



## Minutes Board of Directors Conference Call Wednesday August 30, 2017

<b>Board Members in Attendance:</b> Ginny Jasontek, Krista Karwosky, Erin King, Margaret Mahoney, Judy McGowan, Sheila McNabb, Britt Rooney, Nancy Rosengard	
<b>Staff Members in Attendance:</b> Myriam Glez	
<b>Excused:</b> Yolanda Jackson, Lori Zabel, Linda Loehndorf, Jim Anderson, Mariya Koroleva, Olivia Morgan, Paige Ramsey	
<b>Call To Order At:</b> 9:05 PM EST	<b>BY:</b> Myriam Glez

Topic	Treasurer's report	Presented by	Britt Rooney
<b>Discussion</b>	<p>Britt mentioned that most of the finances driven by events, so most of it is covered in Myriam's report. Overall, she feels the good with where we are in the year to date budget. Britt emphasized that the donations and sponsorships are incredibly important; for example, with US Synchro America, if we hadn't gotten contributions from La Reve and Long Island Hospitality we wouldn't have done as well as we had. This validates the need for donations and sponsorships to help with our revenue stream.</p>		

Topic	Executive Director/HPD's Report	Presented by	Myriam Glez
<b>Discussion</b>	<p><u>Finances</u> – things to highlight:</p> <ul style="list-style-type: none"> <li>• National Team is not as over budget (as expected) but we did have more athletes than planned. However, it is important to note that the expenses are divided evenly by month and not by event. Myriam feels we will manage the dip in cash flow very well and September should be good.</li> <li>• Events ran over budget.</li> <li>• Education is on budget.</li> <li>• Marketing is tight.</li> <li>• Made some unexpected revenue in royalties which were a welcome addition.</li> </ul> <p>Myriam feels more confident than last year, but we still struggle with sponsorship and donations. Many smaller sponsors will start with VIK before giving money. However, we have a larger list of sponsors that we are going after which we hope will help. She added that Stephanie has been working with the marketing person in USOC who has arranged for her to meet with some USOC companies, unfortunately the USOC has many companies which feel that our sport is too small.</p> <p>The athletes and independent directors are working on reaching out to find connections for donations per their email to the BOD dated 7/27/17. None of the BOD members who are working on this were on this phone call, so there is no update.</p> <p>Myriam stated a few of the current prospects are:</p> <ul style="list-style-type: none"> <li>– Jolyn Suits,</li> </ul>		

- Sweat Cosmetic (created by US Female soccer players, a stay on makeup),
- Lubell, we tried to move from VIK to cash, but they have little cash to contribute,
- Chrismela (from USOC) is a lady who created the little piece that secures the earring in place, she's interested in helping or donating leading up to Tokyo Olympics.

#### Education –

We completed the 3 National Talent Camps in California which were very successful and all were full. Shari Darst said coaching staff was amazing. The location scheduled for training pulled out three weeks before and we had to find new, last minute housing, transportation and pool. This will have an effect on the budget.

Following the National Talent Camps, two new camps were hosted in Las Vegas for the 15-18 age group. These were new camps to identify athletes for junior and senior teams and focused on artistic development whereas the National Talent camps focus on technical development. The feedback is really positive; and people would like to make the camps longer. These camps ran under budget, so made up for National Talent Camps in California.

Two coaches colleges were hosted in Ohio and Colorado with the main goal to communicate the new rules, elements and figures, as well as land training and speed development. Colleges were successful and we received good feedback.

National Team – has now completed all of summer meets; see results in Myriam's report.

Myriam's thoughts on the performances:

- Senior Duet - thought they had a pretty good swim; it was noted that Victoria was the youngest in the finals. It was difficult to move up in Free after the Technical program but Myriam thought they could have done better.
- Team did better in finals, but missed a lot of the lifts in prelims. We showed good speed in technical. However, missing months of work to get accuracy and patterns, really shows against countries that train together all year.
- Mixed Duet didn't have a good prelim swim, so again it was hard to come back in finals. Other countries are doing more synchro and less pair elements. We should think about whether we want to compromise our style to be more competitive on world level.
- Comen Cup in Portugal – It was the first year we entered all events (S, D, T, C). Results were good and our figure average was 3<sup>rd</sup> in both team and duet. Our goal was to be on podium in at least one event and reached that with a bronze in both duet and team.
- UANA meet in Chile – (13-15s) This was a small meet with not a lot of competition. This group was taken to this meet to gain experience and see other countries and raise overall figure scores.
- UANA in Chile – (12&U) – USA had a good showing with gold in duet and solo and silver in team. We had some challenges with a couple athletes having difficulty with the routine and passing out, in the end we swam the team with only 7 athletes. There was a lot of difference in the abilities of the athletes in this group, and the changes from 8 to 7 made lifts and patterns difficult. Myriam would like to do more work to get the athletes together during the year.

#### Events –

We have completed four of the national events and have one to go (US Masters). Myriam feels they have been successful, see detailed report.

Junior Olympics were smaller than in years past and we are looking at possible reasons. For the 2018 season, we have all of our locations and are setting up hotels in advance.

	<p>We are also accepting bids for the 2019 season. Stephanie is working with the USOC to get new locations for possible future competitions.</p> <p><u>Marketing –</u></p> <p>We received the Women’s Sports Foundation Grant which we applied for in March for senior team. We were granted \$6,000 of the asked \$10,000.</p> <p>The partnership with La Reve was a \$10,000 contribution of which we have received half.</p> <p>Stephanie and Ryan are working on the US Masters banquet to make it more interesting, and specific for Masters athletes. We are having some challenges with the Clermont, FL location due to some personnel changes with the host. Myriam feels it is mostly communication difficulties and thinks it will all work out.</p> <p><u>Miscellaneous –</u></p> <p>Myriam recently heard that Victoria Woroniecki (part of the World duet) is not coming back and we are not sure why. There was discussion to have someone reach out to talk with her and Myriam mentioned that she has asked Mariya to do so.</p>
--	---

<b>Topic</b>	VP Competitive Ops	<b>Presented by</b>	Sheila McNabb
<b>Discussion</b>	Sheila stated that, at this time, there is nothing to report. It is great that the information for the 2018 competitions dates, locations and hotels is already out there.		

<b>Topic</b>	VP Education	<b>Presented by</b>	Krista Karwoski
<b>Discussion</b>	<p>Krista confirmed that, as Myriam stated, the summer camps were successful.</p> <p>We will need to update all our judges this fall, but we cannot move forward until we know the dates of the FINA judges update.</p> <p>There will be some changes to the expiration dates for SafeSport. We will discuss this more at convention. Krista is also trying to get a representative from SafeSport to come speak at convention.</p>		

<b>Topic</b>	VP Olympic International	<b>Presented by</b>	Ginny Jasontek
<b>Discussion</b>	<p>Ginny stated that Myriam and Betty have already prepared extensive reports for convention. We are very excited to announce that we have two USA Synchro members appointed to FINA Committees.</p> <ul style="list-style-type: none"> <li>• Ginny Jasontek is appointed to be the Vice Chairman of the TASC</li> <li>• Tammy McGregor is appointed to be on the FINA Coaches Committee</li> </ul> <p>The name has changed to artistic swimming and FINA has already changed the name in the official FINA community documents (TASC Technical Artistic Swimming Committee).</p> <p>Budapest was a great meet and we should be proud of the USA and our athlete’s performances and attitudes.</p> <p>We are waiting to hear about the FINA judges schools. We hope to host one in the US. We also hope to host a World Series competition again next year.</p>		

<b>Topic</b>	VP Membership and Marketing	<b>Presented by</b>	Nancy Rosengard
<b>Discussion</b>	The Committee had meeting on Monday and made a few tweaks to aligned to what was on the handout. The next step will be posting it on the website for convention, so it can be		

	discussed at convention and then put the action plan in place. Our goal is to double our membership by 2028.
--	--

<b>Topic</b>	Old Business	<b>Presented by</b>	
<b>Discussion</b>	<p>Myriam stated that we received payment from the Foundation for 2014 &amp; 2015 in August and expecting the 2016 amount to come in next month.</p> <p>We also sent the grant for 2017-2018 to the foundation today and we should send report for last season tomorrow. The next step to work with Karen Rozolowski about the agenda of the breakfast meeting at convention.</p>		

<b>Topic</b>	New Business		
<b>Discussion</b>	<p>Convention reports which have been received have been posted.</p> <p>Judy mentioned that she attended Swimming Hall of Fame induction ceremonies in Florida.</p> <ul style="list-style-type: none"> <li>• Stefania "Cicci" Tudini of Italy received the Paragon Award for contributions to the sport of Synchronized Swimming.</li> <li>• Anastasia Davydova of Russia was inducted as part of the 2017 class.</li> </ul>		

**NEXT MEETING: Convention**

<b>Adjournment at 10:55 PM</b>		
Moved to adjourn by: Britt Rooney	2 <sup>nd</sup> by: Sheila McNabb	Vote: unanimous

Respectfully Submitted,



Erin L. King  
Secretary

Attachments: High Performance Director Report, Event Analysis, August 2017 Report, Strategy Membership USA Synchro