

These minutes will be officially approved by the USA Swimming Foundation Board of Directors at its April 22, 2023 meeting.

1 **CALL TO ORDER**

2 USA Swimming Foundation Board Chair, David Shackley, called the February 1, 2023, Board of Directors
3 meeting to order at 1:04 p.m. Mountain Time. DRAFT DRAFT

4
5 **PRESENT**

6 Elizabeth Beisel, Anne Berry, Alex Blavatnik, Jill Bornstein, Tim Buckley, Dan Clough, Jay DeFinis, John
7 Enquist, Cynthia Eubanks, Tim Hinchey III, Dawson Hughes, Kyle Jackson, Cullen Jones, Jon Kossow, Tom
8 Luchsinger, Jeff Moxie, Greg Pinchbeck, David Shackley, Dave Wiederecht, Andrew Wilson.

9
10 **STAFF**

11 Elaine Calip, Paula D’Amico, Tina Dessart, Shana Ferguson, Nick Gold, Jill Johnson, Lucinda McRoberts
12 Lindsay Mintenko, Joel Shinofield, Eric Skufca, Michelle Steinfeld.

13
14 **GUESTS**

15 Kenneth Chung.

16
17 **WELCOME / MEETING OVERVIEW**

18 Mr. Shackley welcomed the group and thanked everyone for being in attendance.

19
20 Tim Hinchey III, President and CEO of USA Swimming and the USA Swimming Foundation, welcomed
21 everyone and introduced those present in-person. Mr. Hinchey recapped the USA Swimming Board of
22 Directors meeting which took place on Saturday, January 28.

23
24 USA Swimming Board member and Vice-Chair Fiscal Oversight, Kenneth Chung, thanked the Foundation
25 Board for their support of the mission of USA Swimming .

26
27 **Conflict of Interest Disclosure**

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

31
32 If a Board member determines there to be a conflict of interest at any point during the course of the
33 meeting when a specific subject is being discussed and/or action is being taken, a declaration of a
34 conflict of interest should be made at that time.

35
36 **ACTION: APPROVAL OF MINUTES**

37 **MOTION:** *To approve the November 19, 2022, Foundation Board of Directors meeting minutes, as*
38 *amended. Seconded. APPROVED.*

39
40 **FINANCE / INVESTMENT REPORTS**

41 Eric Skufca, Chief Financial Officer, announced that the organization is in the process of closing out the
42 2022 financial year and that current projections are directionally consistent with the November

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43 projections presented to the Board at its last meeting. Mr. Skufca reported that the 2022 financial year
44 will be closed by early March and that final financials will be provided once closed.

45 DRAFT DRAFT DRAFT

46 Jay DeFinis thanked the Investment Committee for its continued work and referenced that the financial
47 reports are available in Boardpaq. Mr. DeFinis then introduced amendments to the Investment Policy
48 Statement.

49

50 Jon Kossow suggested that in the future a third-party organization could review the Investment Policy in
51 addition to the review conducted by the Investment Committee. Discussion ensued.

52

53 **MOTION:** *To approve the annual Investment Policy Statement. Seconded. APPROVED.*

54

55 **2023 FUNDRAISING GOALS**

56 Ms. McRoberts covered the main categories of revenue for the USA Swimming Foundation – partnership
57 marketing, the annual campaign, major gifts, adult learn-to-swim programs, Swim-A-Thon proceeds, and
58 grants.

59

60 **2023 FUNDRAISING DISCUSSION**

61 Elaine Calip, Senior Director, Development, led the group through a fundraising discussion. Ms. Calip
62 thanked the Board members who helped with end-of-year donor calls and reported a 40% increase in
63 annual donations in the fourth quarter.

64

65 The Board discussed ideas for future fundraising, including special opportunities for Trustees Council
66 members, corporate giving strategy, formal stewardship planning, utilizing stories from grant recipients,
67 appealing to U.S. Masters Swimming members, reaching out to “swim-adjacent” populations, Golden
68 Goggles opportunities, and additional Swim-a-Thons.

69

70 Ms. McRoberts announced the outsourcing of grant writing to a contractor. Ms. McRoberts noted that
71 reduction in Foundation staff size has allowed staff to identify needs and how to best utilize the time of
72 full-time staff members.

73

74 **USMS PARTNERSHIP UPDATE**

75 Dawson Hughes, CEO of U.S. Masters Swimming (USMS), discussed future plans for the partnership
76 between USMS, USA Swimming, and the USA Swimming Foundation. Mr. Hughes pointed to the
77 importance of data sharing and expressed the desire to find a good mix of fundraising at USMS National
78 Events, as many members touch multiple entities across the sport.

79

80 Mr. Hughes reported that USMS launched a club and event development program that includes
81 marketing materials, consulting, and expansion/creation/events grants. Mr. Hughes noted that 35 USMS
82 clubs make up 35% of USMS’s membership, totaling approximately 1,000 clubs. Mr. Hughes explained
83 the importance of focusing on these larger clubs and taking advantage of loyalty that already exists.

84

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85 Cynthia Eubanks thanked USMS for its support of the Historically Black Colleges & Universities (HBCU)
86 celebration swim meet that took place in November, highlighting the importance and growth of events
87 like this. DRAFT DRAFT DRAFT

88

89 **FOUR PILLARS UPDATE**

90 **GENERATE REVENUE**

91 Mr. Hinchey highlighted the various areas of giving that the organization is prioritizing in 2023.

92

93 Greg Pinchbeck led a discussion about the Donor and Athlete Partnership Program (DAPP) and
94 highlighted the need to meet the demand presented by qualified National Team athletes. Mr. Pinchbeck
95 tasked the Board with putting together a list of potential donors for Ms. Calip to contact.

96

97 Mr. Shackley asked about the best ways to ensure that the athletes applying for DAPP have genuine
98 need. Discussion ensued about the application process.

99

100 **IMPACTING COMMUNITIES**

101 Joel Shinofield, Managing Director, Sport Development, reported that Community Impact Grants and
102 HBCU grants are currently being reviewed. Mr. Shinofield shared that the goal is to provide grants to
103 three new HBCUs and that the staff is confident that the number of Community Impact Grant clubs will
104 rise to 30.

105

106 **ENGAGE ALUMNI**

107 Elizabeth Beisel updated the group about the Pillar Three meeting from the week prior. Ms. Beisel
108 reported that the main goal at this time is establishing a better relationship with USA Swimming alumni,
109 not collecting dollars. Other work being done includes updating alumni information in the database,
110 creation of a retirement resource packet, and planned exit interviews with retiring athletes.

111

112 A discussion about creative ways to engage and utilize alumni away from the pool ensued.

113

114 **SUPPORTING POOLS**

115 Ms. McRoberts reported that the Pillar Four working group will meet in a few weeks and reported that
116 there is potential for a facilities fellow to join the staff soon.

117

118 **GOVERNANCE REVIEW & ELECTION PROCESS UPDATE**

119 Dave Wiederecht provided updates from the governance subcommittee. The committee is reviewing all
120 the governance documents that exist for the Foundation and correcting inconsistencies throughout
121 these documents. Mr. Wiederecht stated that the committee will ultimately provide suggestions to the
122 Board for the creation of further working groups.

123

124 Ms. McRoberts reviewed the timeline for the Board election process, growth of the Board, and potential
125 re-election of current members. Ms. McRoberts also announced that Board officer elections will take

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126 place in September for Vice Chair, Secretary, and Treasurer and that the Nominating Committee must
127 be appointed by May of this year.

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129 **BOARD EDUCATION: LEARN TO SWIM GRANT PROGRAM**

130 Tina Dessart, Program Director, Pre-Competitive Programs, provided an overview of the Lesson Provider
131 Network and the Learn to Swim grant structure. Ms. Dessart outlined the timeline of the grant
132 application and review process and provided an update on 2022 grants. Highlights of the report included
133 16,000 served in the youth space, 76% of which moved to a new level. Ms. Dessart reported that 2023
134 grants will be announced in late February. Ms. Dessart spoke to the data capture that happens at the
135 end of the grant cycle and the stories that USA Swimming collects.

136

137 **2024 OLYMPIC TRIALS VIP PACKAGE PREVIEW**

138 Ms. Calip announced that an email went out this morning announcing that all 2024 Olympic Team Trials
139 – Swimming tickets are available to the public and asked for the Board’s help in securing purchasers for
140 the all-inclusive VIP tickets. Ms. Calip detailed the VIP package and highlighted the National Team
141 Alumni reunion event. Mr. Shackley asked about the possibility of inviting donor prospects at a lower
142 financial commitment.

143

144 **2023 CALENDAR & MEETING SCHEDULE**

145 Shana Ferguson, Chief Commercial Officer, announced upcoming events for USA Swimming and 2023
146 USA Swimming Foundation Board meetings. Ms. Calip discussed Foundation presence at upcoming
147 meets and the desire to host potential donors.

148

149 **Closing Remarks and Adjournment**

150 Mr. Hinchey thanked everyone for their presence and participation. Ms. McRoberts announced to the
151 group that she will be departing from the organization at the beginning of March. Mr. Hinchey thanked
152 Ms. McRoberts for her incredible work with the organization over the last 11 years.

153

154 New Board members spoke briefly about their experience during this first day of board meetings. Mr.
155 Shackley adjourned the meeting at 3:53pm MT.

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David Shackley, Foundation Board Chair

David Wiederecht, Foundation Board Secretary