

# USA Swimming Board of Directors Meeting Minutes

May 7, 2021 / Denver, CO & Virtual Zoom Conference Call

1 **CALL TO ORDER**

2 Bob Vincent, Board Chair, called the May 7, 2021 Board of Directors meeting to order at 8:04  
3 a.m. Mountain Time with the following members in attendance:

4  
5 **PRESENT:** Maya Andrews, Chris Brearton, Kenneth Chung, Kathy Fish, Bruce Gemmell,  
6 Jennifer Gibson, Cecil Gordon, Natalie Hall, Tim Hinchey, Lucinda McRoberts, Katie Meili,  
7 Kathleen Prindle, Bill Schalz, Jeanette Skow, Jim Sheehan, Jay Thomas, Bob Vincent.

8  
9 **GUESTS**

10 Jerry Adams, Julissa Arzave, Bill Charney, Joan Choi, Corey Coon-Cassily, Maria Davila,  
11 Tristan Formon, Ryan Gibbons, John Gibson, Tim Husson, Bradley Jacobs, Paris Jacobs, Jim  
12 Kelly, Jennifer LaMont, Pam Lowenthal, Michael McCaffery, Brian McGuire, Kevin Milak,  
13 Keith Moore, Mike Murray, Kent Nelson, Ellery Parish, Dr. David Patterson, Taylor Rogers,  
14 Dave Smith, Shawn Smith, Jack Swanson, Zack Toothman, Mary Turner, Matt Webber,  
15 Michael White, Aaron Zhu.

16  
17 **STAFF**

18 Leland Brown III, Juan Caraveo, Jay Chambers, Paula D'Amico, Tina Dessart, Shana Ferguson,  
19 Jane Grosser, Elizabeth Hahn, Brendan Hansen, Abigail Howard, Trish Hughes, Kiki Laino,  
20 Jaime Lewis, Isabelle McLemore, Stacy Michael-Miller, Lindsay Mintenko, Patrick Murphy,  
21 Kaitlin Pawlowicz, Hilary Perez, Devonie Pitre, Ashanee Player, Eric Skufca, Joel Shinofield,  
22 Michelle Steinfeld, Denise Thomas, MJ Truex, Mike Unger, Scott Usher, Maggie Vail.

23  
24 **MOMENT OF SILENCE**

25 A moment of silence was observed for USA swimming members who have passed away since  
26 the last USA Swimming Board of Directors meeting.

27  
28 **SPECIAL RECOGNITION OF DAN MCALLEN**

29 Jim Sheehan honored the passing of Dan McAllen with brief remarks regarding his  
30 contributions to USA Swimming as an official and mentor.

31  
32 **AGENDA REVIEW**

33 Mr. Vincent presented the agenda (Attachment 1).

34  
35 **RULES OF ENGAGEMENT / COVENANTS**

36 Mr. Vincent provided an overview of the Rules of Engagement/Covenants.

37 **DECLARATION OF CONFLICT OF INTEREST (2.5.4)**

38 *“Is any member aware of any conflict of interest (that is, of a personal interest or direct or*  
39 *indirect pecuniary interest) in any matter being considered by this meeting, which should now*  
40 *be reported or disclosed or addressed under the USA Swimming Conflict of Interest Policy?”*

41  
42 If a Board member determines there to be a conflict of interest at any point during the course  
43 of the meeting when a specific subject is being discussed and/or action is being taken, a  
44 declaration of a conflict of interest should be made at that time.

45  
46 **CEO WELCOME**

47 President and CEO Tim Hinchey began by welcoming everyone and emphasized the  
48 connectivity between staff and the Board over the last several months, specifically with  
49 regard to United States Olympic and Paralympic Committee (USOPC) compliance efforts and  
50 the corresponding Board Working Groups. Mr. Hinchey stated that it is the organization’s  
51 responsibility to be a safe, inclusive, best in class National Governing Body (NGB). Mr.  
52 Hinchey then announced that there will be an Annual Business Meeting (ABM) held each  
53 September, which will include the annual meeting of the House of Delegates, as well as  
54 meetings of the Board of Directors for both USA Swimming and the Foundation.

55  
56 Mr. Hinchey also previewed new marketing partnerships, as well as several campaigns  
57 benefiting the USA Swimming Foundation through a Supporter’s Club. Mr. Hinchey  
58 discussed engagement opportunities for fans during the U.S. Olympic Team Trial –  
59 Swimming in Omaha. Mr. Hinchey concluded by commending the organization on a safe  
60 return to competition and expressed his excitement for upcoming competitions.

61  
62 **BOARD CHAIR’S REMARKS**

63 Mr. Vincent remarked on how well the organization has navigated challenging issues during  
64 the pandemic, including investment in member clubs through additional funding. Mr.  
65 Vincent also highlighted continued support of the Keeping Athletes First initiative, which  
66 supports athletes at every level. Mr. Vincent also communicated the importance of the  
67 upcoming governance changes and urged the Board to come together to dispel unfortunate  
68 miscommunications/misunderstandings. Finally, Mr. Vincent commended the  
69 organization’s fiscal responsibility and management of staff as important components of the  
70 organization’s financial health during the pandemic.

71  
72 **MINUTES**

73 Mr. Vincent presented the February 5, 2021 Board of Directors meeting minutes.

74  
75 **MOTION:** *To approve the February 5, 2021, Board of Directors meeting minutes (Attachment*  
76 *2). Seconded. APPROVED.*

77

78 **BOARD APPROVAL OF EXTERNAL AUDITOR**

79 Vice Chair Fiscal Oversight Kenneth Chung asked the Board to extend the contract for the  
80 organization's external auditor for one year, to avoid introduction of a new auditor during a  
81 quad.

82

83 **MOTION:** *To approve Waugh & Goodwin, LLP as the external auditor for USA Swimming for*  
84 *the year ending December 31, 2021. Seconded. APPROVED.*

85

86 **CENTER FOR SAFE SPORT REQUIRED UPDATES**

87 Mr. Vincent presented updates to the Rulebook required by the U.S. Center for Safe Sport,  
88 which mandates that all staff of member clubs and Local Swimming Committees (LSCs) be  
89 USA Swimming members.

90

91 **2.6 PRIVILEGES AND RESPONSIBILITIES OF MEMBERSHIP**

92 *Employees and individuals serving on the board of directors of ~~volunteers of~~ USA Swimming,*  
93 *Zones, LSCs and member clubs, volunteers of USA Swimming, Zones, LSCs and member clubs*  
94 *who interact directly and frequently with or have authority over athletes as a regular part of*  
95 *their duties, and individuals with any ownership interest in a member club ~~or serving on the~~*  
96 *board of directors for a member club must be non-athlete members of USA Swimming. This does*  
97 *not apply to volunteers such as timers, marshals, computer operators, etc., who only have*  
98 *limited contact with athletes during a meet; however, any individual who is banned, currently*  
99 *suspended or ineligible for membership is prohibited from serving as a timer, marshal, or*  
100 *computer operator, or otherwise being on deck at any time in connection with a USA Swimming*  
101 *activity.*

102

103 **MOTION:** *To approve changes in accordance with the Center for Safe Sport. Seconded.*  
104 **APPROVED.**

105

106 **SPECIAL MEETING LOGISTICS**

107 Chief Administrative Officer Lucinda McRoberts asked the Board of Directors to pass a  
108 resolution to hold a Special Meeting of the House of Delegates.

109

110 **RESOLVED:** *To call a Special Meeting of the USA Swimming House of Delegates for 3:00 p.m.*  
111 *Mountain Time on June 30, 2021, and that it be held virtually to vote on legislative approvals*  
112 *necessary to bring USA Swimming into compliance with the USOPC Bylaws and federal law.*  
113 *Seconded. APPROVED.*

114

115 Ms. McRoberts reported that the organization will provide a written notice to all members  
116 of the House of Delegates, noting the House of Delegates will be the same that convened in  
117 September 2020.

118  
119 Ms. McRoberts presented an amendment to the organization's Bylaws which clarifies that  
120 votes will be counted from those present and voting, with "present" including those  
121 attending virtually.

122  
123 *6.2.5 Each member shall have one (1) vote on each matter submitted to the House of*  
124 *Delegates. There shall be no voting by proxy. At all meetings of the House of Delegates only*  
125 *those members duly certified and present (including virtually present at all meetings conducted*  
126 *via telecommunication) shall be permitted to vote. Vote outcomes shall be determined by those*  
127 *members of the House of Delegates present and voting.*

128  
129 **MOTION:** *To amend Bylaw 6.2.5 as follows, effective immediately. Seconded. APPROVED.*

130  
131 Ms. McRoberts presented Bylaw 6.1.9, which requires LSC members to be elected by July 1  
132 of each year and asked the Board to extend the deadline for 2021, since the composition of  
133 the House of Delegates may be decided on June 30, 2021.

134  
135 **MOTION:** *For 2021 only, to extend the deadline to elect LSC members to the USA Swimming*  
136 *House of Delegates and to provide written certification thereof until September 1, 2021.*  
137 *Seconded. APPROVED.*

138  
139 Ms. McRoberts noted that the Board Governing Policy Manual will need updates to comply  
140 with the 33.3% athlete representation federal mandate, which will be on the agenda at the  
141 September 2021 Board of Directors meeting.

142  
143 **FINA UPDATE**

144 Dale Neuburger reported that FINA is currently conducting a search for an Executive  
145 Director, with hopes to announce that individual during the FINA Congress in June 2021. Mr.  
146 Neuburger additionally noted that FINA is likely to elect Hussan Al-Wusallam as its next  
147 President.

148  
149 Mr. Neuburger remarked on the difficulties across all aquatic disciplines in preparation for  
150 the Olympic Games but expressed his confidence in USA Swimming's National Team to be  
151 prepared. Mr. Neuburger reported that he is unsure as to whether the Junior World  
152 Championships scheduled for August 2021 in Kazan, Russia will occur, due to concerns  
153 regarding young athletes traveling during this time. Mr. Neuburger additionally noted the

154 scheduling challenges for future events due to the date change of the FINA World  
155 Championships from July 2021 to May 2022.

156

157 Mr. Neuburger emphasized the importance of relationship building between USA Swimming  
158 and FINA leadership, to ensure that the organizations support one another. Mr. Neuburger  
159 reported on FINA committee succession planning, specifically that Carol Zaleski is stepping  
160 down from her role on the FINA Technical Committee; Mr. Neuburger stated his hopes for  
161 American succession planning within the FINA leadership. Mr. Neuburger stressed the  
162 significance of American representation on FINA committees, in order for the U.S. to play a  
163 role in decision-making. He also noted that Mr. Al-Wusallam is looking for American  
164 leadership within FINA's future governance structure.

165

166 Mike Unger added that the Board and the International Relations Committee (IRC) have  
167 already begun looking for candidates to represent the U.S. on FINA committees.

168

#### 169 **NOMINATING COMMITTEE UPDATE**

170 Ms. McRoberts reported that the Nominating Committee is currently accepting Board  
171 applications, due May 15, 2021. The Nominating Committee has been apprised of possible  
172 changes to Board composition following the June 30, 2021 Special Meeting of the House of  
173 Delegates.

174

#### 175 **POLICY AND PROCEDURES MANUAL UPDATE**

176 Ms. McRoberts announced that the Operating Policy Manual has been updated and will be  
177 emailed to the Board for review. The updates will include a Motion without a Meeting to  
178 approve legislation which shifts responsibility for the Policy Manual from the Board to the  
179 USA Swimming President & CEO.

180

#### 181 **UPDATED WORK PLAN**

##### 182 **KPIs UPDATE ON SUCCESSFUL ATHLETES, COACHES, AND CLUBS, POLICY 1.2**

183 Mr. Vincent reported that the Key Performance Indicators (KPIs) for Policy 1.2 have been  
184 updated (Attachment 3).

185

##### 186 **PUBLIC ENGAGEMENT WITH SWIMMING, POLICY 1.3**

187 Mr. Vincent reminded the Board of the November 2020 Board of Directors' meeting  
188 agreement to move the reporting of Policy 1.3 to November Board meetings to allow for  
189 greater availability of data for the report.

190

191

192

193 **MANAGEMENT PARAMETERS MONITORING (4.4)**

194 **POLICY 3.2: EXTERNAL RELATIONS**

195 Mr. Vincent presented Policy 3.2, External Relations (Attachment 4).

196  
197 **MOTION:** *that the Board approve that the performance monitoring report on Policy 3.2,*  
198 *“External Relations,” conveys (a) interpretations of the policy that are reasonable, and (b) that*  
199 *the report reasonably substantiates compliance with the policy requirements, consistent with*  
200 *the CEO’s interpretations. Seconded. APPROVED.*

201

202 **POLICY 3.4: FINANCIAL CONDITION & ACTIVITIES**

203 Mr. Vincent presented Policy 3.4, Financial Condition & Activities (Attachments 5-13).

204

205 Chief Financial Officer Eric Skufca presented the 2020 financial results, in which he  
206 highlighted the expense reduction to budget of over \$14.6 million. Mr. Skufca noted that  
207 approximately half of this reduction resulted from active decisions made by staff and the  
208 other half was a byproduct of postponement of events primarily caused by the global  
209 pandemic. Mr. Skufca noted the 2020 operating surplus was larger than budgeted, but the  
210 surplus will be needed for the remainder of the “quad” and beyond.

211

212 Mr. Skufca provided the 2021 budget to current projection summary, highlighting material  
213 variances in both revenues and expenses. Revenue variances include membership trending  
214 more positively than budgeted, but Olympic Trials net revenue projecting less than budget.  
215 Expense variances primarily include increases around COVID testing and mitigation at  
216 events, as well as travel logistics for the National Team.

217

218 The Board engaged in discussion regarding membership projections and pathways.

219

220 Mr. Skufca provided a high-level overview of the budget process for 2022 and through the  
221 next 2024 three-year “quad.”

222

223 Mr. Skufca highlighted Provisions 2 and 8 within Policy 3.4, noting anticipated increased  
224 expenditures in certain areas of the budget primarily due to unknowns at the time of the  
225 2021 budget approval in November 2020; that budget could only reasonably anticipate the  
226 scale of program expenses within the National Team Division for travel logistics and COVID  
227 testing and mitigation expenses throughout the year.

228

229 Mr. Chung summarized the financials by remarking on the continued efforts of the staff to  
230 strategically navigate the organization through these unique times by ensuring we tighten  
231 finances where needed, but still execute our membership programming and resources. Mr.

232 Chung reported that the Paycheck Protection Program 2 (PPP2) working group recommends  
233 that the organization not apply for PPP2 at this time given the current status and  
234 interpretations of the program as they relate to the organization.

235

236 **MOTION:** that the Board approve that the performance monitoring report on Policy 3.4,  
237 "Financial Condition & Activities," conveys (a) interpretations of the policy that are reasonable,  
238 and (b) that the report reasonably substantiates compliance with the policy requirements,  
239 consistent with the CEO's interpretations. Seconded. **APPROVED.**

240

#### 241 **POLICY 3.5: ASSET PROTECTION**

242 Mr. Vincent presented Policy 3.5, Asset Protection (Attachment 14).

243

244 Mr. Skufca reported full compliance at this time.

245

246 **MOTION:** that the Board approve that the performance monitoring report on Policy 3.5, "Asset  
247 Protection," conveys (a) interpretations of the policy that are reasonable, and (b) that the  
248 report reasonably substantiates compliance with the policy requirements, consistent with the  
249 CEO's interpretations. Seconded. **APPROVED.**

250

#### 251 **POLICY 3.8: ASSET PROTECTION**

252 Mr. Vincent presented Policy 3.8, Emergency Management Succession (Attachment 15).

253

254 Mr. Hinchey explained that the report is unchanged.

255

256 **MOTION:** that the Board approve that the performance monitoring report on Policy 3.8,  
257 "Emergency Management Succession," conveys (a) interpretations of the policy that are  
258 reasonable, and (b) that the report reasonably substantiates compliance with the policy  
259 requirements, consistent with the CEO's interpretations. Seconded. **APPROVED.**

260

#### 261 **LEGISLATION – THE PATH TO COMPLIANCE**

##### 262 **A RESPECTFUL & LEARNED PROCESS**

263 Mr. Vincent provided an overview of the legislative process for the Board and stated that the  
264 comment and question period for membership will remain open (Attachment 16).

265

266 Mr. Vincent emphasized the importance of the governance process and asked the Board to  
267 ensure that USA Swimming is compliant with USOPC and federal mandates. Mr. Vincent  
268 expressed that compliance is intended to protect athletes and explained that a lack of  
269 compliance could result in the dissolution of the Board of Directors, as well as the

270 decertification of USA Swimming as a National Governing Body. Mr. Vincent presented an  
271 overview of the required rule changes and a timeline of events leading to the rule changes.

272

### 273 **Q&A SESSION W/DR. DAVE PATTERSON (USOPC)**

274 Dr. Dave Patterson of the USOPC answered the Board’s questions concerning a variety of  
275 compliance topics. Dr. Patterson reported that he is working with other NGBs that are also  
276 changing the composition of their voting bodies to comply with federal law; he stated that  
277 every NGB with a House of Delegates or assembly body either has made or will make  
278 commensurate changes to the USA Swimming compliance legislative proposals.

279

280 Additionally, Dr. Patterson explained that Congress has demanded that certification is no  
281 longer a default position; specifically, Dr. Patterson explained that if USA Swimming  
282 knowingly does not comply with the 33.3% athlete representation requirement, it will not  
283 go unnoticed. Moreover, given that athlete voice is so fundamental, the USOPC would  
284 consider a lack of compliance to be an egregious, material breach with grave consequences,  
285 up to and including the USOPC’s recognition of another organization as the NGB for U.S.  
286 swimming. Dr. Patterson noted that the need to comply is not only a message from the  
287 USOPC, but from Congress. Dr. Patterson advised that if USA Swimming loses its status as an  
288 NGB, there is substantial risk that it will not be re-certified as the NGB. He added that there  
289 is no guarantee that USA Swimming would even be allowed to re-apply for certification.

290

291 Dr. Patterson remarked on the specific pool of athletes needed for compliance, as defined as  
292 athletes competing on behalf of the United States at the elite level. Dr. Patterson spoke to  
293 other ways beyond House of Delegates representation for USA Swimming to ensure that all  
294 athletes have a voice—for example by inviting other athletes to attend meetings of the USA  
295 Swimming Athletes’ Advisory Council, once formed.

296

297 Dr. Patterson reminded the Board that the definition of “10-Year Athlete” existed prior to the  
298 new federal mandate and noted that these athletes who have lived the entire swimming  
299 journey and who have reached all levels of the sport can provide a unique and  
300 comprehensive perspective.

301

302 Dr. Patterson stated it is imperative for the House of Delegates to pass all three pieces of  
303 legislation to be compliant. Dr. Patterson emphasized that doing so sends a positive message  
304 to the entire community that USA Swimming is putting athletes first.

305

### 306 **LEGISLATION - WORKING GROUP UPDATES**

307 Vice Chair / Chair Elect Chris Brearton provided a brief overview of the formation and  
308 operations of the Working Groups. Mr. Brearton noted that each Working Group was led by



309 a Board member and included representation from all levels of membership. Mr. Brearton  
310 remarked on the intentional process of communicating with the membership.

311

### 312 **COMMITTEES WORKING GROUP UPDATE & DISCUSSION**

313 Katie Meili provided an overview of the Committees Working Group's legislation, including  
314 ensuring the National Team Steering and Rules & Regulations Committees are Designated  
315 Committees, as defined by the USOPC, and that these Committees have 1/3 athlete  
316 representation. Additionally, Ms. Meili indicated that the legislation updates the  
317 composition of the Senior Development Committee and Age Group Development Committee  
318 by providing 1/3 athlete representation.

319

320 Ms. Meili reported that the Committees Working Group also recommends adoption of a USA  
321 Swimming Athletes' Advisory Council (AAC) as the advocacy body for all 10-Year Athletes.  
322 Ms. Meili noted that three members from the Athletes Executive Committee (AEC) will sit on  
323 the AAC with voice but no vote. Ms. McRoberts provided an overview of the process to seat  
324 the AAC, including the need for nomination and election periods.

325

326 Ms. Meili stated the final recommendation from the Committees Working Group is to form a  
327 Selection Procedure Approval Committee to memorialize a process which already occurs in  
328 practice.

329

330 **MOTION:** *To submit the Committees legislative proposals to the Rules & Regulations*  
331 *Committee for consideration in advance of the June 30 Special Meeting of the House of*  
332 *Delegates. Seconded. APPROVED.*

333

### 334 **BOARD WORKING GROUP UPDATE & DISCUSSION**

335 Jeanette Skow described the current Board structure and presented the recommendation of  
336 the Board Working Group, including adding two athletes to the Board of Directors: the  
337 USOPC AAC Representative and Alternate, to replace two at-large positions. Ms. Skow  
338 reported that these were the only proposed changes to the Board's composition. Ms. Skow  
339 additionally noted the proposed legislation includes clarifying language regarding the Past  
340 Chair's geographical and semi-independent representation.

341

342 Ms. Skow addressed the concerns surrounding grassroots athlete representation and the  
343 proportionate reduction of representation of coaches, by stating that the Working Group  
344 believes that the at-large positions on the Board provide all USA Swimming members an  
345 opportunity for election.

346

347 **MOTION:** *To submit the Board of Directors legislative proposals to the Rules & Regulations*  
348 *Committee for consideration in advance of the June 30 Special Meeting of the House of*  
349 *Delegates. Seconded. Seconded. APPROVED.*

350

351 Ms. Skow commented on the importance of ensuring that the Board nominating process has  
352 a means for recognizing grassroots athletes; thus the Board Working Group proposed a new  
353 charge to the Nominating Committee, specifically regarding athletes who have experience at  
354 local competitions and with governance.

355

356 The Board engaged in discussion regarding the word “seeking” within the motion.

357

358 **MOTION:** *To approve the BOD to expand its charge to the Nominating Committee to include*  
359 *that special emphasis should be placed on ~~seeking~~ considering athletes, for both 10 Year Athlete*  
360 *and At-Large positions, who have insight and experience in local and regional competition and*  
361 *governance. Seconded. APPROVED.*

362

### 363 **HOUSE OF DELEGATES WORKING GROUP UPDATE & DISCUSSION**

364 Bill Schalz provided an overview of the House of Delegates Working Group’s process. Mr.  
365 Schalz reported that the House of Delegates Working Group recommends reducing the size  
366 of the House of Delegates to 390, while also ensuring that there is 33.3% 10 Year Athlete  
367 representation.

368

369 Mr. Schalz summarized the changes that the House of Delegates Working Group made to its  
370 proposal after feedback from membership, including specifying three votes from each LSC,  
371 removing UANA and FINA members as voting members, reducing the Board Chair’s selected  
372 number of coaches from 25 to 15, allowing the 18 largest LSCs an additional coach vote, and  
373 allowing the Chairs of the Age Group Development Committee and Senior Development  
374 Committee to elect an additional coach member to receive a vote.

375

376 Mr. Schalz addressed the concerns regarding constituencies losing representation in the  
377 House of Delegates by stressing that the House of Delegates Working Group attempted to  
378 reduce the numbers evenly to comply with the federal mandate.

379

380 The Board engaged in discussion regarding several topics, including ways to encourage  
381 athlete participation from the AEC, incentivizing LSCs to involve their athletes, ensuring  
382 specific measures are in place during the committee application period for athletes, and  
383 continuing to give grassroot athletes a voice.

384

385 Mr. Brearton highlighted the progress made by the House of Delegates Working Group and  
386 stated that while there is a reduction in the number of delegates, representation is clear and  
387 even across the board.

388  
389 Board members recognized that complying with the federal mandate is in the best interest  
390 of the membership, specifically athletes, and committed to bringing the best possible  
391 legislation on behalf of the membership to the House of Delegates on June 30, 2021.

392  
393 Mr. Hinchey noted the hard work done by staff and volunteers to keep USA Swimming  
394 moving forward but stated that hard work would be negated if the organization is not  
395 compliant.

396  
397 **MOTION:** *To submit the House of Delegates legislative proposal to the Rules & Regulations*  
398 *Committee for consideration in advance of the June 30 Special Meeting of the House of*  
399 *Delegates. Seconded. APPROVED.*

400  
401 **WORKING LUNCH - CLOSED SESSION**

402 **LITIGATION UPDATE**

403 The Board went into closed session so Ms. McRoberts, General Counsel, could provide a legal  
404 update.

405  
406 **PERSONNEL UPDATE**

407 The Board remained in closed session to discuss personnel. All staff except Mr. Hinchey left  
408 the meeting.

409  
410 **STAFF UPDATES**

411 **CEO'S UPDATE**

412 Mr. Hinchey submitted a written report (Attachment 17).

413  
414 **DIGITAL TRANSFORMATION (KEEPING ATHLETES FIRST)**

415 Managing Director of Sport Development Joel Shinofield expressed his enthusiasm for how  
416 the digital transformation will assist the membership.

417  
418 Director of Data Analytics Patrick Murphy reported that the organization is in the process of  
419 updating the SWIMS database to improve data collection and to better support the  
420 membership, specifically the Keeping Athletes First initiative. Mr. Murphy described the  
421 method his team is using and the work completed thus far. Mr. Murphy shared that the  
422 system will allow members to manage their accounts, modernizing the system to better  
423 communicate with all membership. Mr. Murphy noted that the new system is built for

424 longevity. Mr. Murphy provided a demonstration of what the membership database will  
425 feature.

426  
427 Mr. Shinofield commented on the benefits of the new system, including ensuring that club  
428 coaches and athletes are compliant with regards to Athlete Protection Training (APT) and  
429 other certifications prior to competitions, and ultimately allowing for safer environments.  
430 Mr. Shinofield added that the new system will provide clubs with valuable data points,  
431 including retention rates, that can be shared broadly.

432  
433 Mr. Murphy showed how facility data will be collected and Mr. Shinofield added that this will  
434 help parents find our clubs and learn-to-swim programs, all leading to the possible growth  
435 of clubs and overall membership.

436  
437 Mr. Murphy touched on modernizing the interface between the data warehouse and reports  
438 for clubs to access data without needing to go through a staff member.

439

#### 440 **OLYMPIC TRIALS**

441 Mr. Unger provided an update on the Olympic Trials, including that the competition pool  
442 construction will begin in mid-May and that there are approximately 820 athletes qualified  
443 for Wave I and just under 600 athletes qualified for Wave II.

444  
445 Mr. Unger discussed the COVID mitigation plan, including COVID testing at the venue, plans  
446 for those fully vaccinated, and the various tiers of individuals attending the Trials. Mr. Unger  
447 stated that the plan was compiled after collaborating with several entities on their  
448 experiences, including other NGBs, professional sports organizations, and National Team  
449 doctors. Mr. Unger noted that a COVID Officer and Medical Director will be available.

450  
451 Mr. Unger reported that revenue will come from three sources: the USOPC, the rights fee  
452 from Omaha, and the joint venture with the Omaha Sports Commission. Mr. Unger noted  
453 that the revenue from the joint venture may be lower than anticipated due to ticket sales.

454  
455 Mr. Unger reported that Wave I will be broadcast on the Olympic Channel, with the USOPC  
456 providing half of the production revenue. Mr. Unger added that Wave II will be on NBC some  
457 nights and paid for by NBC.

458  
459 Chief Commercial Officer Shana Ferguson added that while COVID will impact all aspects of  
460 Trials, there will still be plenty of engagement and entertainment for spectators.

461  
462

463 **FOUNDATION UPDATE**

464 Chair Dr. Cecil Gordon provided a Foundation Board of Directors' update, including that the  
465 Board met with its new members in March 2021. The Foundation Board designated Anne  
466 Berry as its representative on the Nominating Committee, and it was able to fulfill a request  
467 from the National Team to provide \$1 million for the Team to compete in Tokyo. Dr. Gordon  
468 additionally noted that the Foundation is financially sound, even after awarding \$4.2 million  
469 to swim lesson providers, USA Swimming clubs, and the National Team.

470  
471 Mr. Shinofield reported that the Community Outreach Program has provided 12 grants to  
472 clubs, including clubs led by women or multicultural coaches, clubs partnering with  
473 Historically Black Colleges and Universities (HBCUs), and clubs creating programming  
474 within a community that has an existing pool but limited, or no, competitive programming.  
475 Mrs. Ferguson stated that the Make-A-Splash tour is virtual again this year and kicked off  
476 with a Facebook Live event with Cullen Jones and Nathan Adrian. The tour will continue in  
477 markets across the U.S. via print, digital, social media, and radio.

478  
479 Mr. Hinchey remarked that the concept of New Fundraising is to find ways to get more people  
480 to take part in swimming.

481  
482 Mrs. Ferguson reported that the Supporters Club now has 284 members, with over \$17,000  
483 in donations, and she emphasized that 84% of those donors have never given to the  
484 Foundation previously.

485  
486 Mrs. Ferguson reported on the launch of the Faces in the Crowd campaign, which will help  
487 fill empty seats at Trials; the proceeds from this campaign will go towards the Foundation.  
488 Lastly, Mr. Hinchey described the opportunity for individuals to join the Champions Club  
489 Swim by swimming at Trials, with the goal of obtaining 50 new members.

490  
491 **TOKYO PLANNING UPDATE**

492 Managing Director of the National Team Lindsay Mintenko reported that the draft of the  
493 procedure for the Olympic Swimming Team selection is complete in preparation for the  
494 Olympic Trials. Mrs. Mintenko also noted that the Olympic Swimming Team camp will be  
495 held in Hawaii, prior to heading into the Athlete Village five days before competition.

496  
497 Mrs. Mintenko remarked on changes for the Olympic Games, noting that more changes are  
498 likely to come. Mrs. Mintenko reported that an accreditation is required for entry into Japan,  
499 as well as two negative COVID tests; vaccination does not exempt an individual from testing.  
500 Mrs. Mintenko stated that the athletes are only allowed to move between the Athlete Village  
501 and the swimming venue, but she added that the Olympic Swimming Team has been allowed

502 to stay through the end of the swimming competition as opposed to leaving after individual  
503 events.

504

505 Mrs. Mintenko stated that she has asked the USOPC to build a mental health registry, so USA  
506 Swimming staff know where to direct athletes who need assistance. Mrs. Mintenko  
507 mentioned that \$37,000 has been given to athletes within the athlete assist program and  
508 additionally, 37 athletes have registered with Talk Space.

509

## 510 **2021 & 2022 EVENTS AND COMPETITIONS**

511 Mr. Shinofield spoke to the organization's collaboration with the Senior Development  
512 Committee to host competitive events for developmental athletes. He noted that USA  
513 Swimming was able to launch the TYR 18 & Under Spring Cup. Mr. Shinofield reported that  
514 over 1,100 athletes participated, along with 229 clubs and 49 LSCs. Mr. Shinofield added  
515 that the organization, along with the Senior Development Committee, is continuing to look  
516 for opportunities to create long course meets.

517

518 Mrs. Mintenko remarked that there are still plenty of competitions after the Olympic Games  
519 and that a focus will be on the Juniors athletes, as they have not had a competition in some  
520 time.

521

## 522 **CLOSING ROUNDTABLE**

### 523 **NEXT MEETING / EVENTS**

- 524 • TYR Pro Swim Series
  - 525 ○ Indianapolis: May 12-15
- 526 • Foundation Board of Directors Meeting
  - 527 ○ Colorado Springs/Virtual: September 23
- 528 • Board of Directors Meetings
  - 529 ○ Colorado Springs/Virtual: September 24 & 25

530

## 531 **MEETING ASSESSMENT**

532 The Board engaged in a round table discussion assessing the meeting, which included  
533 appreciation for facilitating hard but valuable conversations, as well as gratitude for the good  
534 progress of the Working Groups. The Board also expressed the need to communicate further  
535 on the legislative changes, while stressing the importance of compliance.

536

## 537 **ADJOURN**

538 Mr. Vincent adjourned the meeting at 4:01 p.m. Mountain Time.

539

540 Respectfully submitted:



Lucinda McRoberts, CAO & General Counsel



Bob Vincent, Board Chair

## USA Swimming Board of Directors Minutes Attachments

May 7, 2021 / Denver, CO & Virtual Zoom Conference Call

Attachment 1	Page 1 – Agenda: May 7, 2021
Attachment 2	Page 2 – DRAFT BOD Minutes February 5, 2021
Attachment 3	Page 5 – END 1.2 Successful Athletes, Coaches & Clubs – Proposed KPIs
Attachment 4	Page 6 – Policy 3.2 External Relations
Attachment 5	Page 6 – USA-S Policy 3.4 Financial Condition and Activities
Attachment 6	Page 6 – USA-S Q1 2021 Financial Report
Attachment 7	Page 6 – USA-S Financial Statement Report 2020
Attachment 8	Page 6 – USA-S & Foundation Q1 2021 Investment Statements
Attachment 9	Page 6 – USA-S Financial Summary Comparison 2020
Attachment 10	Page 6 – USA-S Financial Written Report - 2020
Attachment 11	Page 6 – Foundation Financial Statement Report - 2020
Attachment 12	Page 6 – Foundation Financial Summary Comparison - 2020
Attachment 13	Page 6 – Foundation Financial Written Report - 2020
Attachment 14	Page 7 – Policy 3.5 Asset Protection
Attachment 15	Page 7 – Policy 3.8 Emergency Management Succession
Attachment 16	Page 7 – Working Group Legislative Proposals
Attachment 17	Page 11 – Staff Update for the Board