

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Peter Guadagni		
Minutes recorded by:	Greg Danner	Date/time of meeting:	8/17/2020 8:00pm ET

Actions Taken:

1. Approved: July 11, 2020 (Summer) BOD Meeting minutes.
2. Approved: Extend the recommendation made in May, through September 30 (To recommend LMSCs not sanction traditional format, in person pool meets or open water events. This does not extend to virtual or ePostal events where sanctions may be considered so long as participants are directed to follow facility, local, state and/or federal social distancing guidelines).
3. Approved: Recommend the Standing Rules of the USMS Annual Meeting of 2020 to the House of Delegates.

Number of committee members present: 26	Absent: 2	Guests: 4
<p>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); Maddie Sibia (Dixie); Dan Cox (Great Lakes); Matt Miller (Northwest); Clare Kubiak (Oceana); Diana Triana (South Central); Jill Gellatly (Southwest), Dawson Hughes - CEO; Past Presidents: Patty Miller (Immediate Past President), Nadine Day, Rob Copeland, Jeff Moxie, Jim Miller, Mel Goldstein, Tom Boak, Nancy Ridout, Ted Haartz; Maria Elias-Williams - Legal Counsel.</p> <p>Not present: Past Presidents: Mike Laux and Dan Gruender.</p> <p>Guests: Susan Kuhlman - CFO, Jay Eckert - Manager, Business Development, Sandi Rousseau, Jack Groselle.</p>		

Minutes

The meeting was called to order at 8:01 pm ET.

1. Agenda review and declarations of conflict of interest (Peter): It was noted that past presidents have a potential conflict of interest on one legislation proposal. Jeff Strahota indicated he has a potential conflict of interest on the discussion regarding USMS sanction recommendation for September. Jim noted his potential conflict of interest for any FINA, UANA, or USA-S discussions.
2. Approval of July 11 (Summer) BOD meeting minutes (Greg): **MSA for approval of July 11, 2020 BOD Meeting minutes.** Discussion: None. **The motion passed unanimously.**
3. Minute of happiness (Teddy): Teddy shared a few jokes with the BOD.
4. Comments by President (Peter):
 - a. Equal opportunity vs. anti-discrimination: The Executive Committee (EC) contemplated code of conduct proposals due to a recent matter. The EC decided to work with the BOD and committees, such as Diversity & Inclusion, to develop legislation for next year. As an employer, USMS has taken appropriate steps to address the recent matter.
 - b. Implications of USMS Vision Statement: Peter asked the rhetorical question: What does it mean to be the premier resource for adult aquatic fitness? Peter indicated that we must be open to change.
5. CEO Update (Dawson):
 - a. Membership:
 - i. Virtual Championships data: 972 people paid for their entry and 1,300 races have been completed to date. Additionally, 1,950 members connected their Swim.com and USMS accounts. This integration is necessary for participation in the event. Mel mentioned that some swimmers were having difficulty linking their accounts and wondered if the process could be simplified. Dawson recognized there were some challenges in the linking process but noted that it only needs to be done one time. He added that Swim.com has accomplished so much for USMS with this event. Jeff Strahota asked who could be contacted regarding any problems and Dawson said to send email to events@usmsastersswimming.org.
 - ii. Workout library: Since the new workout library format was released, page views have increased 400% from the same time period last year.
 - iii. Members: Although there haven't been any traditional events since March, we've seen about 3,300 members register since the last week of May. The current member total is almost 49,000.
 - b. 2021 Budget considerations:

- i. Membership fees and unified fee legislation at the annual meeting will play an important role in the budget.
 - ii. Projecting our membership for 2021 is a significant unknown: two forecasts are being developed, one around 40,000 and the other around 50,000. We are targeting 50,000 members and hopeful for 55,000 by 2022. Pools are still closed around the country, back in April we had forecast a return to normalcy around September which will not happen.
 - iii. We need to bridge the gap with membership losses and maintain a manageable budget.
 - iv. USMS should consider doing more for independent swimmers.
 - v. The BOD needs to consider what areas are most important for expenditures.
 - vi. Sanction fees: To encourage events (when sanctions are supported again), we may seek to waive sanction fees. Jeff S. asked the budget impact of doing so. Dawson indicated that it has a limited impact of approximately \$30,000. Ed stated that several LMSCs cover sanction fees on behalf of event hosts. Chris Colburn added that this is only 1% of the budget and there's no need to make decisions based on that revenue that might not be there.
 - vii. Early renewal discount: Several BOD members supported the concept of an early renewal discount as a goodwill gesture to our current members. Dawson said the National Office has studied the impact of early renewal fee discounts and we wouldn't expect to make up any losses with volume in members. Other BOD members suggested that an early renewal discount would not be as useful as providing additional member benefits. No consensus was reached.
- c. Activities: Various travel and events have been canceled, including coach clinics and the ALTS Summit. Future events, such as the Leadership Summit, coach mentor program, and coach travel for Pan Ams scheduled for 2021 is still up in the air. The USAS convention in 2021 is likely the last that will be in that format. Dawson said there are many variations as to how future annual meetings will function. Patty hopes that we don't slide back into the same convention expenses and methods. LMSC leaders and coaches meeting is the key.
- d. Revised Coach certification – delivery and timing:
- i. Dawson said we will be placing resources in the right place for training new coaches. Mel said that the coaches are the face of our organization every day: they communicate and motivate our members. He suggested that we offer face to face classroom training for coaches again, as soon as it is reasonable.
 - ii. Jeff Moxie asked if we've considered broadening our revenue stream since a high percentage of our revenue is based on membership fees. Dawson responded that those changes are on a long-term roadmap and it's good to bring it to the forefront. Our sponsor revenue has been growing but it is tied into our membership totals.
 - iii. Nadine ask about the number of attendees for the Gold Club virtual Level 1 coach certification and the forecast for more virtual training to limit expenses. Dawson said there were approximately 15 participants for that event. He added that a blended learning approach will be applied long-term for cost-savings: the curriculum will be the same, we will simply change the delivery. Pre-recorded video and reading material, group Zoom calls, and one on one's with an instructor. Level 2 Coach Certification may call on local expert coaches as contractors and would have national level training for lead instructors but may not necessitate national level travel. Level 3 may include the Clinic Course for Coaches. We want to build local relationships first and the Coaches Committee will provide valuable input on where we want to go with all of it. Dawson said that fee structures haven't been discussed and it is not considered to be a big revenue generating tool because there is not a large market of potential masters coaches. However, we will create a plan that is revenue neutral or positive. Jeff Strahota suggested targeting January for implementation 1. Chris Campbell indicated he is a big advocate for in person training with a recognition for the necessity of education evolving. Peter concluded the discussion by saying an absolute necessity is getting coaches into an environment with other coaches.
6. Updates on recommendations regarding sanction policy (Chris Colburn):
- a. Chris recognized the sub-committee members serving with him: Rob, Jill, Clare, and Jay Eckert.
 - b. Noted they have received questions from members with similar themes: their state is "open" and they have facilities compliant with state and federal guidelines. Members want to know what criteria will be used to re-establish sanction recommendations. Chris said that we want safe and fun events.
 - c. **MSA to continue the May recommendation to not sanction traditional format, in person pool meets through the end of September.** Discussion: Chris said that the sub-committee is working on a best practices document surrounding what would need to happen in order to hold a sanctioned event. We want members to feel comfortable and safe. Due to recent flare-ups in COVID-19 positive rates around the country, the sub-committee agreed on extending the no sanction recommendation. There are concerns that members would try to travel to make All-American or Top 10. The reputation of the organization and the health of our members are at stake. Jill said that the group analyzed demographic information; most states are limiting inside gatherings to less than 20 people. Even for states allowing up to 50 people, it would be difficult to run a meet with officials and timers under that level. As previously mentioned, liability is not considered to be a significant determination in the decision to not recommend sanctions. Maria said that members will need to make the decision based on what's appropriate for them when events are offered. **The motion passed unanimously.**

7. Annual meeting update (Peter):
 - a. **MSA to recommend the Standing Rules of the USMS Annual Meeting of 2020 to the HOD.** Discussion: Peter asked if there were any questions on the proposed Standing Rules that were distributed. Nadine asked if they will be covered during the orientation and Peter responded that it would be posted online and explained during orientation. **The motion passed unanimously.**
 - b. The current HOD session schedule has been distributed and posted online. There were no questions.
 - c. Peter encouraged the BOD to share any happy or positive stories with him or Dawson so that they could be shared at the conclusion of the annual meeting.
8. Comments on proposed Rule Book amendments (All): Rob asked about insight into why proposed rule books amendments were not recommended by all the committees involved in rules. Chris Colburn said that the Legislation Committee was not in favor because they wanted to make more significant changes to the rule book. Rules and Long Distance Committees are both in favor of the proposal.
9. The next EC conference call will be held on Tuesday, September 8 at 7:00 pm ET. The next BOD conference call will be held on Monday, September 21 at 8:00 pm ET.

The meeting was adjourned at 9:52 pm ET.

Respectfully Submitted,

Greg Danner, Secretary