Wisconsin Swimming Governance Committee Minutes
July 15, 2024
Monday, 7:00pm – 8:00pm CDT

I. Call to order at 7:05 PM.

II. Members present: Ryan Geier, Rick Potter, George Geanon
Non-voting members present: Kim O'Shea - LSC Consultant, Angela Monty – Managing Director.

III. Consent agenda approval of 5/5/2024 committee meeting minutes.

IV. Old Business

A. 2025 Positions Open for Election
   i. Status as of July 2024

Position	Current Holder	Eligible for Second Term	Seeking Second Term	Seeking First Full Term
General Chair	Dan Wohl (UN)	Yes	Yes	
Finance Vice Chair	Emma Jewell (UN) (Completing a vacated term)	----	----	Yes
Age Group Co-Vice Chairs	Jacob Johnson (BAC) Michael White (STORM)	Yes Yes	Yes Yes	
Officials Chair */**	Mike Melloch (UN)	Yes	Yes	
Secretary *	Jim Lohmeier (MAC)	Yes	**No**	
Operational Risk Chair	Gary Michalak (WEST)	Yes	Yes	
Safe Sport Chair **	Mona Arvinen-Barrow (SHOR)	Yes	Unsure/On Sabbatical	
Coach Reps***				
Athlete Reps***				

*No Term Limits
** Appointed
*** Elected by their constituents at the Annual HOD Meeting

   ii. Re-pole position holders on their intentions in September.
   iii. Positions requiring recruitment at this time: Secretary and possibly Safe Sport Chair.

B. Board Orientation
   i. Occurred at the June 25, 2024, BOD meeting
   ii. Presenter: Kim O'Shea
   iii. Thorough presentation well received.
   iv. Recommend continue on an annual basis in June with no significant changes at this time other than updates.

C. Strategic Planning Process

i. Deferred to fall of 2025, after the new Quad USA Swimming Strategic Plan is published.
ii. USA Swimming creates a Quad plan after every Summer Olympic Games, and updates annually based on the metrics selected and tracked.
iii. See ADDENDUM A for brief summaries of current WI Swimming and USA Swimming strategic plans.

V. New Business

A. CODE OF ETHICS and PERFORMANCE GUIDELINES Wisconsin Swimming Officials
   i. Presented by Rick Potter
   ii. Drafted by Jacqueline Jugenheimer
   iii. Governance Committee members with questions regarding Item 8: "Not fraternize with athletes or coaches, provide tips or comments which could be construed as coaching for any athlete, nor cheer for or provide encouragement to particular athletes or teams during a competition."
      a. Clarification of fraternization with coaches: Does this preclude general greetings and conversation on deck, in hospitality, or at coach/official socials?
      b. Rick will discuss with the Officials Committee, which is meeting later tonight.

B. BOD meeting agenda/minutes format considerations based on USA Swimming BOD minutes (See ADDENDUM B)
   i. Present (voting members)
   ii. Guests (including committee chairs/coordinators who are not voting members)
   iii. Staff
   iv. Call to Order
   v. Rules of Engagement/Protocol
   vi. Declaration of Conflict of Interest (policy citation)
   vii. Safe Sport Moment
   viii. Consent Agenda (including approval of prior meeting minutes, list of items pulled and motion to approve non-pulled items).
   ix. Business
   x. Next meeting
   xi. Adjournment
   xii. <u>The Governance Committee recommends</u> adding Rules of Engagement/Protocol, Declaration of Conflict of Interest (with policy citation), and Safe Sport Moment to our agenda/minutes formats in the name of transparency and commitment to these ideals of good governance.

C. Concept of Wisconsin Swimming, Inc, developing an aquatics center
   i. Topic raised by committee member Ryan Geier.
   ii. Reasons:
      a. Lack of indoor competition 50m availability.
      b. The two available options are in southeast Wisconsin, none in the central, northern or western part of the LSC.
      c. Increasing difficulty obtaining pool practice time for clubs.
      d. Inability of clubs to expand due to lack of pool time.

   e. Pool rental fees for practices and meets that go to school districts and communities that could go to support Wisconsin Swimming, Inc, and an aquatics center operated by WISI.
   f. Greater control of programing for competitive swimming.

iii. Challenges:
   i. Fundraising and sustaining maintenance/operation costs.
   ii. Determining optimal location for the LSC and its members.
   iii. Increased need for LSC management personnel.

iv. Next steps:
   i. Discuss interest/feasibility at the BOD level.
   ii. Consider an exploratory committee or Task Force:
      1. LSC members with fundraising and project development experience.
      2. Assess Wisconsin donor landscape for high level donors, corporate partners, grants, etc.
      3. Check with USA Swimming to see if there is an LSC which has been successful with such an endeavor.

D. Coaching shortage within WISI
   i. Another issue impacting the LSC, raised by Angela Monty, managing director.
   ii. Briefly discussed data collected by Michael White
      a. Clubs closing due to lack of coaches.
      b. Difficulty recruiting/hiring/sustaining coaches.
   iii. Discuss further at the next meeting.
   iv. Ask Michael White to present his information to the Governance Committee and the LSC BOD.
   v. Consider an exploratory committee or Task Force to further explore this issue.

VI. Next Meetings:
   i. August 11 (LSC 13 and Over Long Course Championship 8/1-8/4).
   ii. September 8
   iii. October 6
   iv. November 3 (end of daylight-saving time, clocks fall back one hour).
   v. December 8

VII. Adjournment: 8:47 PM

ADDENDUM A

STRATEGIC PLANNING

I. Strategic Planning Process
   a. Deferred to fall of 2025, after the new Quad USA Swimming Strategic Plan is published.
   b. USA Swimming creates a Quad plan after every Summer Olympic Games, and updates annually based on the metrics selected and tracked.
   c. Brief summaries of current WI Swimming and USA Swimming plans.

II. Current WI Swimming Strategic Plan summary from 5/20/2021
   a. Tier 1
      i. Increasing age group membership.
      ii. Rejuvenating the LSC after the pandemic.
      iii. Engaged BOD members and committee members.
   b. Tier 2
      i. Budgetary goals
      ii. Excitement of meets/performance with overarching focus of inclusion/sense of community for all team.
   c. Long Term Goals
      i. Retention beyond the Olympic bump
      ii. Budget
      iii. Performance
      iv. Officials

III. Brief review of current USA Swimming Strategic Plan categories: (approved 2/2022, revised 2/2023)
   a. **Competitive Success: USA Swimmers achieve sustained competitive success at the Olympic Games and other high-level international competitions**
      i. Medal count and placement expectations.
      ii. Strong/identifiable pathways to develop talented athletes.
      iii. Promoting a clean sport environment.
      iv. Financial support for National Team athletes while competing, and resources for transition out of sport.
      v. Mental/physical health support for NT and NJT athletes.
   b. Successful Athletes, Coaches and Clubs
      i. Athlete safety is the highest priority; continued recognition as SafeSport leader.
      ii. Continue developmental/competitive opportunities to be successful.
      iii. Coaches have/use tools and skills to be successful.
      iv. Clubs of all sizes/levels are stable/thriving businesses valuing USAS membership.
      v. Clubs have tools/capacity to be welcoming/inclusive environments.
   c. Public Engagement: There is growth in swimming participation/interest

i. Achieve water safety awareness and swimming skills to save lives.
ii. Achieve sustained growth/participation at all levels.
iii. Growth in underserved/underrepresented populations.
i. Growth in audience engagement.
ii. Growth in member communication engagement.

d. Recognition of USAS: Continues to be recognized as the "Best in Class" NGB

i. Elevate consistency of standards for officials, create National Officials Certification.
ii. USOPC Certification: renewal in good standing without conditions.
iii. Strategic partnerships: targets for partnership renewals and revenue.
iv. Technology: maintain resolution time of 85% of SWIMS support tickets in accordance to priority.
v. Technology: complete full Online Meet Entry launch: development, testing and launch.
vi. Personnel: enhance succession planning, develop/implement manager training curriculum for new and experienced leaders.
vii. Financial: comprehensive analysis to address strategic investment opportunities.

IV. 2024 USA Swimming Strategic Plan updates.

a. Competitive Success

i. Winning the 2024 Paris Olympic Games: gold medal count and medal in all relays
ii. Meet USOPC medal goals.
iii. Increase education/awareness of mental health services.
iv. Develop strategy to establish/maintain positive culture within NT and NJT (respect, teamwork, transparency, mental/physical health, excellence, etc.).

b. Successful Athletes, Coaches, and Clubs

i. Achieve 5% membership based on 2017 numbers, in 2025; Membership increase from 2023 to 2024 was flat.
ii. Develop action plan in response to 2023 surveys.
iii. Create and implement an annual, routine survey strategy for various groups within the organization, including but not limited to NT, NJT, NT coaches, clubs, club coaches, officials, LSCs, and volunteers at various levels.
iv. Facilitate/execute a data driven BOD and constituency led initiative on individual and club membership fees for the 2028 Quad.

c. Public Engagement with Swimming

i. Meet current goals of US Olympic Team Trials – Swimming
   - Ticket revenue
   - Viewership and ratings
   - Participant experience: post-event surveys of athletes, coaches, officials, and fans.

ii. Create communications plan to better customer service/stakeholder engagement.
   - Create/launch a new national marketing campaign to increase sport awareness and its physical, mental and social benefits.
   - Improve means/effectiveness of communication to stakeholders with emphasis on diverse members.
   - Promote awareness of NT resources/services and celebrate recent successes of Team USA athletes and NT leadership.
   - Quarterly update to membership from BOD Chair after BOD meetings.
   - Create a user-friendly financial reporting package from the Vice-Chair Fiscal Oversight.

d. **Recognition of USA Swimming as "Best in Class" NGB**

i. Financial Stewardship
   - Create a plan to manage current/future reserves net of expenses
   - Deliver quad surplus
   - Clean audits for 2024

ii. Achieve commercial revenue targets in 2024 budget

iii. Achieve 2024 fundraising goals.

V. Some USA Swimming priorities for 2025

a. Create Team USA coach support for the 2028 Quad.

b. Re-imagine LSCs, including conducting a comparison of <u>all</u> fees across the country with the goal of a national pricing structure to fit within USA Swimming fees for the next Quad.

c. Conduct collaborative 2028 Quad priority setting for budgeting process.

d. Review USA Swimming Board Nominating process.

ADDENDUM B

SAMPLE OF USA SWIMMING BOD MEETING MINUTES FORMAT

USA Swimming Board of Directors Meeting Minutes
January 27, 2024 / Virtual
Revised March 1, 2024

PRESENT
Maya Andrews, Katy Arris-Wilson, Chris Brearton, Kenneth Chung, Tony Ervin, Kathy Fish, Bruce Gemmell, Natalie Hall, Clark Hammond, Tim Hinchey, Ira Klein, Katie Meili (for the end of the meeting, including Executive Session), Sabir Muhammad, Kathleen Prindle, Michelle Steinfeld, Ashley Twichell Wall, Bob Vincent.

GUESTS
Julie Bachman, Jeff Barrett, Richard Beard, Susan Braman, Brian Brown, Matt Brown, Bill Charney, Kevin Glynn, Melissa Hellervik-Bing, David Hoover, Jennifer LaMont, Dave Patterson, Derek Paul, Jamie Platt, Bob Staab, Jack Swanson.

STAFF
Rebecca Chafin, Paula D'Amico, Chris Detert, Jake Grosser, Dean Ekeren, Shana Ferguson, Elizabeth Hahn, Courtney Intara, Lindsay Mintenko, Patrick Murphy, Ellery Parish, Joel Shinofield, Eric Skufca, MJ Truex, Nikki Warner.

CALL TO ORDER
Chris Brearton, Board Chair, called the January 27, 2024, Board of Directors meeting to order at 9:12 a.m. Mountain Time.

BOARD CHAIR'S WELCOME
Mr. Brearton expressed his excitement for this Olympic year and the need to focus on the "main things" important to the organization, while also supporting our athletes, coaches, and officials. Mr. Brearton explained that he would elaborate more on the "main things" during the annual strategic plan discussion later in the meeting.

RULES OF ENGAGEMENT/PROTOCOL
Mr. Brearton announced that the Board will begin to utilize USA Swimming email addresses, that all items in Closed Session are confidential, and that the Board speaks with "one voice."

DECLARATION OF CONFLICT OF INTEREST (2.5.4)
"Is any member aware of any conflict of interest (that is, of a personal interest or direct or indirect pecuniary interest) in any matter being considered by this meeting, which should now be reported or disclosed or addressed under the USA Swimming Conflict of Interest Policy?"
If a Board member determines there to be a conflict of interest at any point during the course of the meeting when a specific subject is being discussed and/or action is being taken, a declaration of a conflict of interest should be made at that time.
Tony Ervin disclosed that he is under a limited contract with World Aquatics and additionally serves as the President and Board Member of an aquatics-based Foundation in New York. Michelle Steinfeld, Secretary and

General Counsel, confirmed that Mr. Ervin had disclosed his information to the Ethics Committee, per USA Swimming's Statement of Ethics and Conflict of Interest Policy.

SAFE SPORT MOMENT

Elizabeth Hahn, Director, Safe Sport, reported that USA Swimming will release the new Minor Athlete Abuse Prevention Policy 3.0 in September 2024 based on new policies from the U.S. Center for SafeSport (Center) with implementation in January 2025. Ms. Hahn also noted that the Center is seeking assistance from National Governing Bodies to collect feedback from adult athletes for the second rendition of their Athlete Climate Survey. Lastly, Ms. Hahn reminded Board members to follow all rules when interacting with minor athletes.

CONSENT AGENDA

Mr. Brearton presented the Consent Agenda items. Kathleen Prindle asked to pull the following items for further discussion prior to approval: Monitoring Report 3.9 and Board Governing Policy 2.3.

MOTION: To approve the following Consent Agenda items:

- November 18, 2023 Board Meeting Minutes (Attachment 2)
- Monitoring Report 3.3: Treatment of Employees and Volunteers (Attachment 3)
- Updates to Board Governing Policy 2.6 (Attachment 6)
- Updates to Board Governing Policy 2.8 (Attachment 7)
- 2024 Board Work Plan (Attachment 8)
- Move Coach Advisory Council (CAC) Policy Manual into the Operating Policy Manual (Attachment 9)

Seconded. Motion passed unanimously