

2019 U.S. Masters Swimming Annual Meeting — St. Louis, Missouri

Committee Name:	Governance	Session #:	1
Committee Chair:	Jim Miller	Vice Chair:	Jeff Strahota
Minutes recorded by:	Paige Buehler	Date/time of meeting:	September 12, 2019 3:15-4:15 P

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. None

Number of committee members present: 11	Absent: 5	Number of other delegates present: 4 (+2 staff)
Committee members present (list all, including chair and vice chair): Jim Miller, Jeff Strahota, Paige Buehler, Rob Copeland, Ed Coates, David Diehl, Michael Heather, Hugh Moore, Doug Sayles; Ex Officio Bill Brenner, Patty Miller		
Committee Members Absent: Chris Colburn, Lianne Crittenden, Matt Hooper, Tom Moore, Dawson Hughes (ex officio)		

Minutes

The meeting was called to order at 3:16 PM.

1. Previous meeting minutes reflect the work of the committee through the year.
2. The goal of this meeting is to be more interactive with audience members joining committee members in answering 5 forward-thinking questions that Chair Jim Miller asked.
3. **What do you think it is likely we would achieve in the next 5 years?**
 - a. Bill: Our programs will have 100% membership due to compelling membership value.
 - i. Tom: Could we take the step to require USMS clubs to require individual membership?
 - b. Ed: We will have much better data on our potential members that allows us to reach out to those people.
 - i. Bill: Will we be able to convert them to members?
 - ii. Doug: Better data increases our responsiveness, increases our value, increases our members
 - c. Jeff: The average age of the USMS swimmer will drop, especially due to College Club Swimming.
 - i. Jim: Is there anything in the works at staff level to transition CCS to USMS?
 - ii. Kyle: Those swimmers are looking for clinics, programs, etc. The connection between USA Swimming and USMS is strengthening. Having the talking point of cost of options is important (back to Unified Fee discussion.)
 - iii. Patty: Equity videos with a younger look and feel is also in the works.
 - iv. Teddy: Importance of networking through Masters club membership shouldn't be underestimated. Swimmers coming out of college programs see the networking value of being connected into a group that has doctors, lawyers, and other professionals as being really important.
 - d. Michael: There will be a Unified Fee for USMS membership.
 - e. Michael: Military LMSC because they swim all over.
 - i. Patty: This should be a Governance project.

- f. Rob C: We will have changes to how we govern ourselves with a smaller governing group but larger gatherings for education, networking, etc.

4. What would USMS like to achieve (given infinite time)?

- a. Tom: Build a USMS training facility for clinics, competitions, and other programs. Would remove the “how do we get water for that activity?” issue.
- b. Michael: Get to 100,000 members which would allow us to get to owning our own facilities.
- c. Michael: Self-insurance.
- d. Hugh: Fulfill our mission – we’re maybe at 2% of making accessible.
- e. Patty: Have a more inviting name (no Masters)
- f. Kyle: Have swimming regularly prescribed as a health remedy by physicians.
 - i. Bill: with health insurance coverage.
- g. David: More swimming cross training among athletes, especially at colleges.
- h. Ed: Look and feel like a single organization with the same vision and viewpoint.
 - i. Teddy: with a standard message and more standard set of activities and services.
- i. Rob: Turning LMSCs into customer service centers rather than governing/administrative bodies.
 - i. USAT local leaders are putting on events, not sitting in board meetings.
- j. Kyle: A USMS salesperson at every USMS club. (Not necessarily the club coach...) Possibly a member services person.

5. What will be the legacy of this USMS Board of Directors?

- a. Jeff: There were messages sent with the At-Large Directors elections in 2018. Younger, female. The HOD is holding the Board more accountable with its representation and its direction.
- b. Teddy: Unified Fee socialization.
- c. Ed: Pushing change and modernization (volunteers, budget cycle/approval, fees, technology-backing the CEO)
- d. Rob: Adult Learn To Swim and Diversity/Inclusion
 - i. Bill: believes that those go hand in hand because we’re reaching out to groups that haven’t historically known how to swim.
- e. Tom: College Club Swimming

6. What will be different about how the Board governs?

- a. Ed: Different convention structure in how we budget and legislate with the Board taking on more governing and policy and Staff taking on more operations.
 - i. Tom: Continue to respect and value the role of the The Volunteer, even throughout a likely contraction of the HOD/Convention structure.
- b. Patty: Standards of trust and open communication developed within the board will spread to the rest of our volunteers.

7. Jim then asked for group consensus on which ideas generated were “A-Ha!” ideas.

- a. Military LMSC
- b. Turning LMSCs into customer service centers rather than governing/administering bodies

Tasks for the Upcoming Year

- 1. None discussed.

The meeting was adjourned at 4:19 PM.