

Committee:	Swimming Saves Lives Foundation (SSLF)		
Chair:	Brandon Franklin		
Minutes recorded by:	Debbie Malafsky / Brandon Franklin	Date/time of meeting:	3/10/14; 8pm EST

**Motions Passed:**

1. To approve, subject to the review by Legal Counsel and approval by the USMS Board of Directors, the Affiliate Coalition Agreement between the USA Swimming Foundation and the Swimming Saves Lives Foundation.
  
2. To approve the transfer of the spendable amount of \$11,249.47 for 2015 that is available for disbursement from the Central Indiana Community Foundation (Legacy Fund) to USMS to offset costs incurred by USMS on behalf of SSLF.

Number of Members present: 6  Brandon Franklin (Chair), Debbie Malafsky (Vice Chair), Rob Butcher, Rob Copeland, Jim Miller, Nancy Ridout. Ex-officio: Susan Kuhlman	Absent: 3  Nadine Day, F H Ted Haartz, Tom Holmberg
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**MINUTES**

The meeting was called to order at 8:00pm by Brandon Franklin

1. Rob Butcher gave an update the progress of the Adult Learn-to-Swim Program, an overview of April Adult Learn-to-Swim month and related PR efforts.
  - Rob directed the Board of Trustees (BoT) attention to resources / tools on the USMS website (<http://www.usms.org/learntoswim>) regarding how Masters Swimming Programs can get involved in teaching adults to learn to swim and the April Adult Learn-to-Swim Month. There are new documents available for download include the following:
    - Program Guide
    - Volunteer Teacher Swim Lesson Guide
    - Instructor and Student Registration Template; and
    - Volunteer and Participant Certificates.
  
  - As a companion to the above, Bill Meier, head of the New England Masters LMSC, is taping a volunteer training video. The video is designed to help volunteers who want to donate their time helping other adults learn-to-swim.

- For 2015, Misty Hyman has been engaged to serve as Ambassador & Spokesperson for SSLF through the April Learn-to-Swim month. Similar to the Public Service announcement Rowdy Gaines appeared in last year, Misty will appear in a :30 second radio and TV Public Service spot that is being produced.
  - In addition to the radio and TV spot, Rob shared a press release promoting the April ALTS initiative that will be nationally syndicated. The press release will be a companion piece to the :30 second radio and TV Public Service spot. Last year's 200-word release was picked up by 2,660 outlets in 50 different states with a readership of over 20 million.
  - Interviews have been scheduled for the first three weeks of April for Rob and Misty on radio and television. In addition, Social Media has been and will be leveraged for this program. See [attached kick off video](#) prepared by Rob as an example.
  - Thus far, five states have proclaimed April as the "April Adult Learn-to-Swim Month". However, it was noted that although securing proclamations generates enthusiasm amongst supports, it is not of interest to the media when securing PR appearances. That said, USMS has a proclamation template that was created to make it easier for volunteers to submit their proclamation.
2. Brandon Franklin discussed the draft of an *Affiliate Coalition Agreement* between the USA Swimming Foundation and the Swimming Saves Lives Foundation that was distributed in advance of the meeting.
- Both USMS and USA Swimming Foundation have been extending benefits to each other so the the primary purpose of the agreement was to formalize our arrangement with the USA Swimming Foundation (USASF) and SSLF. Specifically, the USASF's focus is on those under the age of 18 (Children / Kids) and SSLF's focus is on those age 18 or older (Adults).
  - Both the USASF and SSLF agree to cross promotion on websites and social media.
  - Further, USMS will provide USASF space on deck at the USMS Nationals in April to promote their Masters High Performance Camp.

Jim Miller made a motion to approve, subject to the review by Legal Counsel and approval by the USMS Board of Directors, the Affiliate Coalition Agreement between the USA Swimming Foundation and the Swimming Saves Lives Foundation. Rob Copeland seconded. The motion was passed unanimously and ready for submission to Legal Counsel and the USMS BoD's.

3. Brandon Franklin discussed several items of a financial nature.

- The Fund Statement for the U.S. Masters Swimming Endowment Fund (Legacy Fund) for the calendar year 2014 was reviewed. Brandon Franklin requested the Board of Trustees (BoT) approve for the disbursement from restricted funds of the Suggested Spendable Amount for 2015 of \$11,249.47 as set forth on the fund statement received from CICF (and distributed by Brandon prior to the meeting) to USMS in order to offset costs incurred by USMS on behalf of the SSLF. It was explained this treatment is consistent with previous years and in accordance with the 2015 USMS Annual Budget. This was proposed by Debby Malafsky, seconded by Jim Miller and passed unanimously.
- Brandon discussed the need to actively invest funds which are currently in the SSLF fund (not to be confused with the CICF fund). Prior to the July USMS Board Meeting, Brandon stated he would discuss with the SSLF BoT, the process and their responsibilities regarding this change.

No other matters of significance were discussed.

The meeting was adjourned at 8:58PM EST.