

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Patty Miller	Date/time of meeting:	3/20/2017 8:30pm EDT
Minutes recorded by:	Chris Colburn		

Actions Taken:

- 1. Approved: the minutes of the 2017 USMS Winter Board Meeting

Number of committee members present:	20	Absent:	9
Committee members present (list all, including chair and vice chair): Patty Miller - President; Ed Tsuzuki - VP of Administration; Chris McGiffin - VP of Programs; Chris Stevenson - VP of Local Operations; Frank (Skip) Thompson -VP of Community Services; Chris Colburn – Secretary; Ralph Davis – Treasurer; Maria Elias-Williams - Legal Counsel; At-Large Directors: Tom Moore (Breadbasket); Dave Diehl (Colonies); Rob Copeland (Dixie/Past President); Dan Cox (Great Lakes); Sarah Welch (Northwest); Leianne Crittenden (Oceana); Ed Coates (South Central); and Laura Winslow (Southwest); Dawson Hughes – CEO; Dave Coddington (USA Swimming Liaison to USMS); Past Presidents: Nadine Day, Jeff Moxie, Ted Haartz, Jim Miller and Nancy Ridout.			
Not present: Past Presidents: Tom Boak, Mike Laux and Dan Gruender. Mel Goldstein is recused from the Board due to his contractor position with USMS.			
Guests: none.			

Minutes

The meeting was called to order at 8:31pm EDT.

- 1. Agenda review and conflict of interest declarations (Patty): Patty welcomed everyone to the call. There were no conflicts.
- 2. Approval of Meeting Minutes (Chris Colburn): **MSA to approve the minutes of the 2017 Winter Board Meeting.**
- 3. Patty welcomed Ralph back from his trip, and the Board wished Chris McGiffin a happy birthday.
- 4. CEO’s Report (Dawson):
 - a. The National Office is currently in conversations with 5 or 6 customer experience management software products. RFIs and demos with more in-depth conversations will be happening over the next couple weeks. Dawson will have more idea of timelines and cost in April.
 - b. We had about 1800 people participate in this year’s hour swim, a 500-swimmer drop from last year. Dawson has started circulating a proposal to do some restructuring of how the National Office can handle the e-postals to drive participation. Patty clarified that the national office is looking at some updated models to drive more folks to these events.
 - c. April is Adult Learn To Swim Month. We have another video on the website and social media on a woman’s story through the ALTS program. There will be a lot going on first week in April. Anthony Sullivan will be helping as a spokesperson. Things get pushed out to the membership and the public around 4/2.
 - d. We are hovering a little over 2% ahead of last year’s membership numbers. We know we can get things moving when we have some campaigns behind it. We are preparing for another one in May and June, and will have more info by the April Board call. We are developing more prospecting tools on our potential members. There are a couple pieces in the works to market to potential members instead of non-renewals. The May/June campaign will be significant like the one last August. Try Masters Swimming Day may become Try Masters Swimming Week to try expanding the promotion to a wider timeframe.
 - e. We have made quite a bit of progress on a number of fronts. The club coach incentive program and LMSC revenue share are in progress as well as a fitness initiative (in Sarasotsa in May, on the road in July). We are getting ready to work on a future strategy for Open Water that will be ready to present sometime this summer.
 - f. Tom Moore asked about a communication rollout plan to communicate the groundwork to the LMSCs before they go out to the membership. Dawson indicated some significant potential changes. Help will come from LMSCs and coaches. Most of the ALTS campaign will roll out from the National Office but will have messaging through multiple communication channels. Tom indicated that we want to get that out to the LMSC leadership in advance of getting the message to the membership at large. Skip asked about the new Publications Manager position. Daniel Pawling assumed that position recently, and has a lot of new ideas. Chris McGiffin asked if Daniel would replace Elaine as the Open Water and Long Distance liaisons. Dawson indicated that Casey Keiber would assume that role. Chris McGiffin will let Donn know.

5. Updates

- a. LMSC Leadership Summit: Took place a little over a week ago in Houston. 46 LMSCs were represented, and a number of Board members were present. Patty asked the Board members to provide some of their takeaways from the summit: Chris McGiffin, Dan, Nadine, Patty, and Dawson were the board members on the task force.
 - i. Chris McGiffin was impressed by the turnout and by the enthusiasm and energy throughout. The participants appreciated the opportunity to get together and learn from each other. The event has value to the LMSC leadership. They are the ones out there delivering our product value. They're key on the ground with our customers every day. The participation data was an eye opener. Most of the folks in the competitive category felt they were also fitness swimmers. Looked at competitors, those who have attended nationals, those who have attended an Open Water event, postals, or hadn't attended any of those. 95% of the participants had been to a nationals, whereas only 25% of our members compete at pool meets. The keynote speaker did a wonderful job generating the storytelling thinking and the "silver tsunami," as well as the incoming millennials and coming diversity. We need to step off our soapboxes and get into the perspectives of the members. Jim asked about our leadership being skewed toward competitors, and what the planned followup would be for LMSCs who chose not to or could not attend. Dawson said that wasn't covered yet, but that those who didn't attend would have access to the information. Most issues with LMSCs not attending centered around scheduling conflicts. Nancy asked about the LMSCs that didn't have attendees, and Chris McGiffin enumerated the LMSCs in question.
 - ii. Dan Cox: People have really got something from the Summit and thought it was worthwhile. It's something we need to continue and the people enjoyed it.
 - iii. Skip: Skip was not on the Task Force, but was there as an LMSC rep, as was Ed Coates. We need to work more on the younger generation and we haven't worked enough on that. Todd DeWitt said that's something we need to work on. There's a lot of diversity in the LMSCs, in what they offer, and what opportunities there are. This leads to the other factors that affect the summit, and that the LMSCs not there likely don't have the services or the engagement. All the presentations were very good and the Task Force did a fantastic job. There seemed to be more information at this one than the last one. Recognizing volunteers is important. Michigan has an extensive Recognition and Awards program that Skip is sharing with other LMSCs. There was not enough time to connect with others except on Friday night.
 - iv. Dawson: Dawson was impressed by how open the LMSC leadership was to change. The separate environment from Convention is helpful. The group came in thinking big picture and people were open to new ideas. They seemed to be open to engaging fitness swimmers. With respect to technology, the message was clear that the LMSCs need standardized help. The branding topic discussion was open and not controversial. Like Skip and some others, the group wears a lot of hats: coach, swimmer, national committee member, and the group struggled with which hats they were wearing while there. The engagement was outstanding but establishing the LMSC perspective was a challenge. Dawson got a ton out of it, and others got some good ideas out of it. Chris McGiffin seconded the topics Dawson was discussing, including technical help, and the changes in the LMSC Registrar role.
 - v. Nadine: Nadine thought the Todd DeWitt discussion was good. Opportunities to help the organization were good outside of convention. The participants liked hearing what they're doing right, and appreciated communication with other LMSC leaders that they don't have the opportunity to do at Convention. Fitness is going up and competitive member numbers are relatively going down. Some championship numbers have been dwindling in some LMSCs. The point is that maybe we're dealing with a new demographic instead of trying to figure out what to do to get others to compete.
 - vi. Ed Coates: The last comment about the participants in the summit – how do we get more people to compete – it'll take a long time to get people to understand the changing demographics of the organization. The membership segmentation exercise was good. LMSC standards takeaway is that there's still confusion about the application of the standards and the two tiered system. There's still work to be done related to the standards. Ed found it to be very helpful and informative and helpful in getting to know fellow LMSC leaders. Ralph asked if we have good numbers on our historical level of competitive swimmers percentage. For recent years, Dawson has put together very concrete numbers of our percentages of members have actually swum in a pool event. The numbers fall at 25.6% nationwide, with a range of 6% to 51% competing. Pacific has 13-14%, and that skews our numbers down a little. WI was 50% competing, and the questions surround the reasoning behind some of those differences and what they mean within each LMSC.

- vii. There was some surprise about the things we worry about vs how the LMSCs approach it. Participants were pleading for technology help with a website template, and asked if USMS can take some of the admin stuff away to let volunteers do local outreach. The folks who worried about taking things away from the LMSCs were in the minority. Tom Moore said his LMSC chair reported to him that the networking aspect was most valuable to the attendees, and that we should continue having or expanding the summits. Not only should we look at how to get folks to compete, but more importantly we should look how to get folks to engage. Chris McGiffin reported that subgroups are compiling their info to share, and there will be a wrapup meeting. Chris McGiffin wants to know if and how LMSC Development could take on the planning and execution of the Summit going forward. We should keep this in mind as we plan for Convention, and we should plan for some similar opportunities at Convention. The National Office is doing some things to follow up on the takeaways from the LMSCs.

6. Updates

- a. Star System for Volunteers (Chris Stevenson): Chris talked to Recognition&Awards about the Star System proposed by the Futures Task Force. There's a conference call scheduled for this Saturday. There is a little confusion on what they're being asked to do. The example for awarding stars for volunteers covered a national committee but the focus was on LMSC leadership, and Recognition&Awards thought it was more of an LMSC Development topic. Chris Stevenson talked about how volunteers could be recognized at convention. Recognition&Awards will need help with some of the criteria, but they don't feel like working at the LMSC level was in their purview. Dan clarified that this system was designed for committees at the national level, and not for positions at the LMSC level. Concerns from Recognition&Awards were the combination of the LMSC and National levels, and that there was some confusion on the criteria for the fifth star because it's subjective. Dan will send the revised documentation to Recognition&Awards, and is willing to be on the call to clarify that this was designed for use at the National level, not the LMSC level. Chris Stevenson thinks Recognition&Awards needs to focus on national committees and the implementation falls into the mission of that committee. Dan is planning to submit the revised summary and guideline to follow.
- b. Task Forces and Committees Recent Activity:
 - i. Governance (Leianne): Leianne was asked by the committee to make sure what activities we're going to have with an increased number of volunteers with less slots. Discussion followed on the roles of two committees and the work they have done, as well as the changes that have taken place relative to their work that has been assumed by the National Office. One item from the Winter Board Meeting was the development of a volunteers task force to discuss the future of volunteering in USMS. They will answer if we have a plan to realign our volunteer structure in the face of the changing roles of volunteers in USMS, and how are we going to continue to engage our volunteers. If you're interested in the Task Force or know who would be please send those names to Patty.
 - ii. Diversity (Sarah): The Task Force had a very small conference call after the Winter Board Meeting. They're really into the direction the Board has given and it really helped them focus.
 - iii. Futures (Dan): There was a meeting this past Sunday. The group went over the star program document. They also looked at putting together a mentoring best practices, possibly as a workshop at Convention. Patty asked Chris Stevenson if that's an open workshop slot at Convention. Patty asked Chris Colburn to send to her Chris Stevenson the notes on the list of workshops from the Executive Committee minutes from March.
- c. Officer Updates:
 - i. Chris McGiffin spoke to his proposal on legislation related to liability releases for virtual events. We have learned that postals are run differently from when the event is run vs when they sign the liability release. Amendments are being written to remove the waiver from the entry forms for postal events. Skip asked if these revisions had been reviewed by Maria, who has not yet seen them. These will be reviewed before they go to the Long Distance Committee and the joint subcommittee for recommendations to put the changes in front of the House of Delegates. Chris McGiffin wants to complete the work within two weeks to submit this to Long Distance within the next couple weeks. Patty said that it should go to the Long Distance Committee if the Board doesn't have any reservations by the end of this week. The sense of the conversation is that the changes should come to the House of Delegates through Long Distance for the most relevant review. Discussion centered around some of the mechanics of how the changes would work.

- ii. Skip: Skip said he had nothing new to report. The Coaches Committee is in the process of selecting coaches for Worlds in Budapest. There are some questions about the attendance numbers for the meet thus far. The committee is comfortable with the four coaches they're going to select.
- iii. Patty: Some good news is that we submitted for two of our officials to be officials at World Championships. Dave Coddington helped with the selection. Pat Baker was selected to be a starter. Shortly after her selection, she found she couldn't go. We went back and worked with Mel Goldstein to have Terry White put forward as her replacement. Steve McFarland contacted FINA, and FINA chose Terri White. Synchro also has an official.

7. The next meeting of the Board will be at 8:30pm EDT on Monday, April 17, 2017.
The meeting was adjourned at 10:05pm EDT.

Respectfully Submitted,
Chris Colburn, Secretary