

# U.S. Masters Swimming Executive Committee Conference Call minutes

## October 26, 2010

FINAL

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### Action Items:

1. None
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Jeff Moxie – President called the meeting to order at 8:35 PM EDT. Also present were, Michael Heather VP of Administration Nadine Day-VP of Community Service, Ed Tsuzuki - VP of Local Operations, David Diehl-VP of Programs, C.J. Rushman – Secretary, Ralph Davis-Treasurer, Rob Copeland-Immediate Past President, Doug Church-Legal and Executive Director - Rob Butcher.

Absent: None

### EC Agenda topics:

1) President's report (Jeff); Gave an update on the Board of Directors meeting to be held on Thursday October 28<sup>th</sup>.

2) Executive Director report (Rob B):

- Our agreement with Club Assistant to build and manage our online membership registration program expires December 31. The contract was reviewed and approved by Legal and the Treasurer. The contract has been provided to the Finance Committee Chair.
- The board and our volunteer leadership needs to work on setting the expectation to our organization that October 31 of each year is considered on time for club renewal and club registrations. The club renewal window opens October 1 and staff began communicating with Registrar's on September 28<sup>th</sup> and continues to do so every couple of days with reminders that we are in the club renewal window. Each morning, the Club Development Team receives an update of clubs that are not yet renewed and is outreaching offering assistance. Some Registrar's appreciate the communication and support. Some do not and are giving considerable pushback. November 1<sup>st</sup> is when our individual member registration goes live and it is very important to have clubs renewed and in the system so when an individual member renews, they will find their club and not have to wait, register with a wrong club or register unattached. Mike Heather agreed with this point and from his experience shared we lose members who do not renew when they cannot find their club. Rob B. requested we move the club renewal window two weeks earlier to before Convention. This will allow us to register clubs at Convention and demonstrate to our organization how important club renewal is. As of today, we have 381 of a possible 684 clubs renewed. Ralph asked how many clubs don't renew each year. Rob B. said that about 10%. Ralph said the staff is spending tremendous time on this process that could be better served with other priorities. He suggested we auto renew clubs each year. Rob C. shared the challenge with auto renewing is you don't get updated information on club contacts. Mike asked how much club registration brought USMS. Rob B. said about \$20,000 each year. The consensus

of the EC was to move the club renewal registration date to before Convention. Rob B. will discuss the recommendation with the Registration Committee.

3) College Club Swimming – Rob C had a discussion with Mark Gill and Chris McGiffin after Chris attended a college club meet at Rutgers University. Chris met with some of the clubs to talk about Masters Swimming and to see what benefits college club swimmers value. The benefit to Masters is keeping people continually swimming. Mark, Chris and Rob C will get together and follow up to consider what other possibilities there are. Mike asked about having another membership designation for college club members. Rob C said that would be one item for the Board to figure out.

4) USMS initiated grievance - Rob C has concerns with a lawsuit that recently cost USMS \$10,000 and may likely lead to an increase in our insurance. Nadine said we have the LMSC Guide to Operations and she feels that the LMSC's should follow it. This provides the consistency with the LMSC's and prevents LMSC from having miscommunication.

5) Financial items – Mike inquired about the High Performance camp, do we intend to keep that for future use? Nadine said that this would fall under the coaches' budget. Mike asked about the cost of video production and what is our plan with this? Rob B said Ben Christoffel is a project contractor who works with Laura Hamel to produce and distribute our e-newsletters, public relations, our social media such as Facebook, Twitter, etc. and videos. To date, we have produced close to 40 videos that have generated 60,000 viewers. The videos have enthused our sponsors and we are experiencing very good renewals. Rob B. shared we are now looking at creating a pay for video download section of usms.org that would contain things such as training & technique. Mike asked how much visibility are we getting to the greater public outside of USMS. Rob B said if you take our Facebook page as an example, we have nearly 7,500 fans and the majority are not USMS members. Jeff asked why they are not members. Rob B. shared this provides an opportunity for us to ask them to become members.

6) Old business –

- The draft convention schedule was sent out by Nadine. The VP's were asked to send out to their respective committees chairs. This was based on the recommendations from the last schedule that Nadine sent out. Timeline to have this done by November 15<sup>th</sup>.
- Mike asked Ralph if the ILMSA are comfortable with the changes to their registration process. Ralph said that he has not followed up with the LMSC but will just to ensure things are well.
- Jeff asked if we could require Discussion Forums users to use their real name and not fictitious names. Rob B. will have to circle back with Jim Matysek.
- Nadine brought up the excel file of requests made by volunteers of staff from Convention. She asked if the EC has made progress on prioritizing the list. Will put on the agenda for next meeting.

7) New business –

- Jeff pointed out that we as the Executive Committee are responsible to review the rule book, we should delegate Appendix E to Tracy Grilli for completion.
- Jeff would like to appoint Tracy Grilli as the liaison to the USAS Convention Staff, serving as intermediary for Victor Buehler.

8) The Executive Committee went into Executive Session at 9:45 pm EDT. The Executive Committee came out of Executive Session at 10:17 pm EDT.

The next EC meeting will be on Tuesday November 16<sup>th</sup> at 8:30 PM EDT.

The meeting adjourned at 10:18 PM EDT.

C.J. Rushman,  
Secretary