

Committee Name:	Board of Directors	Session #:	1
Committee Chair:	Ed Coates		
Minutes recorded by:	Carrie Stolar	Date/time of meeting:	3/17/25 8:00 PM ET

Actions Taken:

1. Approved: The Election Operating Guidelines as presented.
2. Approved: The Communication Plan, Whistleblower Policy and Compensation and Benefits Committee Charter as presented.

Number of committee members present:	15	Absent:	3	Guests:	2
Committee members present/virtual (list all, including chair and vice chair): Ed Coates – President; Julie Dussliere - VP of Administration; Crystie McGrail - VP of Local Operations; Carrie Stolar - Secretary; Teddy Decker – Treasurer; Katie Kenyon (Legal Counsel); Peter Guadagni (Immediate Past President); At-Large Directors: Sam Kraft (Breadbasket); Guy Davis (Colonies); C.J. Rushman (Great Lakes); Rob Heath (Northwest); Phyllis Quinn (Oceana); Nicole Christensen (South Central); Trey Taylor (Southeast); Jeff Commings (Southwest).					
Not present: Robin Smith - VP of Programs, Dawson Hughes – CEO; Kenny Brisbin - VP of Community Services.					
Guests: Kyle Deery – CMO; Kris Wingenroth.					

Minutes

The meeting was called to order at 8:04 PM ET.

1. Agenda review and declarations of conflict of interest (Ed): There were no changes to the agenda or conflicts of interest.
2. Approval of the minutes (Carrie): The minutes from the February in-person BOD meeting will be approved via email to give BOD members additional time to review them due to their length.
3. Minute of good news (Trey): Ground has been broken for the pools for Gaston Aquatics, a 501 (c) 3 (gastonaquatics.org). Two pools are planned, a 50-meter and a 25-yard teaching pool, and they will hopefully be completed in December.
4. CEO update (Dawson): Dawson posted his update in Community. Ed and Kyle shared highlights of it.
 - a Ed and Kyle spoke about USMS members donating to the USA-S Foundation.
 - b Dawson shared a letter from member Dan Kline who discovered a health issue after reading a Swimmer article.
 - c Membership Benefits Webinar: It was held last week with positive feedback. Topics covered included newer membership benefits like video stroke analysis, the workout library and training plans. They also covered how to read Swimmer magazine online and how to use the site search tool more efficiently. They are determining whether this webinar is simply an annual offering, early each year, or if there is value in hosting more often.
 - d Digital projects: At the winter meeting Dawson mentioned a strategic session with our technology partner to refine the pathway to sunseting the legacy systems in parallel with other projects. At the end of the session, they had a good map of how to tackle upcoming projects. Top priorities are 1) sanctioning improvements, with pool measurement database 2) CCS website and my account access and 3) internal/volunteer communication. Items 1 and 2 are targeted for completion by August 1. There are some initial steps we plan to take on volunteer communication issues (i.e., forwarding addresses and distribution lists not receiving emails). The next priority project will be the email marketing system upgrades and that will include a plan for LMSC email communications.
 - e Winter meeting follow-up: Staff are continuing to develop the concepts discussed at the winter meeting (club development, guidance on rules, policies, and guidelines, and structure of LMSC operational staffing for sanctions chairs, top ten recorders, and membership coordinators). Dawson plans to have recommendations more formalized by the summer meeting and will provide updates as appropriate.
 - f Key metrics update: At the end of February, membership is up 2.8% over 2024. Total CCS membership is approaching last year's total and will continue to see slow increases in coming weeks with the highest number of clubs ever (CCS nationals registration and spectator tickets sold out in record time). Grown-Up Swimming now has registration started for 6 leagues with current trends pointing to 30 Leagues in total this year.

5. BOD policy review (Ed): The BOD traditionally reviews the BOD policies every two years.
 - a Election Operating Guidelines (EOG) (Ed and Kris): Kris, chair of the Elections Committee, gave an overview of the changes to the guidelines. The change broadens the candidate pool, allowing a candidate to be eligible if he/she has attended the annual meeting or served on a USMS national committee or served on an LMSC Board in the last five years. The pronoun question was dropped and a new Treasurer question was added. **Motion: MSA for approval of the EOG as presented.** Discussion: Kudos to the Elections Committee on these changes. **The motion passed unanimously.** Secretary's note: The elections process goes live on May 1. Kris left the call.
 - b Communication Plan, Whistleblower Policy and Compensation and Benefits Committee Charter (Ed): The only changes to the Communication Plan were minor edits by Kyle (formatting edits). The Whistleblower Policy had no proposed changes, and the Comp and Benefits Committee Policy was also reviewed by Ian King, Chair of the Compensation and Benefits Committee, and had no recommended changes. **Motion: MSA for approval of the Communication Plan, Whistleblower Policy and Compensation and Benefits Committee Charter as presented.** Discussion: Crystie asked about the words, "typically held" when describing the Peer-to-Peer calls in the Communication Plan and suggested the words, "reference the volunteer calendar" instead. Guy asked questions about the Whistleblower Policy. Jeff mentioned some formatting edits, and Peter said that the most recent review of the Communications Plan was in 2023. Ed will update it in the spreadsheet. Robin also had edits listed in Community. Ed will incorporate them in the final edit. **The motion passed unanimously.**
6. LMSC Zone calls (Ed): The call teams are listed in the agenda. Ed suggested reaching out to the Zone chairs to schedule the calls which should take place in June and early July, with the goal of completing them by the summer BOD meeting.
7. 2025 Executive Committee Elections (Ed): The BOD moved into executive session at 8:40 to discuss upcoming EC elections. (Secretary's Note: Kyle exited the call.)
8. The next BOD meeting will be on April 14.

The meeting was adjourned at 8:56 PM ET.

Respectfully Submitted,

Carrie Stolar, Secretary