



**Minutes**  
**Board of Directors Conference Call**  
**Wednesday, January 4, 2017 – 9:00pm EDT**

**Board Members:**

Present: Britt Rooney, Shelia McNabb, Linda Loehndorf, Ginny Jasontek, Judy McGowan, Myriam Glez, Nancy Rosengard, Yolanda Jackson, Lori Zabel, Olivia Morgan, Margaret Mahoney, Krista Karwosky, Paige Ramsey, Jim Anderson, Mariya Koroleva and staff member Jennifer Hawkins.

**Proceedings:**

- Meeting called to order at 9:05pm EDT by President Linda Loehndorf
- Minutes of last meeting 11-21-16; Krista Karwosky moved to approve, Rosengard 2<sup>nd</sup>, unanimous.
  
- Treasurer Report – Britt Rooney
  - Financial gap is smaller, still a negative net income as of Nov. statement of \$36K.
  - Fundraising Campaign monies total \$30K+, exact amount will be reported once all is confirmed. Board contributions short by 3 members.
  - Initial Foundation grant received - \$45,589.
    - o No word on unused grant monies from last year
    - o No money from Building America's Team as yet
  
- CEO/HPD Report – Myriam Glez
  - Budget
    - o Comparing 2016 to 2017 revenue losses total \$270K – (\$100K USOC, \$30K Foundation, \$40K eSynchro, \$100K Epson although it was a onetime thing)
    - o USOC will give us \$45K. Possibility of more after submission of HPP.
  - Board has had opportunity to review Budget and the 2 options available for 2017 – Option 1 is a break even and Option 2 is a goal.
    - o Event & Merchandise estimations conservative, while NT expenses estimated higher.
    - o Education down due to so many athletes having done initial LTAD testing & the fact that there is no new grade level for this year.
  - Discussion of Edmark contract. \$200K per year for 5 years. \$100K goes into restricted funds each year for use after 5 years. We are behind in placing money in the restricted account.
  - Questions to Myriam about draft budget:
    - o Zabel - how realistic is Option 2 for Memb/Marketing? Answer: Conservative.
    - o Rosengard – do we have leads on new sponsors? Answer: Four serious prospects from FINA Conference, and additional \$20K corporate in the works.
    - o Rosengard – explain merchandise versus royalties? Answer: Royalties include Hilton, Photography, Main Event web royalties to Marketing. Merchandise is event merchandise and non-branded inventory (Synchro Susies, etc)

- Rosengard – explain Cost of Sale versus Merchandise sale? Answer: (Hawkins) Cost of sale is the item, shipping, bank fees. The Merchandise sale is strictly the item.
  - Rosengard – what is the Development expense and Fundraising expense? Answer: Development expense is travel to FINA Conference, visiting sponsors, campaign materials, advertising, etc. Fundraising expense is money spent specifically for the event.
  - Rooney – Requested that Jennifer make a chart specifying what goes under each line item to understand & to be diligent that it is consistent from year to year.
  - Rooney – Event income is higher largely due to negotiations with event host. Sites will have to weigh event revenue possibilities with what is good for the athletes in deciding event locations.
- VP of Competitive Operations – Sheila McNabb
    - Loss of TTS money (\$22K) for this year’s events due to the fact that hosts do not want to work with them.
    - Discussion on Take It Live surcharge for all National meets.
      - Agreed that parents appreciate the Take It Live filming especially when they cannot afford to travel to the meet to watch their athlete compete.

**MOTION: By Sheila McNabb, second by Jasontek**

**To include a surcharge of \$7 per athlete per national meet for Take It Live.**

**Unanimous**

- Discussion on increasing sponsor fee.
  - The Option 2 budget suggests an increase of \$5 at all national meets. This was suggested by the AZ host Association when in negotiations for US Nationals. Myriam attempts to negotiate for USA Synchro to keep at least a portion of the sponsor fee. Rosengard questioned if any other amount had been discussed. Myriam replied that the meet registration is complicated enough and \$5 was a simple way to increase to keep it clean. Rosengard commented that this would be a 23% increase in fees. McNabb countered that this was only Sponsor & Take It Live, that event fees (\$30 per event per athlete) are staying the same & this changes that percentage. Jasontek said it will cost each one of her swimmers going to JO’s in Riverside \$1280 (airfare, hotel, van, etc) and to add \$5-7 is insignificant. Karwosky agreed with Jasontek’s comments.

**MOTION: By Sheila McNabb, second by Karwosky**

**To increase sponsor fees \$5 per athlete per national meet – effective immediately.**

**Unanimous**

- Safe Sport – Myriam Glez
  - Safe Sport has moved from under the USOC to an independent organization. It is required that all NGB’s need to fund this organization. The process has been in the works for over 3 years, but they did not want to implement it until the end of the quad. We have been billed \$7800. NGB National Council set the fees based on membership numbers. Myriam has questioned exactly how this was done, but has received no answers. All NGB’s must adopt Safe Sport Code or lose status as an NGB. The Code is still evolving, but it appears anyone in a position of authority over an athlete must take Safe Sport – coaches, judges, chaperones, BOD members, doctor, trainer, etc. Any violation will be filed directly with Safe Sport or to the federation & the federation will turn it over to Safe Sport. Safe Sport will investigate every complaint and will also determine the punishment/outcome. February 28<sup>th</sup> is the opening date.
  - Betty Hazle will work on the changes that will need to be made in our rulebook to be compliant. These changes will be formalized and voted on at the Winter Retreat.

- Budget approval will be at the Winter Retreat.
- Marketing Coordinator
  - Full time position with benefits based in Colo. Spr. is a position in the new budget. Discussion ensued. Myriam hopes to fill new position in next two weeks.

**MOTION: By Krista Karwosky, second by Rooney**  
**To include new hire (Marketing Coordinator) in draft budget.**  
**Unanimous**

- Adjournment  
Krista Karwosky moved to adjourn at 10:45pm EST, 2<sup>nd</sup> Jasontek, unanimous

Respectfully Submitted  
Megan Loehndorf  
Acting Secretary