

Committee Name:	Executive Committee	
Committee Chair:	Patty Miller	
Minutes recorded by:	Greg Danner	Date/time of meeting: 6/3/2019 8:30pm ET

Actions Taken:

1. Approved: Ratification of email vote approving the May 6, 2019 Executive Committee Meeting minutes

Number of committee members present: 10	Absent: 0	Others present: 0
Committee members present (list all, including chair and vice chair): Patty Miller – President; Peter Guadagni – VP of Administration; Chris Colburn – VP of Local Operations; Donn Livoni – VP of Programs; Frank (Skip) Thompson – VP of Community Services; Greg Danner – Secretary; Ralph Davis – Treasurer; Dawson Hughes – CEO; Nadine Day – Immediate Past President, Maria Elias-Williams – Legal Counsel.		
Not Present: None.		
Guests: None.		

Minutes

The meeting was called to order at 8:32pm ET.

1. Agenda review and conflict of interest (Patty): None.
2. Ratification of email vote to approve May 6 meeting minutes (Greg): **MSA to approve the minutes. The motion passed unanimously.**
3. CEO's report (Dawson):
 - a. Gold Club Initiative: 215 gold clubs to date.
 - b. Try Masters Swimming Week (TMSW): Some positive notes from coaches were shared on BOD forums. These indicated an uptick in club interest. With the online trial membership form, we now know when leads are specific to TMSW. Approximately 2,500 trial membership forms have been submitted online for this year's TMSW. USMS will be able to track how many people join as part of this campaign (aka the conversion rate). The initial goal was 3,000 trial forms and it will continue to be tracked through mid to late July.
 - c. Questions:
 - i. Chris asked if the National Office is tracking new members coming in during TMSW. Dawson noted that new members are not linked to the campaign unless they go through the trial process first.
 - ii. Peter commented that this campaign is one of the best things that USMS has done in recent memory. He would like to see information available earlier so clubs have more time to integrate it with their marketing plan prior to the start of the event.
 - iii. Skip asked about the data collection effort. Dawson said that data is being collected at various phases and there will be a survey at the end for those that didn't become members. We aim to find out as much as we can.
 - iv. Patty asked Dawson if prospective member campaigns are still scheduled in the future. Dawson responded affirmatively: there will be a different category of messaging for those who are interested but haven't joined.
4. Budget Modernization Legislation (Peter): Reported that the legislation proposal was unanimously approved by the Legislation Committee. The convention will be the next step.
5. Volunteers Task Force (VTF) Socialization Next Steps (VTF provided a list of concepts):
 - a. Patty said there should be dialogue between USMS, the VTF, and committees regarding the best use of volunteers and what's best for the organization. The Registration Committee should operate differently from how it was originally intended due to all the changes in our registration processes since inception. How it should operate is to be determined.
 - b. We want to work with the Committee Chairs on being advocates of the concepts specific to their committee.
 - c. Dawson will work on proper communication channels for the VTF.
6. Convention
 - a. Workshop update (Chris): The VTF might be interested in running multiple workshops. Since we have room for additional workshops, Chris will plan on 1-3 workshops for VTF. One of these will be about the LMSC Membership Coordinator role. There was some discussion about whether the VTF should run that workshop or it is more suitable

for the Registration Committee to run it as a best practices workshop. No decision was made, but Chris indicated that he plans to lock in the workshops prior to the June BOD meeting. Workshops so far include: Diversity & Inclusion, SSL, Officials, and 1-3 for the VTF. Skip requested a Saturday workshop for D&I.

- b. Convention theme (Patty): No theme planned yet. Patty welcomed ideas from the Board.
 - c. Elections (Patty): Candidates have been posted on the website. No questions or comments by the BOD.
7. Officer reports for Summer BOD meeting (Patty): Due no later than Sunday, July 7th. These should be posted to the BOD forums.
 8. New Business: Peter received a member concern regarding our service animal policy. He will send relevant information to Maria and Dawson.
 9. The next EC call will be 8:30pm ET on Monday, July 1, 2019. The next BOD call will be 8:30pm ET on Monday, June 17, 2019.

The meeting was adjourned at 9:24pm ET.

Respectfully Submitted,
Greg Danner, Secretary