

Swimming Saves Lives Board of Trustees Meeting

Conference Call

Committee Name:	Swimming Saves Lives Foundation		
Committee Chair:	Jay DeFinis	Vice Chair:	Brandon Franklin
Minutes recorded by:	Brandon Franklin	Meeting Date/time:	Jan 23, 2018/4PM EST

MOTIONS PASSED:

None

Number of committee members present: 14	Absent: 4
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Committee members present: Jay DeFinis, Chair; Brandon Franklin, Vice Chair; Bill Meier; Nancy Ridout; Maria Elias-Williams; Debbie Malafsky; Susan Ehringer; Lisa Ward; Kristina Henry; Michael Hamm, Ted Haartz, Nadine Day; Homer Lane; Holly Neumann (Ex-officio)

Committee Members Absent: Patty Miller, Tom Holmberg; Mark Johnston, Dawson Hughes (Ex-officio)

Others Present: Bill Brenner; Kyle Deery

MINUTES

The meeting was called to order at 4:00pm EST by Chair, Jay DeFinis.

Jay DeFinis opened the meeting by thanking everyone for joining the call.

FUNDRAISING and FINANCIALS:

Jay DeFinis took the Committee through the donation history at the monthly level for the years 2017 and 2016, pointing out the seasonality trend whereby the majority of the donations come during the last two months of the year and are largely attributable to those donating during the USMS Registration process.

Jay highlighted that in addition to the majority of the funds coming during the USMS registration process, the majority of the remaining funds came from within the USMS committee (i.e., minimal funds have been donated from sources outside USMS).

Brandon Franklin took the Committee through the total funds of the Foundation and their status (Permanently Restricted, Temporarily Restricted, Unrestricted) as well as the financial institution where those funds reside (NOTE: See the Investment Committee Minutes for further details on the SSLF funds).

Brandon Franklin and Holly Neumann discussed the exercise whereby the LMSC's were approached to provide additional Grant funding for the 2017/2018 Cycle. Brandon stated the exercise was expected to be wrapped up in a week with approximately \$25,000 of additional funds being raised.

Holly discussed the Goggle drive held at Convention, stating that the funds raised were about \$1,000 short of the number needed for the adults participating in the upcoming grant programs. Several thoughts and ideas were proposed by various members of the committee that can be implemented to increase the funds raised for this in the future.

PROGRAM UPDATE:

Holly gave the group an update on how 2017 was shaping up relative to 2016. She stated that there were approximately 1,050 adults that were taught how to swim, up over 25% versus 2016.

2018 USMS WINTER FITNESS CHALLENGE

Status of the 2018 USMS Winter Fitness Challenge was discussed. Bill Brenner stated the National Office had reached out to about 400 clubs across the country to ensure a solid level of participation and based upon the current number of registrations, things are looking solid. There were many thoughts on how to successfully execute on the program this year as well as to build on the momentum being created to ensure an even more successful program next year. For example, Bill Meier discussed how he will execute the program on his team, Jay Definis has some thoughts on registration and Brandon Franklin thought that coordinating with the Coaches Committee would be a good idea. All were catalogued for future execution.

The Committee members were requested to do what they can with individual coaches and workout groups with which they were familiar to see about participating.

THE MISSION STATEMENT

As a follow up to the November 30th meeting, Jay shared with the Committee the updated Mission Statement that the smaller sub-committee had developed. It was discussed at length and approved for submission to the USMS Board for approval.

A logo depicting the mission statement was also prepared and shared.

SUB-COMMITTEES:

In an effort to execute on the priorities set forth in the November meeting and to focus resources, the concept of creating various subcommittees within the SSLF structure was introduced and each member was asked to consider which sub-committees they would be interested in joining. A chart setting forth the various sub-committees was shared and included the following options: a) Fundraising; 2) Grass Roots Initiatives; 3) Metrics and Marketing; 4) April Learn to Swim Month. In addition, a President's Advisory Group was created, representing the many past (and current Presidents) of USMS that sit on the SSLF Committee.

Jay elaborated on what he envisioned the responsibilities of the individual sub-committees would be, after which there was a question and answer period and well as idea sharing as it relates to the sub-committees.

Jay stated that the next meeting would take place on February 20, at 4PM EST.

The meeting was adjourned at 5:00PM
