

Committee Name:	Executive Committee		
Committee Chair:	Patty Miller		
Minutes recorded by:	Chris Colburn	Date/time of meeting:	6/6/2016 7:30pm EDT

Actions Taken:

1. Approved: minutes of the 5/2/2016 Conference Call as amended

Number of committee members present:	10	Absent:	0	Others present:	0
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; Nadine Day – Immediate Past President; Dawson Hughes – CEO.					

Minutes

The meeting was called to order at 7:31pm EDT.

1. Agenda Review and Conflict of Interest (Patty): Patty disclosed a potential conflict about the PanAms and Summer Nationals discussion.
2. **MSA to approve the minutes of the 5/2/2016 Conference Call as amended.**
3. CEO's Update (Dawson):
 - a. The National Office is deep into the Strategic Planning process, and the SWOT analyses will be shared with the task force tomorrow. Input was also solicited from the LMSC chairs. There will be a strategic planning retreat with the staff, Ed, and Jill next Monday. There are a number of recurring themes that can be prioritized.
 - b. Dawson is starting to talk about budgets for 2017 with Susan. He wants to have budgeting firmed up by the Summer Board Meeting.
 - c. Membership is still flat over last year. At the end of May we were about 80 memberships over last year. We are still waiting for some sponsorship money to come in. There was an uptick of renewals when we promoted the member offers via email.
 - d. Results in from Marketing General gave some feedback that we're going through. They recommended a 3-4 day phone campaign with non-renewed members. That will start tomorrow with Marketing General staff, who will be transferring calls over to the National Office for renewals and the like. Depending on the outcomes, they will try the campaigns at different parts of the year. Patty asked how many people we would reach out to, and Dawson indicated they would contact 500 initially. For those they reach who don't want to renew, they'll be trying to determine reasons why. There might be opportunities in the January timeframe as that is near the end of the renewal period.
4. Year-plus memberships for 2016-2017 (Dawson): There has been lots of talk about membership retention and growth in 2017, but the National Office is also focusing on this year. They're looking at focusing on August because of the Olympics, and possibly extending the year-plus memberships into August to correspond with Olympic marketing. They hope to have that strategy put together by the Board call. Those who renew in the February-October timeframe renew at a 43% rate. We are looking at how this will impact revenue this year, and impact us positively next year. Skip asked if we were going to offer two sets of memberships (5-month and year-plus). Dawson explained that we are looking at the options and data over time to potentially eliminate the 4-month membership to simplify the membership products. Ralph asked a question comparing the renewal rates in November, December, and January, which are significantly higher. Ralph asked another question about expected renewal rates based on data from Marketing General. The point we want to shoot for is in the high 70s to 80% overall from the low 60s we see now.
5. Submission of Quarterly Officer Reports: Patty asked if we could set a deadline on our quarterly reports. Patty suggested that we have them by the June Board Call, and Ed asked that the due date be closer to the mid-year meeting. Patty asked that everyone have their reports in by Wednesday, July 6. Discussion concerned finding a balance between having the quarterly reports in and having reports for Convention. Ralph asked the Executive Committee (EC) and the staff to use PDF bookmarks to point members to relevant information. Dawson will look into assisting with that.
6. Chris brought up whether or not we will meet on July 4. There will not be an EC call on 7/4.
7. Update on discussions regarding 2018 Masters Pan American Championships and 2018 USMS Summer Nationals (Ed): UANA has awarded the 2018 UANA Masters Pan American Championships to Orlando. The Orlando bid proposed meet dates in August 2018. We would like to support PanAms and, if possible, avoid conflicts with USMS Summer Nationals. One question was whether PanAms could move to June, but that is not what was proposed by the hosts. Dawson is looking

into the financial impact and sponsorship obligations for USMS that we have at the national championship meets. Dawson and Ed (as EC liaison to the Championship Committee) will explore options regarding USMS Championships with staff and committee chairs. Skip asked if bids for 2018 USMS Summer Nationals were already in. Ed explained that bids are in but that we had not yet been able to inform them of the Pan Am conflict because there was not yet a public announcement of the UANA 2018 Pan Ams bid award. Patty asked Ed if the bidders who don't yet know about PanAms could be informed about the facts. Ed felt sure we could do that.

8. Update on National Coaches Conference (NCC) (Nadine/Skip): The NCC is pretty much ready to go. Ernie Maglisco is going to talk, and they are working on nailing down a topic. There has been a flyer mocked up. Marianne Groenings will be rolling this out next week. There will be a \$25 discount for certified coaches, and \$150/175/220 tiered pricing depending on when the coach signs up. Steven Munatones is recovering and remains on the agenda. Nadine hasn't received any communications about registration timing, and Skip explained that the desire was to firm up the agenda, and that pricing deadlines will change based on when the registration goes live. Patty advised Nadine to reach out to Helen Naylor to make sure she is in the loop on communications.
9. Nadine explained that the High Performance Camp is still on, and that the deadline was extended. There are 6 open spots. The camp is 8/27-31. Coaches have their responsibilities, have had a conference call, and have a timeline for getting everything completed.
10. Nadine gave an update on the international component of the NCC. CONSONAT (South America) is also holding their own coaches clinic in August 2016. Central America is having their championships with Mexico this weekend. All we're really looking at is the Central American countries, the Caribbean, and Canada.
11. Roundtable:
 - a. Ed: Nothing else to add.
 - b. Chris McGiffin: He has submitted names for contacts from the National Office and the Board who will be at Open Water National Championships. There is only one event (Rogue Valley Masters 7/16) that will not have coverage since it conflicts with the Summer Board Meeting. Chris is still waiting for confirmation on the implementation of the Open Water training. Nadine asked a question about the number of sanctioned Open Water events in comparison to last year. Chris will have those numbers for the Board call. As of May 30, there were 50 Open Water Sanctioned events.
 - c. Skip: Skip is working on putting something together between Coaches, Fitness, and Sports Medicine and Science for an hour block at Convention. They're trying to look at topics that will be helpful to those attending convention. They're trying to have this ready for the Summer Board Meeting so it's consistent with what the Board wants.
 - d. Chris Stevenson: Rob Copeland did a good job at going through the updated LMSC Standards docs to get feedback to Hugh. Chris will not be on the next Board call. Records & Tabulation has voted to follow FINA rules for bulkhead measurements and national records. Jeanne Seidler is going to work with the Rules Committee to come up with something so that our rules align appropriately. Patty asked if anyone would be at Olympic Trials. Ed and Patty will be there. USMS will have something in the Fan Zone. Dawson spoke to the activities and the data collection that will take place.
 - e. Ralph: All the committees are getting their projects done. The Audit Committee will be in Sarasota Friday to review the audit with the Auditors. Finance is wrapping up their projects in time for the Board Meeting. Through May our investments are up over 3%.
 - f. Maria: Nothing to add. Chris McGiffin asked a question about language surrounding ClubAssistant as a preferred vendor for online entries.
 - g. Chris Colburn: Chris is trying to stay on top of the backlog of minutes while moving. Skip asked if there is a standard process surrounding minutes submission and publishing. Skip brought up a discussion of USMS standards, similar to LMSC standards, that could be applied to Committee Chairs. Skip further mentioned as an example that not all committee chairs turn in their conference call or meeting minutes in a timely fashion (within 60 days, for instance), throughout the year. There is nothing currently in the Committee Chairs Handbook to provide for this. Skip would like to have a discussion with the EC and/or the Board at some point around implementation of standards for committee chairs. Patty provided some explanation around how we could implement that, in addition to a scorecard for committee chairs, since no standard exists yet.
 - h. Nadine: Nothing to add.

12. Next meeting will be August 1, 2016 at 7:30pm EDT.

The meeting was adjourned at 8:44pm EDT.

Respectfully Submitted,

Chris Colburn, Secretary