still getting \$11MM of coverage. USA Swimming up to last year had \$100k of coverage, and now has \$1MM. Now we're providing a disproportionate amount of coverage for potentially few swimmers at a dual-sanctioned meet. The Board needs to keep in mind that when we sanction an event, we're providing that level of coverage. Phil proceeded with a discussion about the budgetary implications. Discussion continued around the impact of the insurance surcharge on the number of Open Water events. Chris McGiffin asked when the Board needs to receive the Open Water Task Force report. Nadine indicated that the Board should have it before the next Board conference call in August, or by Convention at the latest. Based on further discussion, that might not be practical to ensure the development of a solid Open Water business plan. Rob Butcher recommended that the LMSC chairs be involved in the discussion. Nancy asked that appropriate committee chairs be tasked with getting input and suggestions. Nadine will be asking Patty for recommendations related to liability.
- Ed led a discussion on Board objectives for Convention planning, first for 2014 and then beyond. Strategic objectives include having the HOD understand the strategic plan and how it ties into our funding needs; having the HOD understand the key highlights of the budget; preparing the HOD for risk management changes; making the HOD aware of changes in insurance coverage; explaining the new certificate of insurance process; feedback on a national sanction fee; and explaining the new 16-month membership plan. Other areas of improvement include creating a well-formed and knowledgeable HOD; having a lively and informative Meet the Candidates forum; creating and promoting networking opportunities; identifying and encouraging leadership opportunities at the national level; ensuring the HOD has easy access to meeting minutes for all HOD discussions; and finding a way to measure the success of Convention. Addressing the logistics of achieving these objectives, Patty will present a Strategic Plan update that tells the HOD where we are now and where we're going; finance committee will present budget highlights; Promote the use of the discussion forum for questions/issues during convention; and create a one-pager of topics to present at the zone meetings (in the future, create more time for the Zone meetings). The discussion followed with topics and ideas to drive future annual meetings. Phil mentioned the idea of virtual town hall meetings devoted to one topic. Phil asked if educational opportunities can be provided at nationals. Rob Butcher also raised the topic of the possibility of a face-to-face LMSC Chair's conference to improve communications among USMS leadership through the organization and also to help chairs prepare for Convention. Chris Stevenson asked the question of whether or not some committees can have their annual meetings at Nationals instead of at Convention. He also asked that the peer-to-peer LMSC Chair conference calls be mandatory before we fund a face-to-face meeting. Rob Butcher said that investing in a face-to-face leadership conference would be valuable to developing the LMSC leadership. The Leadership Conference idea received a lot of support from the BOD. Rob Copeland offered to host the meeting in the Atlanta area. Attached in the Appendix is the PowerPoint summary of the discussion led by Ed on the Leadership Conference.
- Rob Copeland and Jeff Moxie would like to thank the entire team for all their work this year.
- Next meeting will be August 18, 2014 at 8:30pm EDT.

The meeting was adjourned at 10:51am EDT.

Respectfully Submitted,
Chris Colburn, Secretary

APPENDIX

Ed's PowerPoint presentation on Sunday's discussion



Annual Meeting Planning BOD Objectives

Summer BOD Meeting
July 20, 2014
Sarasota, FL





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Annual Meeting Objectives

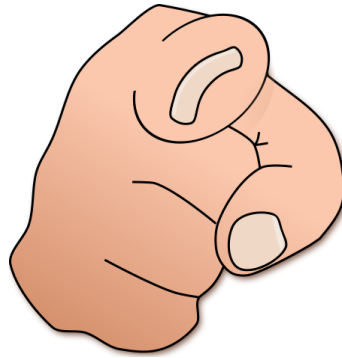
- What are the most important things the BOD would like to accomplish at our annual meeting?
 - Focus on **2014** annual meeting
 - Focus on the “what” (Patty and Ed to work on the “how”)
 - Focus first on major **strategic objectives** but also on other important improvement areas
 - Brainstorm and if necessary, prioritize
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Annual Meeting
Objectives

We will need
“champions”!!





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Strategic Objectives

- Major
 - Have the HOD understand and support the 5 year strategic plan and how it ties in to our funding needs
 - Have the HOD understand the budget process and the key highlights of the budget (finance committee – champion)
 - Prepare the HOD of risk management changes (e.g. pulling waiver from rule book)

 - Minor
 - Zone topics of emphasis
 - Explain the new certificate of insurance process
 - Feedback on national sanction fee
 - Make people aware of and encourage adoption of model LMSC grievance procedures
 - Explain the new "4+12" (16) month membership plan
 - Workshop?
 - Make the HOD aware of differences between new and old insurance coverage
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Other Improvement Areas

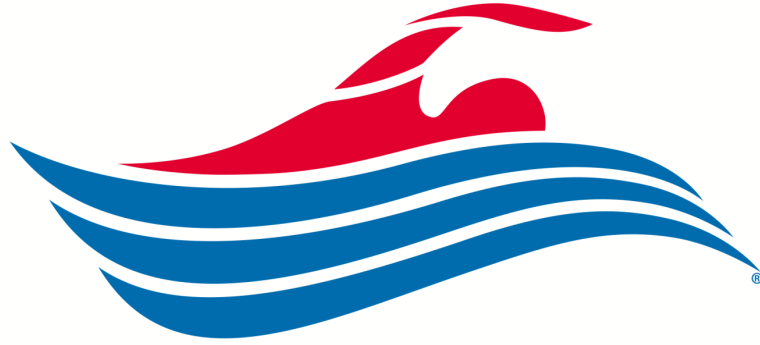
- Create a well-informed and knowledgeable HOD at Annual meeting (particularly related to “hot topics” that may come up with rule changes)
 - Better informed **before** Annual meeting
 - Updated and informed of issues being voted on **during** Annual meeting
 - Conduct a lively and informative “Meet the Candidates” session
 - Facilitator to review ground rules, speak to issues
 - Is enough time allocated? (Thur - 45 minutes)
 - Methods for collecting questions
 - Posting questions and responses?
 - Create and promote networking opportunities
 - Identify and encourage leadership opportunities at the national level
 - Ensure that the HOD has “easy” access to meeting minutes for all HOD discussions (make things easier to see)
 - Develop a way to measure the success of achieving objectives
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- Patty presents a “Strategic Plan Update” and covers the current status (Rob Butcher’s one pager) and where we are headed
 - Finance Committee chair to present budget highlights (and process) during Friday HOD 2:30pm
 - Promote use of discussion forum for questions/issues during convention
 - Create one-pager for Zone chairs of “topics to be communicated” to LMSCs (which would include the “Zone Topics” on previous slide – not necessarily must be covered during Zone meeting at convention). In future, perhaps create more time for Zone meetings.
 - Consider HOD demographics when identifying communication methods
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- Start thinking about what our purpose is, what we want to accomplish at convention and how we structure our annual meeting. Is the meeting too long? USA Swimming is revamping their schedule and approach to convention.
 - Do educational opportunities and USMS “business” have the same target audience? Should these be organized differently?
 - Does our approach to convention match our membership profile? (e.g. competitive vs fitness swimmer vs beginning swimmer)
 - Could we have a virtual town hall meeting devoted to one topic?
 - Can educational opportunities be provided at nationals?
 - LMSC Chair (face-to-face) “Leadership Conference”? after BOD meeting in winter, fly in on Friday, meet on Saturday. Help chairs prepare for convention. Funded by LMSC. Make mandatory? Include zone chairs?
 - Do all committees require a public meeting at convention? Can convention meeting agenda be trimmed?
 - Make peer-to-peer conference calls mandatory?
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