



Club Development Committee Virtual Meeting Minutes August 10, 2026,

Call to Order: Chairman Jamie Platt called the August 10, 2026, meeting of the Club Development Committee to order at 8:03pm eastern

Conflict of Interest Disclosure: N/A

Motions and Approvals

- **Approval of agenda:** Travis Sandifer moved to approve the agenda as presented. Shelley seconded. The motion passed with no opposition noted.
- **Approval of June 22 meeting minutes:** The minutes from the July 22 meeting were unavailable

New Business

Age Group Excellence Program

Michael Hamann presented the Age Group Excellence Program developed by the Age Group Development Committee. The program is designed to recognize USA Swimming clubs that excel in 14-and-under age group programming across five equally weighted metrics: exposure, meet participation, improvement rate, IMX/IMR participation, and retention rate.

- Clubs will be scored within four size categories: small, medium, large, and extra large.
- Each of the five metrics is worth 200 points, for a total possible score of 1,000 points.
- Metric scoring combines a min-max scalar score and a percentile ranking score to balance excellence with relative placement and reduce the impact of outliers.
- The top 10% of clubs in each size category will be recognized annually, with roughly 280 clubs expected to receive recognition each year.
- The top 50 overall scores, regardless of club size, will receive grant funding estimated at approximately \$2,000 per club annually.
- Program results are expected to be announced in November, with education for clubs planned through Summit discussions, Coach Connection, and a searchable dashboard in the USA Swimming data hub.

Questions focused on whether scoring calculations will be automated; how short course and long course data will be handled for IMX, IMR, and improvement; whether swimmers can count in multiple IMX/IMR categories; how learn-to-swim or recreational athletes using USA Swimming memberships could affect metrics; and why club size categories are used for scoring but not funding.

Club Business Network

Jay Chambers provided an update on the Club Business Network, which focuses on the business aspects of club development. Attendance has averaged approximately 20 participants per session, and the committee discussed ways to increase engagement among coaches, administrators, executive directors, and club leaders.

- Ideas included using catchier session titles and stronger promotional hooks.
- Alexis Keto suggested using a consistent schedule, high-value giveaways, short presentations, targeted guest speakers, and regional breakout rooms to encourage attendance and connection.
- Renata Porter suggested directly targeting business staff and administrators within larger clubs, not only coaches.



- Michael Switalski suggested using survey data to identify respondents who were dissatisfied with USA Swimming’s club business development support and asking them what resources or topics would be most useful.
- Michael Switalski also recommended bringing in external business or strategic-planning professionals who can evaluate clubs as organizations and treat swimming as the product.
- Jay noted that upcoming Club Business Network topics include parent meetings, registration, and strategic planning.

Revival of Club Recognition Project

Mark Hesse reported that Joel Shinofield asked the committee to reopen discussion of the Club Recognition project. Prior concerns included the amount of staff time needed, lack of funding commitment, the need for automation, and the challenge of making recognition meaningful and useful to clubs.

- The committee discussed whether Club Recognition could add value to teams, help USA Swimming deliver targeted programs and services, and connect clubs to resources based on their current needs.
- Mark noted that Age Group Excellence rankings could potentially become part of a broader Club Recognition or club report card system.
- Automated alerts were discussed as a way to notify clubs when they fall below benchmarks, such as retention, and direct them to relevant USA Swimming resources and team advisor support.
- Members emphasized that automated resources alone may not be sufficient; clubs may respond better to direct contact, phone calls, or a named individual who can provide guidance.
- Zach Nerwinski suggested reviewing the Safe Sport Recognition Program as a model to estimate staff time, review burden, automation opportunities, and resource needs.
- A subgroup was formed with Zach Nerwinski, Paul Coleman, and Renata Porter, with Jamie Platt and Mark Hesse to identify or recruit an athlete representative.

Old Business and Committee Work

The committee discussed current needs of USA Swimming teams, including increased school district pool rental fees and facility access challenges in several areas, including Wyoming, Delaware, and Houston. Members noted that rising facility costs are affecting clubs differently depending on whether pools are supplemental or primary training locations.

Jamie Platt outlined the purpose of the committee’s in-person Summit meeting in Denver: to create an evaluation matrix, scorecard, or other measuring tool for assessing USA Swimming programs and services for clubs. The goal is to establish a consistent process that future committee chairs and members can use to evaluate whether programs support sustainable organizational development and improve the athlete experience.

Action Items

Action Item	Owner	Notes / Timing
Send prior meeting minutes and current meeting minutes for future approval.	Mark Hesse	To be distributed before the next meeting.
Share Michael Hamann’s Age Group Excellence presentation with the committee.	Mark Hesse / Michael Hamann	Mark indicated he already has the presentation and will send it out.
Explore how learn-to-swim, recreational, outreach, and flex	Michael Hamann / Age Group	Consider implications of current and possible future membership



membership categories affect Age Group Excellence metrics.	Development Committee	categories.
Review Safe Sport Recognition Program staffing and process requirements as a model for Club Recognition.	Mark Hesse	Mark will ask Trish Hughes to estimate the staff time required.
Launch Club Recognition subgroup and schedule meetings.	Mark Hesse / Jamie Platt	Subgroup includes Zach Nerwinski, Paul Coleman, Renata Porter, and an athlete representative to be identified.
Prepare for August 31 meeting by gathering examples of evaluation tools, matrices, scorecards, or program-assessment approaches.	Committee members	To support development of a committee evaluation tool before Summit.
Share the USA Swimming programs and services list with committee members.	Mark Hesse	Mark will send the list as an attachment for those who have difficulty accessing SharePoint.

Adjournment

The meeting was adjourned at 9:17pm eastern after a motion by Michael Switalski and seconds by Travis Sandifer and Zach Nerwinski.

Next Meeting

The next committee meeting is scheduled for August 31 at 12:30 p.m. Eastern. The committee will continue preparation for the Denver Summit meeting and begin work on the program evaluation tool.