

USA Swimming Foundation, Inc.
Board of Directors Conference Call Meeting Minutes

April 25, 2019 / Colorado Springs, Colorado

CALL TO ORDER

USA Swimming Foundation Board Chair, Dr. Cecil Gordon, welcomed the Board, guests, and staff to the April 25, 2019 Board of Directors meeting. The meeting was called to order at 10:12 am Mountain Time.

Participating Board Members

Dr. Cecil Gordon - Chair and David Shackley were at the meeting in person, Maya DiRado, Bill Maxson, Ron Van Pool, Dave Wiederecht – Secretary all participated via conference call.

Participating Staff

Tina Dessart, Shana Ferguson, Debbie Hesse, Tim Hinchey, Amanda Nusbaum, Eric Skufca, Tom Ugast, Mike Unger, Scott Usher, and Nicole Wilson. Belle McLemore participated via conference call. Guests Bill Charney and Bob Vincent were also in attendance.

AGENDA REVIEW (Attachment 1)

After I, added briefly introducing all participating members.

WELCOME & COMMENTS

Dr. Cecil Gordon shared his support and thoughts on the Foundation's mission, and how important it is to work together as a staff and Board, including working with USA Swimming to better grow and run the Foundation.

MEETING MINUTES

MOTION: Ron Van Pool motioned to approve the November 17, 2018 Board of Directors meeting minutes. Bill Maxson seconded. Approved. (Attachment 2).

FINANCIAL UPDATE

Eric Skufca reported on the finances of the USA Swimming Foundation, including looking at the finalized and updated historical charts (Attachment 3). Mr. Skufca also noted that his financial reports are on a quarterly basis (Q1 ending March 31), and that staff updates are year-to-date. Mr. Skufca then summarized the 2018 financials (Attachment 4-5), the Q1 2019 financials (Attachment 6-7), and the 2019 investment statements.

MOTION: Motion for acknowledgement that the Investment Committee has reviewed and approved the updates to the Investment Policy Statement, and hereby approve the Investment Policy Statement as presented. Seconded by Dr. Cecil Gordon. **Approved.** (Attachment 8-10)

Mr. Skufca continued his report by summarizing the 2018 Financial Audit report, along with the two required (Management and Communication) letters.

MOTION: Motion by Bill Maxson for the Board to acknowledge that the Audit Committee has reviews the

*Fiscal Year 2018 Audit, and the accompanying Management letter, with the Auditor, accept 2018 Financial Audit. Seconded by Dr. Cecil Gordon. **Approved.** (Attachment 11-13)*

FOUNDATION BOARD TASK FORCE UPDATE

Bill Charney shared a brief report on survey that was distributed to 13 past and current board members. Retouching on the visibility of the Foundation, the task force is looking to better integrate the brand of the Foundation with the brand of USA Swimming as a whole. Interviews are continuing on before a proposal on how to restructure the board is presented at the next Board meeting in September. Tim Hinchey thanked Bill for his support in this entire process and acknowledged how helpful he has been in the entire restructure that USA Swimming and the Foundation have already undergone.

- Dr. Cecil Gordon asked Ron Van Pool to continue his efforts on the Official's Task Force and continue to keep the Board informed on their progress.

USA SWIMMING FOUNDATION STAFF REPORTS

Debbie reported that the first quarter is typically a bit slower than later in the year, and that it is more of a planning time before events start. Ms. Hesse introduced a new national social media campaign: #GogglesOn. The campaign is situated to try to reach people to get the message of "saving lives" out to as many people as possible and show support for the USA Swimming Foundation and the Make a Splash initiative. The USA Swimming Foundation will also be involving others for the USA Swimming Foundation Day of Giving.

- Scott Usher updated that the Foundation year to date has gained a new trustee, a new donor & athlete partnership, and 3 major gifts. Mr. Usher updated on the three events that have been held thusfar, and mentioned that there will be two more events held throughout the Make a Splash Tour. On the Building Champions side of the Foundation, particularly on the Donor & Athlete Partnerships, we have grown from eight athletes in 2018 to 12 in 2019. Mr. Usher explained that these partnerships can go beyond the pool, and can also act as a mentorship to help the athletes succeed after their swimming careers.
- Ms. Hesse updated on Sponsorships and Charitable Partnerships, including a renewal by Phillips 66. Goldfish Swim Schools has also partnered with the Foundation as a sponsor, including pledging to raise money throughout the next five years. SwimWays continues their sponsorship of the Foundation, including throughout the (Inter)National Learn to Swim Day. Leslie's Pool Supplies and Pool Scouts have partnered with the Foundation as charitable partners.
- Nicole Wilson reported on the Annual Fund year-to-date. Ms. Wilson explained why the numbers are a bit lower than last year, but that the numbers have been growing each year. Ms. Wilson touched on the solicitations that will be going out, including testing letter length as they go out.
- Tina Dessart reported on the Make a Splash Local Partner grants that have gone out. There will be an additional award going out in August, as well. Ms. Dessart ran through the schedule of the Tour, including a large media presence at the 50th Tour Stop: New York City. Memphis, TN was the contest city winner this year, with San Diego (including an open water piece) and Corpus Christi rounding out the rest of the Tour. Ms. Dessart explained further that #GogglesOn is part of the entire Tour, continuing on through the Summer.
 - Dr. Cecil Gordon asked about how we follow-up with local partners after the Tour, and how we follow-up with grant recipients. Ms. Dessart explained that grant recipients are required to report on their lesson provider data.
- Ms. Hesse introduced the two newest additions to the staff, Kaitlyn Norton as the Make a Splash Program Manager and Samantha Pedrosa as the Development Project Manager. A list of upcoming events was also presented to help maximize the Board's involvement.

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2019 FOUNDATION BOARD MEETINGS

- Thursday, September 12, 2019, 2:00 – 5:00 pm, St. Louis, Missouri
- Friday, November 22, 2019, TBD, Los Angeles, California

ADJOURN

With no further business to discuss, Dr. Cecil Gordon adjourned this meeting at 11:30 am Mountain Time.

Respectfully submitted,



Amanda Nusbaum
Administrative Assistant
USA Swimming Foundation



Dave Wiederecht
Secretary
USA Swimming Foundation

USA Swimming Foundation Board of Directors Minutes AttachmentsApril 25, 2019 / Colorado Springs, Colorado

Attachment 1	Page 1 – Agenda
Attachment 2	Page 1 – DRAFT November 17, 2018 Board of Directors Minutes
Attachment 3	Page 1 – USA Swimming Foundation History & Charts
Attachment 4-5	Page 1 – USA Swimming Foundation 2018 Q4 Financial Statements
Attachment 6-7	Page 1 – USA Swimming Foundation 2019 Q1 Financial Statements
Attachment 8-10	Page 1 – USA Swimming Foundation 2019 Q1 Investment Summary
Attachment 11-13	Page 1 - USA Swimming Foundation Audit Report and Letters
Attachment 14	Page 2 – USA Swimming Foundation Staff Report Presentation

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