

**United States Masters Swimming Board of Directors Meeting
U.S. Aquatics Sports Convention – Dearborn, Mich.**

September 17, 2006

FINAL

Action Items:

1. MSA to accept the recommendation of the Executive Director Search Committee.
2. MSA to direct the president and legal counsel to draw up a contract for the candidate.
3. MSA that one of the vice presidents not on the Search Committee contact the search firm, Anderson & Associates, and ask for an honest review of both the good points and bad points in how USMS conducted its search.
4. MSA that USMS shall recognize disciplinary actions taken by USA Swimming.
5. MSA to adopt a confidentiality policy.
6. MSA that the Executive Director work with the President to develop a draft three-year strategic plan to present to the Board of Directors for discussion at the midyear meeting.

President Rob Copeland called the meeting to order at 11:00 a.m. Board members present were Laura Winslow (Southwest At-Large), Julie Heather (VP Local Operations), Michael Heather (VP Community Services), Meg Smath (Secretary), Anna Lea Roof (Breadbasket At-Large), Ted Haartz (Past President), Michael Moore (Oceana At-Large), Betsy Durrant (Colonies At-Large), June Krauser (Past President), Leo Letendre (VP National Operations), Mark Gill (VP Member Services), Tom Boak (Treasurer), Carolyn Boak (South Central At-Large), Jerry Clark (Dixie At-Large), Nadine Day (Great Lakes At-Large), Patty Miller (Legal Counsel), Jim Miller (Immediate Past President), Jeanne Ensign (Northwest At-Large) and Nancy Ridout (Past President). Other delegates present were Tracy Grilli (National Office Administrator), Sandi Rousseau (Oregon), Allen Highnote (Southern Pacific), Shannon Sullivan (Southern Pacific), Anthony Thompson (Missouri Valley), Joy Stover (Missouri Valley), Myriam Pero (Potomac Valley) Tom Boyd (Southern Pacific) and Stephen Darnell (Oregon).

Executive Director search

The Board went into executive session to hear the recommendation of the Executive Director Search Committee. Those who were not members of the Board or who were candidates for the position or had a relationship with a candidate were asked to wait outside. **MSA to accept the recommendation of the Search Committee.**

The Board came out of executive session, and those who had left the meeting returned. **MSA to direct the president and legal counsel to draw up a contract for the candidate.**

MSA that one of the vice presidents not on the Search Committee contact the search firm, Anderson & Associates, and ask for an honest review of both the good points and bad points in how USMS conducted its search. Leo agreed to contact the search firm.

Policy: Recognition of USA Swimming disciplinary policy

USMS anticipates participating in meets sanctioned by both USA Swimming and USMS. Each organization has disciplinary procedures. In order to facilitate this interaction, it is the policy of USMS that during combined USA Swimming and USMS competitions, USMS shall recognize disciplinary actions taken by USA Swimming. **MSA this policy.**

Survey overview

Tom Boyd went over the report he prepared for the Board that reviews the results of the member survey conducted in the spring. One of the survey's surprising findings was that the percentage of competitors was higher than expected. This could indicate that we don't serve as many competitors as well as we could. Or it could indicate that there is no problem. Emphasis on technique and training was also higher than expected, and emphasis on social aspects was lower than expected. Many members, when they first joined USMS, were concerned that they'd be too slow, that they'd be embarrassed, that their teammates would be too competitive and that they wouldn't know how to read a pace clock. Tom pointed out that the survey is somewhat biased, because only people who overcame their fears participated in the survey. The segment identification in the report gives good guidance for how we approach recruitment and retention. One problem is that our name and value proposition are in conflict: We have a branding problem. There is also a disconnect between the local and national level. Programs tend to go to well-organized clubs, when we really need to reach the "clueless clubs."

Mark recognized Lynn Hazlewood, who had a lot to do with getting the survey going.

Confidentiality policy

MSA to adopt the following confidentiality policy:

In the course of fulfilling its mission to promote fitness and health in adults by offering and supporting Masters swimming programs, USMS collects and creates confidential information. The purpose of this policy is to ensure that disclosure of confidential information is limited to authorized persons and authorized business purposes.

Directors, employees, contractors and volunteers of USMS shall not disclose, divulge or make accessible confidential information belonging to or obtained through USMS or its members to any person, other than to persons who have a legitimate need for such information and to whom USMS has authorized disclosure. Directors, employees, contractors and volunteers shall use confidential information solely for the purpose of performing services for USMS. This policy is not intended to prevent disclosure where disclosure is required by law.

Examples of confidential information include, but are not limited to:

1. Personal identification information about USMS members, which is any piece of information that can potentially be used to uniquely identify, contact or locate a single person.
2. Negotiations and business arrangements with sponsors, vendors, contractors, lessors and other potential or actual business associates.

3. Proprietary information that allows USMS to be more competitive in the marketplace, such as future marketing or business plans.
4. Information about litigation and/or investigations.
5. Information created or obtained during an employee hiring process.
6. Information created or obtained in the context of an ongoing or former employment relationship, such as salaries and wages, social security numbers, financial information or performance records.

2007 elections

Next year will be an election year for officers. Any officers not intending to run for reelection should inform Debbie Morrin-Nordlund, chair of the Election Committee.

Midyear meeting

The Board discussed possible locations for the midyear meeting, but there was no consensus. Julie will work on finding a location. The date was set for January 11–14, 2007. Meg will email this date to any absent Board members.

2007 convention

Next year's convention will be in Anaheim, Calif. A Sunday meeting of the Board may not be possible, because of airline flight schedules for East Coast delegates. We may be able to start some meetings Wednesday night, however, because East Coast delegates will arrive early in the day. Or we could have only one long meeting on Wednesday. Nadine suggested having workshops during the Board meeting.

Goals and objectives

Once the policy manual is completed, it will need to have a section on how to amend policies. Determining appropriate financial reserves is another goal.

MSA that the executive director work with the president to develop a draft three-year strategic plan to present to the Board of Directors for discussion at the midyear meeting. Michael Moore noted that strategic planning could easily take a full day. Nancy suggested looking at the previous two Executive Committees' plans. Carolyn urged that we be more inclusive of our volunteers. Leo suggested we assess our division structure, and how the committees in each division work.

Rob indicated a few committee chairs will change. Tom Boyd will be the new chair of Marketing. Any suggestions about committee makeup should be sent to Tracy Grilli by the end of September. Committee chair evaluation forms will also need to be back by the end of September. Meg will email the forms to the chairs as soon as she gets home. Ted suggested we offer our delegates an explanation of the relationships between USAS, ASUA, FINA and the USOC. Betsy asked when we would evaluate committees' usefulness. Julie has self-evaluation forms, which she will distribute to the committee chairs. Rob noted that committee chairs should find and train their replacements.

Jeanne commended the Board for its good work this year.

Next conference calls

The next conference call for the Board will be Monday, October 30, at 8:00 p.m. EST.
The next Executive Committee call will be Tuesday, October 3, at 7:30 p.m. EDT.

Adjournment

The meeting was adjourned at 2:04 p.m.

Meg Smath, Secretary