

2022 USMS Finance Committee minutes

		Session #:	1		
Committee Chair: Guy Davis		Vice Chair: Homer Lane			
Minutes recorded by: Homer Lane		Date/time of meeting:	February 22, 2022		

Motions Passed

1.

Number of committee members present: 7	Absent: 2	
Committee members present: Guy Davis, Ralph Davis, Phil Dodson, Jeanne Ensign, Brandon Franklin, Laura Winslow, Teddy Decker (Treasurer, ex-officio), Dawson Hughes (CEO, ex-officio), Susan Kuhlman Parker (CFO, ex-officio)		
Committee Members Absent: Ashley Braniecki, Jill Gellatly		
Number of other delegates present: 0		

Minutes

The meeting was called to order at 7:33 PM.

- ❖ Guy welcomed the attendees and started with the normal check of any potential conflicts of interest. Hearing none he moved on.
- ❖ He asked Susan to provide any comments regarding the 2021 preliminary financial results, which had been distributed before the meeting. He highlighted that the results were stronger than immediately apparent from the reported bottom line numbers in light of the fact that management did not need to make the planned transfer of \$135 thousand from our invested reserves. Susan summarized that it was a good year, highlighting the following:
 - Good start to year plus memberships with over 7 thousand last year
 - 275 coaches were certified in a tough environment
 - Net Partnership revenue was \$52 thousand better than forecasted
 - Event revenues were strong as both the SC and LC nationals were held
 - Compensation ended over plan for a variety of reasons
 - Management was successful in renting out unused excess space
 - There were other increased expense including insurance and audit fees
 - Overall revenue improvements and cost reductions much more than offset expense increases

She summarized it was a good foundational year for USMS's recovery from pandemic disruptions. Brandon asked about the 11 thousand new members, which represented 21% of the total in 2021. Dawson explained that historically new members are one-fifth of the total. He described new actions like the new member welcome messaging, including a 45-day e-mail on-boarding program to continue to improve new member experience and support membership growth. Management also indicated that membership for 2022 is currently on course to result in 55 thousand members, slightly ahead of budget. Ralph commended the management team on the very good financial outcome for 2021, which was \$376 thousand better than the revised financial plan set out in early 2021, taking

account that the \$135 thousand investment transfer was not needed. It was noted that the management team has now consistently over a number of years delivered financial results better than budget, demonstrating consistent conservatism in financial planning.

- ❖ Guy moved on to the planning for our committee activities this year. He suggested the establishment of a couple of sub-groups. The first would focus on FOG & Policy updates. The second would focus on the Budget process. The FC chair & vice-chair will join in both sub-group meetings, along with Teddy & Susan. The already scheduled March 28 FC meeting will instead be used as the first meeting of the Budget process sub-group. Although this meeting will now not be a formal full FC meeting, all FC members are invited to attend if they wish, or to submit comments on the Budget process to Phil, Guy, and Homer for consideration in the discussion. Guy will liaise with participants in the FOG and policy documents review sub-group to agree a process and timetable.
- ❖ Guy then mentioned that we intend to move to the USMS Community communication capability for our activities this year. He highlighted that it should help in our joint efforts but Teddy cautioned that the staff have access to the Community communications so certain confidential and other sensitive matters should still be discussed via email.
- ❖ Phil suggested that the committee might want to investigate the merits of a life-time membership. A number of committee members indicated that such an effort should be a management decision that we might review. Susan noted that new registration capabilities are coming on-line with the “Salesforce” module. Ralph observed that it would be hard to properly price such a membership, not knowing how things will evolve. Phil observed that he views this as a two-year project at a minimum. Guy indicated it is an interesting idea that he will keep as a potential agenda item as we move forward this year and will discuss with Phil how we might conduct some preliminary evaluation without the need to call on management time. There was also brief discussion about potential future membership fee increases the use of the growing financial balances at the LMSCs
- ❖ The next full FC meeting is scheduled for May 24.

The meeting was adjourned at 8:22 PM.
