

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Peter Guadagni		
Minutes recorded by:	Carrie Stolar	Date/time of meeting:	03/25/2023 9:30 am ET

Actions Taken:

1. Approved: Feb 21, 2023 BOD meeting minutes.
2. Approved: Proposed amendment to change the name of the organizing principles page by calling it “guiding principles” and having the mission, vision and values updated as presented.
3. Approved: The acceptance of the revisions of the LMSC standards as recommended by the LMSC Development Committee.
4. Approved: The recommendation for the LMSC Development to revisit section 2.6 of the revised LMSC standards in consultation with the Rules and Officials Committee for a future rewrite to assist LMSCs with the resources that they need to run events.
5. Approved: The BOD agrees to submit a proposal to the HOD to remove the committee descriptions from the bylaws (Part 5 of the rule book) for the History and Archives, Fitness Education, and Records and Tabulation Committees.
6. Approved: The consent agenda.

Number of committee members present:	18	Absent:	0	Guests:	20
Committee members present/virtual (list all, including chair and vice chair): Peter Guadagni - President; Chris Colburn - VP of Administration; Chris Campbell - VP of Community Services; Ed Coates - VP of Local Operations; Robin Smith - VP of Programs; Carrie Stolar - Secretary; Teddy Decker – Treasurer; Katie Kenyon (Legal Counsel); Patty Miller (Immediate Past President), Dawson Hughes – CEO; At-Large Directors: Sue Nutty (Breadbasket); Charles Cockrell (Colonies); Susan Ehringer (Great Lakes); Paige Buehler (Northwest); John King (Oceana); Britta O’Leary (Southeast), Jeff Commings (Southwest); Kris Wingenroth (South Central).					
Not present: none.					
Guests: Christie McGrail, Bethany Burchill, Doug Sayles, A. McKee, Diana LaMar, Erin Sullivan, Linda Chapman, MJ Caswell, MaryBeth Windrath, Cheryl Gettelfinger, Marilyn Fink, Sandi Rousseau, Nadine Day, Skip Thompson, Brett Laplante, Kyle Deery (CMO), Jay Eckert (Sr. Director, Membership and Business Development), Gary Keehner (Controller), Dale Neuburger (World Aquatics), Jessica Reilly (Sr. Director, Business Operations).					

Minutes

The meeting was called to order at 9:33 am ET.

1. Agenda review and declarations of conflict of interest (Peter): No changes to the agenda or conflicts of interest.
2. Minutes (Carrie): Feb 21, 2023 BOD Meeting Minutes: **MSA for approval of the Feb 21, 2023 BOD meeting minutes.**
Discussion: Peter mentioned the addition of a secretary’s note in the minutes concerning the USMS+ membership. After the BOD discussion, a note on the website clarifying the allocation to the LMSCs was discovered. Per Peter’s executive decision, that allocation listed on the website will be honored. **The motion passed unanimously.**
3. Ice Breaker: The BOD members participated in an ice breaker activity, where each BOD member shared about their lives outside of swimming.
4. CEO update on finances and membership (Dawson):
 - a. Financial summary and overview: While giving a financial summary, Dawson explained that signing sponsorship agreements has become more challenging. We don’t have the level of support that we had pre-pandemic due to a changing and challenging marketplace. In reference to the financial documents that are shared with the BOD, overall, Dawson recommended that the BOD focus on quarterly reports that include forecasts for the year rather than monthly reports.
 - b. Membership: Membership YTD is lower than 2019 (benchmark) but higher than 2022. We are on a growth trajectory. The forecast is ahead of the 4% increase built into the budget but behind the 7% growth goal. This year is the first time that we had a price increase in the middle of a registration drive. We have learned that it did front-load the membership (into December) and subsequently the January membership numbers were slightly lower.

5. World Aquatics and USAS update (Dale Neuburger and Patty Miller):

a. World Aquatics:

- 1 Dale provided an update on World Aquatics (formerly FINA) and Masters position within it. Dale is currently the Treasurer of World Aquatics. Masters has been a part of World Aquatic Sports since 1998. With Patty Miller as USAS president, we are the first national federation to have a Masters representative lead its federation. In addition, with Nadine Day as chair of the World Aquatics Masters Committee, it shows American leadership in the Masters world. As of June of 2021, there is new leadership of World Aquatics, and as of December there is a totally revamped constitution.
- 2 Transgender athlete policy: The policy that is in effect for all World Aquatics events and rankings, but not within national federations, states that once an individual has gone through male puberty, that individual can't compete as a female in World Aquatics events. World Aquatics is looking at rules and eligibility for an open category. Considerable discussion took place regarding this issue.
- 3 World Masters Championships in Japan: The deadline for entry is June 1. The top-ranked swimmer in each event/age group has an automatic entry into the championship. The meet is already at 75% of capacity. Two American tech officials will be on deck in Japan.
- 4 World Aquatics development program: In the past the Masters championships have been in the same facilities as the elite championships, showing the emphasis/importance of Masters. After Doha (2/24), the Masters championships will be at a separate, more touristic venue. This also provides an opportunity for a U.S. site to host since the championships won't be tied to an elite world championship event. The last one in the U.S. was in 2006 at Stanford University.
- 5 Addition of a Masters World Aquatics database: Will include times produced, a listing of events around the world and masters tours for open water and pool swimming.

b. USAS:

- 1 Patty gave a structural overview of USAS. USAS gives one voice to diving, water polo, USA swimming, Masters, and artistic swimming to World Aquatics, and its mission is to serve its member organizations by providing representation within international organizations. She also shared the updated governance structure. The USMS CEO, president and an athlete representative sit on the USAS BOD representing USMS. Patty also gave an overview of the general activities of USAS.
- 2 Among the recent updates:
 - 1 Nomination of Dale Neuburger for World Aquatics Treasurer
 - 2 Preparation for World Aquatics Championships in Fukuoka in 2023
 - 3 Continued consideration of the role and funding of USAS
 - a Convention was a big revenue generator for USAS.
 - b No significant source of income exists.
 - i It is drawing from its reserves given its current deficit spending (budget deficit of \$51,000).

The meeting went into recess for 20 minutes and resumed at 11:50 AM ET.

6. Mission Vision Values (Carrie):

- a. Carrie gave an overview of the Mission Vision Values task force. The task force consisted of Carrie Stolar (chair), Jeff Commings, Patty Miller, Charles Cockrell, Stephanie Gauzens, Kyle Deery, and Britta O'Leary. She described the process and structure of the task force's work.
 - 1 Mission = our reason for being and guides decisions
 - 2 Vision = Where we are heading – what and how
 - 3 Values = Enduring and foundational to the organization
 - 4 Goals = Tied to strategic priorities – shorter time frame and are clear, specific, actionable, and measurable
- b. A pre-meeting survey was completed by all BOD members asking for their preferences on 2 options for the Mission and Vision as well as their agreement on the values. The vote and discussion were overwhelmingly supportive for the following:
 - 1 Mission: Empower adults to improve their lives through swimming.
 - 2 Vision: Foster a nationwide adult swimming community through lifelong fitness, competition, and education.
 - 3 Values: Fitness, Inclusion, Camaraderie, Learning, and Excellence
- c. Rename "Organizing Principles" in the rule book to "Who we are" with a subtitle of "Guiding Principles."
- d. **MSA to propose an amendment to change the name of the organizing principles page by calling it "guiding principles" and having the mission, vision and values updated as presented.**
- e. Breakout session: With the strategic priorities in mind, each group discussed goals for USMS and shared their ideas with the broader group.

- **Lilacs (Carrie, Peter, John, Kris, Britta, Katie, Robin)**
 - Location
 - 50% of individual swimmer have access to 1 event per year within a 1-hour drive.
 - Masters programs/clubs are located within 20 miles of 25% of the U.S. population.
 - Outreach
 - LMSC outreach to 25% of clubs (modeled after BOD efforts).
 - Each LMSC to hold at least 2 meetings per year.
 - Growth
 - Add one new OW or pool event in each LMSC.
 - Increase the membership of underrepresented groups by 10%.
- **Tulips (Charles, Chris Colburn, Ed, Teddy, Jeff, Sue)**
 - Event development
 - Double the number of USMS officials.
 - Hold 4 regional events (4 per year within a 4-hour drive).
 - Develop different types of events to attract first-time meet participants.
 - Include fun events.
 - Include clinics.
 - Aspect of community development.
 - Membership
 - Greater than 75,000 members within 10 years.
 - Have a club in 90% of cities with populations greater than 100,000.
 - Encourage ALTS: graduates join a club.
 - Enhance membership experience.
- **Daffodils (Patty, Chris Campbell, Dawson, Kyle, Paige, Susan)**
 - Volunteers
 - Create a return on experience survey for volunteers.
 - To understand if they are being used effectively and to understand their happiness in their volunteer experience.
 - Track and increase the number of local volunteers.
 - Community development
 - Establish D&I chair in each LMSC within 2 years.
 - Club development
 - 100 clubs with 100+ members
 - Increase the percentage of USMS members that belong to clubs.
 - Event
 - Hold a minimum of 3 events annually in each LMSC.
 - Increase the number of events with greater than 100 participants by xxx.
 - Individual
 - Retention – increase membership percentage.
 - Create a level of satisfaction survey for ongoing day to day activities, for clubs, and for events.

7. Digital transformation review and future (Dawson):

- a. Dawson shared the history of the digital transformation, beginning with an overview of the state of IT in 2017. Among other things, significant work on the website was required and mobile responsiveness needed to be added. A 3-phase project over 5 years was recommended and selected. Phase 1 (2018) included work on the website and mobile responsiveness. Phase 2 included community, My USMS and member benefits, and Phase 3 included registration (modern CRM) and a member database. Phases 1 and 2 are complete.
- b. Kyle walked the BOD through the email preference center, and Dawson discussed the evolution of the trial member form.
- c. Salesforce will be launched on April 1. Jessica gave the BOD a brief overview of the new system/dashboard and showed the BOD what a member record looks like in the new system.
- d. Next steps:
 - 1 April 1 Salesforce launch.
 - 2 In 2023: Swimmer magazine (content is workable digitally and easy to access), improve site search, sanctioning, event calendar.
 - 3 In 2024: Event results, CCS registration in Salesforce, bulk registration capability.
 - 4 In 2025+: Sunset remaining legacy code.

- e. Cost: Planned on \$1 million over 5 years/which translates to \$1.192 million with capital expenses. The actual expense was \$1.403 million which includes things that weren't originally in the project scope like the online workout library and the delay in timing due to the pandemic. Ultimately, the path chosen was the most affordable option.

The BOD recessed for 45 minutes for lunch. The meeting resumed at 2:40 ET.

8. LMSC standards (Ed):

- a. Ed explained that the LMSC standards were envisioned as a mechanism to ensure governance compliance and consistency in services across LMSCs, and an enforcement mechanism was also envisioned so that LMSCs would be in compliance with the standards. A survey, last updated in 2015/2016, was done each year to measure compliance. The survey was suspended during the pandemic and the standards have been revisited.
- b. The revised LMSC standards represent a change in philosophy. The new standards will now help the LMSC Development Committee support the LMSCs, give them a roadmap toward best practices as well as be a resource and mechanism to help LMSCs meet the requirements. **MSA to approve the revisions of the LMSC standards as recommended by the LMSC Development Committee.** Discussion: Charles asked if the standards are helping us? Ed responded that compliance levels plateaued. Chris Colburn added that enforcement has been nonexistent and there was confusion about the standards, so they have now been simplified. Per Ed, the new standards reference other documents like FOG (which Teddy said has been updated recently) rather than duplicate them. Jeff commented that as D&I Committee Chair, he would like to have a D&I committee or coordinator in each LMSC. Once this role is created, "shall" would be the preferred wording with the hopes that the role(s) are created. Paige asked about 2.4.5 and 2.4.6 which discuss the coaches and officials chair coordinators and offer LMSCs a way to fill these positions by asking a neighboring LMSC to cover them. Ed responded that this helps small LMSCs with limited volunteers and gives LMSCs a way to meet the intent and creates a peer relationship with a neighboring LMSC. The LMSC Development Committee can help facilitate these sharing opportunities. Discussion took place about event standards/event hosts/officials/sanctions chairs along with responsibilities and running events. Charles talked about 2.6 and would like the LMSC Development Committee to consult with the Officials Committee to review/rewrite. The LMSCs sanction the events and do have the responsibility to make sure that the events are run in accordance with the rules. **The motion passed unanimously. MSA for the LMSC Development to revisit section 2.6 of the revised LMSC standards in consultation with the Rules and Officials Committee for a future rewrite to assist LMSCs with the resources that they need to run events.** Further discussion: none. **The motion passed unanimously.** Ed thanked Linda Chapman and her subcommittee that worked on this effort.

9. Committee restructuring (Ed and Chris Campbell):

- a. Three committees are under consideration for sunset based on the work by the Volunteer Task Force, the Governance Committee and its work on defining and delineating roles, and the ad hoc committee on committee structure. The committees being reviewed are the Records and Tabulation Committee, the History and Archives Committee and the Fitness Education Committee. Ed reviewed the rule book responsibilities of each of the committees being considered. For the most part, those functions and responsibilities are covered by the national office or individual contributors or local volunteers.
- b. Discussion took place about individual contributors and the short list of people with specific expertise. Currently Jessica is the conduit to connect people. This is an efficient process and gives the national office an idea of what is happening and if there is a common issue/need. Succession planning also needs to happen for individual contributors.
- c. The sunset process for these committees will begin with the BOD submitting a proposal to strike the committee descriptions from the bylaws. **MSA that the BOD agrees to submit a proposal to the HOD to remove the committee descriptions from the bylaws (Part 5 of the rule book) for the History and Archives, Fitness Education, and Records and Tabulation Committees.** Discussion: none. **The motion passed unanimously.**
- d. Susan asked if there were any plans to add any volunteer committees? Per Ed, at this point there is no need for any to be added to cover long-term operational committee work. Diversity & Inclusion was the last committee that was created, and it came out of an ad hoc committee. The value/need for this work on a long-term basis was recognized, and a committee was created. If necessary, this model could be used in the future. Patty commented that any future needs should be run through the framework that the Governance Committee created to understand how unmet needs should be covered.
- e. Charles stated that he hopes that there will be more conversations on the combination of the Rules and Legislative Committees. There are some synergistic things but 4, 5 and 6 are different processes and feels that the work will be overwhelming. Ed said that there is no timeline for this combination but there will be more discussions.

10. Grievance Task Force Update (Ed and John): The task force members included Maddie Sabilia (chair), Ed Coates, John King, Susan Ingraham, Juliet Cox and Julie Dussliere. The issue is that in the last few years the grievances are more frequently

related to personal conduct and behavior, and the current resolution mechanisms are not well suited for these. LMSCs have limited resources to handle issues, and to our membership, it wasn't clear as to what the reporting/resolution mechanism was. In addition, there are questions about jurisdiction and availability of a mechanism to deal with them. Training is also lacking.

- a. The task force came up with 4 recommendations:
 - 1 Implement a member code of conduct.
 - 1 Could be part of the member registration process.
 - 2 Provides a clear understanding of proper and inappropriate behavior.
 - 3 Specifies a consistent reporting method and a process for review and resolution.
 - 2 Implement a centralized reporting location and clearinghouse.
 - 1 Administrative process.
 - 2 More responsive to complaints (timeliness).
 - 3 Dedicated group (staff or volunteers).
 - 4 Temporary sanctions are permitted for more serious issues until full resolution.
 - 5 Separate from NBR process.
 - 6 Would provide data to help monitor scope of issues.
 - 3 Develop training for coaches and club leaders.
 - 1 Defines and raises awareness of reporting process.
 - 2 Encourages resolution at the club level, if appropriate.
 - 3 Incorporate as a module in coaches' certification and on demand.
 - 4 Encouraged/required at time of club registration.
 - 4 Improved communication with USCSS/NGBs
 - 1 More direct communication.
 - 2 Timeliness.
 - 5 Improved member experience
 - 1 More formalized process.
 - 6 Task force to implement.
 - 1 Comprised of staff and volunteers
 - 2 Identify reporting method.
 - 3 Develop conduct/behavior policy.
 - 4 Develop training.
 - 5 Develop a member communication plan.
- b. Discussion on recommendation 1: Charles asked about part 4 in the rule book which states the standards of conduct and asked if we would be pulling that out and supplementing it? Ed said that it was envisioned that it would be like our waiver, which is not listed in code.
- c. Discussion on recommendation 3: Requiring the training at registration could be difficult.
- d. Discussion on recommendation 4: Per Dawson, SafeSport information is confidential. USMS is not a part of SafeSport. We monitor their published list as we can. For USMS, Charles said that we don't know how many complaints are not being filed because they don't know where to go. Dawson answered that we will now have the capability to document complaints. LMSCs should elevated grievances and findings/results so that they are documented in a clearinghouse. Patty responded that training will be crucial.
- e. The next step will be to create another task force to implement our vision around the process and to design the clearinghouse and policies and procedures. Peter will name another task force and follow-up with people with concerns and comments. Paige asked if there would need to be money budgeted for on demand training? Dawson said that more due diligence is needed. Salesforce could also help in the process.
- f. Peter shared that an NBR decision has been appealed to the BOD and asked for 4 volunteers to form a panel. The volunteers are Patty (chair), Kris, Susan, Jeff and Paige.

The BOD recessed for a 15-minute break until 5 PM ET. The meeting resumed at 5:01 PM ET.

11. National office programs overview (Dawson): Dawson shared a chart of national office activities and programs, a national office org chart which described the 4 departments of the national office. These departments are marketing communication, business operations, membership and business development and club development, and he gave an overview of each department.
 - a. The content marketing calendar is planned 6 months in advance and is fine tuned in quarterly and weekly meetings. Committee and independent emails are coordinated with this. Kyle leads the well-planned calendar effort. This effort is focused on making sure we are getting the right message at the right time to the right people.

- b. The coaches committee will begin calls next month to the LMSC coaches chairs and the LMSC Development Committee will start outreach with LMSC chairs and leadership that will follow a communication plan that was developed earlier this year.
- c. Dawson shared updates on the grant program.
 - 1 49 clubs in process – 25 are brand new clubs with 8 approved for grants. For 5 of the 8, the LMSCs are contributing 50% of the grants.
 - 2 Represent 29 LMSCs
 - 3 Will track membership growth over time.
- d. Dawson shared the success of the CCS program (membership and business development department). CCS has 7500 registered swimmers with 176 clubs. It is a strong growth program and is helping USMS meet its mission. CCS pays for itself. The challenge is to stay in contact and engaged with the CCS swimmers as they age. One idea is to potentially create a college club alumni group.
- e. For the event development grant program, 9 are in process, 7 in the pool and 2 OW, all in different LMSCs.
- f. Under the business operations department, please ask all committees to give Jessica the committee meeting schedules to get them on the volunteer working calendar.
- g. Dawson shared the measures of success:
 - 1 High Level (KPI = Key Performance Indicators): include total membership, retention rate, returning members, NOI, revenue...
 - 2 Program/Event Level: % member participation, unique participants.
 - 3 Marketing: Prospective member data collected, member conversions/ROI, awareness, email open rate, web traffic.
 - 4 Future data (simplified with Salesforce): KPIs by LMSC, same club vs new club membership.
- h. Feedback session:
 - 1 Is the deployment of the staff correct?
 - 1 The question was asked if the workload is too much for the staff or is it manageable?
 - a The right priorities are in place. The staff is at capacity. The capacity struggle happens when something goes wrong or someone leaves the staff.
 - 2 Is there a plan to address a surge?
 - a Getting Salesforce implemented will help us be better positioned.
 - b If membership grows, we have the infrastructure in place to succeed.
 - 3 Patty commended the national office on the longevity of the staff.
 - 4 With the workload of the staff, is pursuing sponsorships even possible?
 - a We have a partnership with USA-S to act as a sales agent for us.
 - b The landscape has changed for sponsorships given the economy, online shopping, NIL, etc.
 - c We are seeing more revenue out of merchandise sales at nationals.
 - 2 Success measures
 - 1 An indicator on experience: is this retention?
 - 2 Survey: capture sentiment relating to clubs and events, etc.
 - a The challenge is to hear from “new voices” due to survey fatigue.
 - b Surveys go to new members, old members, and “retired” members.

The BOD recessed at 6:15 pm ET for dinner and a team building exercise. The meeting resumed at 9:32 am ET on Sunday.

- 12. Minute of happiness (Chris Colburn): Chris shared that after 3-years, his team is back in its home pool and has plans for a mid-2024 opening date for a new pool in NY/Western Massachusetts with the intention of starting a Masters program prior to the new pool opening.
- 13. Updates (Peter and Dawson):
 - a. Relay 2023: An LMSC Development sub-committee is working on the agenda. The emphasis is event planning, focusing on encouraging collaboration for volunteers across the country.
 - b. National championships: The Long Distance Committee is pausing the bid cycle for 2025 to work on a new event model and to increase participation with the goal of creating a bigger event. The greatest interest is for events from 1 – 3 miles. This year Mission Viejo will be a testing ground to build up the event by adding some programming, hospitality, etc.
- 14. Zone communication plan (breakout groups): Peter shared the history of the communication groups, beginning with the group formed to talk to local volunteers about the unified fee. The communication process has been refined over the last few years and has been consolidated to zone conversations and a presentation separate from feedback conversations. Charles

encouraged the inclusion of committee chairs in these conversations. The breakout groups will be used to plan this year's communication. The groups will talk about the theme, topics, and FAQ.

- a. Divers (Carrie, Charles, Patty, Teddy, Sue, Chris Colburn, Susan, Jeff, Peter)
 - 1 What we want to communicate
 - 1 Mission, vision, values
 - 2 Committee restructuring
 - 3 Relay
 - 4 FYI on governance changes/grievance
 - 2 What we want to solicit from them.
 - 1 Support for LMSC volunteers
 - 2 How can USMS improve top down communication
 - 3 Events – what are your pain points?
 - 4 Use of LMSC reserves.
 - 5 Feedback on the fee structure
 - 3 Methodology
 - 1 Engage zone chairs in the process
 - 2 Circulate pre-questionnaire.
 - a Responses summarized by zone chair
 - i State of your LMSC post-COVID
 - ii What are your hopes, dreams and concerns for your LMSC
 - b Other potential topics
 - i Top 3 priorities
 - ii Volunteer needs
 - iii LMSC standards,
 - iv LMSC reserves and using them
 - v Grant programs in the LMSC
 - vi Utilization of pool of veteran volunteers
 - vii Event pain points
 - viii How to help pursue their top 3 initiatives.
 - ix Two-way communication with the national office
- b. Artistic (John, Britta, Kris, Chris Campbell, Paige, Ed, Katie, Dawson, Robin)
 - 1 Themes
 - 1 Mission, vision, values: its evolution and an overview presentation
 - a A video, a presentation?
 - i Per Kyle, a quick video could be created.
 - ii Peter or the task force could be in the video.
 - 2 Emphasizing the local opportunity: broaden base of local volunteers.
 - 3 How local leaders can help develop a local pool of volunteers/engage them.
 - 4 Feedback
- c. Group commonalities:
 - 1 Mission vision value recommendations
 - 2 Collect LMSC level feedback.
 - 3 Explain why the BOD is putting in a legislative proposal.
 - 1 Positive spin: New roles for volunteers rather than committees. Help us evolve and put more focus on individual expertise. Still need professional expertise. Provide a consistent message.
- d. Next steps:
 - 1 Create a small group to flush out a communication plan/approach and preliminary presentation: Charles, Sue, John, and Robin
 - 2 Timeline TBD
 - 3 Goal: calls targeted for May
 - 4 May have a separate BOD training call.

15. Consent agenda: **MS to approve the consent agenda.** Discussion:

- a. President (Peter): In addition to his report, Peter commented on the profile of volunteers that he has observed. Many of our best volunteers stay at the club level. We don't recognize the importance of club volunteers and how much they do as often as we should.
- b. Vice President of Administration (Chris Colburn): Chris updated his report to say that 1681 athletes have entered short course nationals thus far. The entry deadline is April 3, and this meet could be the biggest ever. The Championship Committee has reviewed the NQTs for Sarasota. There were some data issues with the calculations,

but they have been corrected. Also, the definition of “housekeeping” is an ongoing discussion. Housekeeping is not subject to a vote by the HOD. It does get reported but can be done at any time.

- c. Vice President of Local Operations (Ed): Recognition and Awards has had discussions about MISHOF, including an overhaul of their procedure and nomination process. They did enter a nomination for a contributor this year. The History and Archives Committee will be meeting this week, and Ed will share discussions from this meeting that concern the committee. The LMSC Development Committee is updating its own committee description, and the committee’s name may change to more appropriately reflect its work going forward.
- d. Vice President of Community Services (Chris Campbell): The Coaches Committee is having issues with communication down to the local coaches. The list of local coaches is not robust/accurate. Some coaches don’t know who their LMSC coaches chair is, so they are unaware of resources that are available to them. Dawson commented that at the summer staff meeting, they will be talking about how they can better capture information that they need from coaches. Chris commended the D&I Committee on its energy and enthusiasm, but also said that it needs to think more strategically and with a broader perspective and view. They need to prioritize their committee goals. The committee is fairly young, as is the field of study. Charles suggested that we spend some time thinking about outcomes and the right ways to reach into the membership and bring up the perspectives from underutilized communities. The discussion about the Fitness Education Committee focused on spending the energy of the Fitness Committee at the local level rather than the national level.
- e. Vice President of Programs (Robin): The report was included in the meeting packet, and there were no further updates or questions.
- f. Secretary (Carrie): The ALTS grants have still not been announced by USA-Swimming. They usually are announced in February, and the announcement date has steadily been pushed out. Dawson will follow-up to find out when the announcement will take place.
- g. Treasurer (Teddy): The audit starts on Monday. The results are expected in June or July and will be presented at the July BOD meeting.
- h. Peter added that he would like to recognize the service of the volunteers on the committees that are being sunsetted. Teddy asked if the VP structure will change with the reduction in committees? Peter suggested that the number of VPs might be reduced to 3 at the time that a VP is termed out and realigning the VPs makes sense. Ed said that reducing the number of committees for each VP will help them focus on the priorities as they have a lot of work. Because the VP structure is not in the rule book, any realignment is a decision of the BOD.
- i. **Vote on the approval of the consent agenda was unanimous.**

16. Quick topics (Dawson and Peter):

- a. Status of USA-Swimming Foundation partnership and donations: We are in the second year of our foundation partnership for ALTS. USA-S has the structure, software, and communication in place to manage donations and has agreed to a minimum of \$130,000 spend on ALTS grants each year. The intent was that we would generate \$130K in fundraising and we have met that goal.
- b. SSLF fund use: The fund has about \$400,000 in SSLF reserves. Most of it is in investments like our traditional reserves. There is \$100,000 in cash in money market accounts. Ralph is pulling together a spending policy for the money which is designated for ALTS grants. We can pull a percentage out, like \$15,000 to \$20,000, and put it into the foundation towards the grant money. We could then use it toward exploring USA-S initiatives like facility development and support agency programs.
- c. ALTS promotion: We are relying on USA-S for ALTS grant promotion to their swim school providers. Within USMS, the ALTS Programming Committee works with LMSCs and programs that want to host ALTS. We let the clubs decide when they want to run ALTS. Four instructor certification classes are planned for this year, with the lead instructors running them. ALTS is a community development effort, not a member acquisition plan. We will talk more about ALTS next year when we talk about community development. With the USA-S partnership, we are getting more exposure. Sue shared that the focus of the committee this year is providing mentorship to groups that are running programs.
- d. Transgender task force: Charles commented that for World Aquatics, for the foreseeable future, some athletes are eligible to compete in one gender category for USMS but not World Aquatics, so we said will need practical guidance for meet officials and help the athletes navigate this. Per Jeff, USMS, through USAS, needs to advocate for fairness and inclusion and use its voice in World Aquatics. Dawson shared that Dale Neuburger has said that World Aquatics is putting fairness above inclusivity. Charles wants to emphasize fair and equitable. Dawson said that we need to have a position/policy so that we have guidance on how to handle situations as they occur. Discussion moved to what happens if a world record is set/Top Ten as we wouldn’t be able to submit results to World Aquatics. Jeff commented that any rule puts ownness and spotlight on the athlete, hence the grey area right now.
- e. Grown up swimming: We are encouraged to review their website and programming. Dawson has had conversations with the company, and there is some opportunity to partner. Teddy said that this is an opportunity for different types of events that might attract more people. This program skews younger than USMS.

- f. Recognizing volunteers: We are all encouraged to think locally and nationally about people to nominate for Dot or other awards.

17. The next BOD meeting will be on April 17 at 8 PM ET.

The meeting was adjourned at 11:56 AM ET.

Respectfully Submitted,

Carrie Stolar, Secretary