

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Peter Guadagni		
Minutes recorded by:	Greg Danner	Date/time of meeting:	10/19/2020 8:00pm ET

Actions Taken:

1. Approved: October 5, 2020 BOD Meeting minutes.

Number of committee members present: 22	Absent: 5	Guests: 2
Committee members present (list all, including chair and vice chair): Peter Guadagni - President; Chris Colburn - VP of Administration; Chris Campbell - VP of Community Services; Ed Coates - VP of Local Operations; Donn Livoni - VP of Programs; Greg Danner - Secretary; Teddy Decker - Treasurer; At-Large Directors: Carrie Stolar (Breadbasket); Jeff Strahota (Colonies); Britta O'Leary (Southeast); Mel Goldstein (Great Lakes); Paige Buehler (Northwest); John King (Oceana); Kris Wingenroth (South Central); Jill Gellatly (Southwest), Dawson Hughes - CEO; Past Presidents: Patty Miller (Immediate Past President), Nadine Day, Rob Copeland, Jim Miller, Nancy Ridout; Maria Elias-Williams - Legal Counsel.		
Not present: Past Presidents: Tom Boak, Jeff Moxie, Ted Haartz, Mike Laux and Dan Gruender.		
Guests: Sandi Rousseau, Doug Sayles.		

Minutes

The meeting was called to order at 8:03 pm ET.

1. Agenda review and declarations of conflict of interest (Peter): Jim noted his potential conflict of interest due to his involvement with FINA, UANA, and USA-S. Patty noted her potential conflict of interest as Chair of the USAS Governance Task Force. Mel also noted his UANA and FINA involvement as potential conflicts of interest.
2. Approval of October 5 BOD meeting minutes (Greg): **MSA for approval of October 5, 2020 BOD Meeting minutes.** Discussion: None. **The motion passed unanimously.**
3. Minute of happiness (Patty): Patty reflected on a positive day of rowing, boating, and relaxation in the Chesapeake Bay.
4. Schedule for future Board meetings (Peter):
 - a. The BOD decided it would continue with conference calls on the first Monday of each month for the Executive Committee and the third Monday of each month for the BOD, both starting at 8:00 pm ET.
5. CEO Update (Dawson):
 - a. Membership: On October 14, Dawson issued a memo to the Board detailing the possible elimination of paper membership cards (starting on Feb 1, 2021), consolidation of paper registration into one form for all LMSCs to be handled by the National Office (due to the unified fee eliminating the need for LMSC specific forms), and sunseting of annual club dues collection through the registration process (something that was available to select clubs in the past). Dawson briefly summarized the content of the memo. He said that testing is underway for individual member registration opening on November 1; the platform did not experience significant changes since last year and the process should be smooth as a result. He added that there is a 12:01 am ET launch as in years past. Future registration cycles will likely start at traditional business hours because there has been no noted benefit to opening registration at 12:01 am.
 - b. Club registration: 537 clubs/workout groups have registered so far. Spikes were at the beginning and end of October, as expected. Over half of the clubs that registered last year in October have renewed.
 - c. National Office (NO) schedule: Dawson noted the usual time off around the holidays for the NO staff, as well as the Wednesday before Thanksgiving.
 - d. Questions: None.
6. Near term priorities and longer-term strategies (Peter/Dawson):
 - a. Committee assignments: The plan is to have our primary organizational strategy be communicated to committee chairs over the course of the year. Peter distributed a memo prior to the meeting that outlined 2021 priorities related to pandemic recovery and post-pandemic recovery, with a breakdown of volunteer and National Office responsibilities. Identification of membership challenges and development of appropriate programs were highlighted for pandemic recovery.

- b. Patty asked about the division of strategies listed in the memo for post-pandemic recovery; Peter and Dawson agreed that there is overlap between volunteers and the NO on the strategies, but each may be primarily responsible for some strategies.
 - c. Patty recommended we continue to spread our network through coach certification. Dawson said this will be accomplished through additional development of the digital Level 1 certification with Bill Brenner.
 - d. Nancy recommended exploring the club, LMSC, and national relationship as a top volunteer strategy.
 - e. Paige asked if the strategy to shift the volunteer paradigm to local activities would result in a shift away from something. Peter responded that he would like there to be less of a focus on our annual meeting. Dawson added that more funds are traditionally spent on the annual meeting, rather than local operations. Also, volunteer hours should be spent on activities that are most impactful towards membership. We hope to accomplish a shift toward applying resources.
7. Deal points for USA Swimming Foundation and USMS Partnership (Dawson): A confidential memo was circulated prior to tonight's meeting. The memo detailed deal points that would make up a Memorandum of Understanding (MOU) between USMS and USA-S to begin the relationship. Dawson noted that this is a way for us to continue what we're doing with Swimming Saves Lives and Adult Learn-to-Swim without requiring additional resources. The information has been shared with Jay DeFinis (Chair) and Brandon Franklin (Vice Chair) of the SSLF Committee. Several Board members indicated the importance of maintaining our identity and autonomy if such a partnership comes to fruition. Dawson recognized the significance of that. Peter summarized the possible partnership as the opportunity to do something better together.
 8. Board Training and Orientation: Jim mentioned that it will be held via Zoom on October 21 and that all Board members are welcome to attend.
 9. The next EC conference call will be held on Monday, November 2 at 8:00 pm ET. The next BOD conference call will be held on Monday, November 16 at 8:00 pm ET.

The meeting was adjourned at 9:03 pm ET.

Respectfully Submitted,

Greg Danner, Secretary