



Minutes
Board of Directors Conference Call
Wednesday, May 24, 2017

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

Topic	Treasurer's report	Presented by	Britt Rooney
Discussion	<p>Britt noticed that the cash flow budget appeared to be lower this month. According to both Jennifer Hawkins and Myriam Glez this is typical for this time of year. In order to get better pricing for the upcoming National Team travel, much of the planned expenses have been paid, but we will get that back with the revenue from Junior Olympics, Synchro America Open, and the USOC funds. By getting these tickets early it helps to stay on budget in the future even though it looks like it is a little low at the moment. Myriam thinks we are in a better situation than we were last year based on the expenditures are falling in at or under budget in each category except for Merchandizing. Myriam hopes we can make up for this in other areas this year. It is still a new area for USA Synchro and we hope to have better forecasting next year.</p>		

Topic	Executive Director/HPD's Report	Presented by	Myriam Glez
Discussion	<p>Myriam's monthly report was updated into a new format with help from Lori Zabel. She is still working on it; however, it will track the budget and strategic objectives so that if we need to make changes to the direction and/or budget it will help us to see those challenges and get ahead of them more quickly.</p> <p>It is now the competitive season and the staff is focused on events and National Team planning. There are three more events to go; Synchro America Open, Junior Olympics and US Masters. Synchro America Open is now doing better than expected, and we are matching the entry numbers of last year.</p> <p>The Education manuals are finished and registration for the talent camps is good.</p> <p>LeReve will be the title sponsor for Synchro America Open. They agreed to try it this year and if all goes well, we hope to renew with them for 4 more years. They are providing \$10,000 and materials (goodie bag items) for the competition and support for National Team training in Las Vegas.</p> <p>There will be a 1 day fundraising campaign for the senior mixed duet on June 10th, starting at midnight for 24-hours to raise travel funds to the World Championships this summer.</p> <p>All NGBs are being audited on Safe Sport, after challenges from gymnastics and swimming over sexual abuse. This includes looking at how we have implemented Safe Sport to our clubs and how compliant we are with the regulations. Final assessment is on Friday this</p>		

	<p>week. Safe Sport is trying to impose stricter regulations that prohibit any one athlete from being alone with a coach. Our challenge will be how to track and manage clubs and coaches to ensure that they are complying with the rules both at practices and sanctioned events.</p> <p>Myriam gave an update on the Senior team saying that they are doing well. Anita is swimming solo, duet and team. The duet is improving every day and Myriam is working with the coaches to make sure the team progresses as planned.</p> <p>There was discussion and a vote on the 2018 and 2020 Synchro America Opens. This is to remain confidential until the hotel information is ready and it is published for all clubs.</p> <p>Sheila McNabb asked if there needs to be any further discussion about charging clubs a fee if they do not stay at the host hotel. She mentioned that some other sports do this. Ginny Jasontek spoke from a coaches perspective and says it is a very unpopular idea to the clubs and parents. Many people feel they are stuck if the quality of the hotel is too poor or costs too high. We would need to do some general talking with parents and general population before we can consider implementing. What is the risk verses the financial gain? Myriam says it will be better to work with hotels in advance to try and offer the best options so teams want to stay there.</p>
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Topic	VP Competitive Ops	Presented by	Sheila McNabb
Discussion	<p>Sheila reported that for the Synchro America Open we have 127 total athletes 83 are foreign 44 are from the US. 17 federations or clubs are represented including; Argentina, Australia, Berlin Germany Club, Canada, Columbia, French Club, Germany, Israel Club, Ontario Regional Training Center Club, Panama, Puerto Rico, Slovakia, Spain, Tatarstan Federation, Tatarstan Club, and the USA.</p> <p>In terms of how many the US is funding; Discover Long Island offered to fund 5 federations (which includes a duet, coach and official) but we ended up only funding only 2, and using the left-over money to help our US teams.</p> <p>A question was asked about what is the judges protocol for gifts. Myriam says LeReve will be doing gift bags for all participants and federations. Ginny has also purchased gifts to give to federations, so it is up to judges if they want to trade, but it is not necessary and should be small.</p> <p>Sheila reported that she will not going to be at JOs, and that Denise will be in charge at the meet. Pete will be at both Opens and JOs.</p>		

Topic	VP Education	Presented by	Krista Karwosky
Discussion	<p>Krista reported that we have received permission and made small changes to the transgender policies which USA Swimming is using. We will be putting it up on the website as a reference for teams to use listed under resources, but it will not be in the rulebook.</p>		

Topic	VP Olympic International	Presented by	Ginny Jasontek
Discussion	<p>Ginny reported that the technical congress in Budapest is coming up where they will discuss and vote on the rule changes. The TSSC creates the new figures and element lists. There are several issues to be discussed and a phone call has been arranged with the FINA judges and the people attending the congress so we can discuss how the US wants to support each issue.</p> <p>One issue is about changing the name of the sport to Artistic Swimming. Another issue is</p>		

	<p>the change from junior figures to technical routines for junior. Paolo Barelli from Italy and the LEN is challenging the current FINA President, Julio C. Maglione, for that position. It looks like this will be a huge battle with negative campaigns.</p> <p>Ginny also reported that Bill May and Chris Carver were accepted to be on a panel discussion about the mixed duet at the FINA Congress. This is great news!</p>
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Topic	VP Membership and Marketing	Presented by	Nancy Rosengard
Discussion	<p>Nancy reported on the membership strategies to help grow our numbers. There are three categories (not listed in a priority order) 1) retain and grow clubs 2) National access to Synchro 3) Recruiting Officials</p> <p>The discussion that followed agreed that these three areas sound like the right fit and focus. Nancy feels that there will be a phase in approach to the categories and it was agreed that the first focus should be to retain and grow current clubs. She emphasized that we need to be disciplined in our work plan and that if the BOD agrees with this approach she will go back to the membership committee and nail down some specific strategies (best management practices) to target these goals. They don't all have to be age group programs, but can also be pre-school or intermediate or recreational.</p> <p>Britt commented that one area we can work on is having a succession plan when coaches don't want to coach anymore to help the team remain viable and to bring on more staff.</p>		

Topic	Old Business	Presented by	Linda Loehndorf
Discussion	<p>Linda reported that we still have not received the interest from the Building America's Team from 2014 & 2015. The interest from 2016 is owed now as well. It is being held up because the current signatories are Brian Eaton and Kay Davies who are no longer active. Karen Rozolowski is aware of this situation, but is being unresponsive to Linda's, Myriam's and Jeanne Struck's urging to move forward to have new signatories appointed.</p> <p>Ginny feels that the membership would be greatly disappointed to know the foundation is not collaborating with us and offered to make a call to the Foundation. Linda said to wait just a little longer and if she feels like it would help she'll let Ginny know.</p>		

Topic	New Business		
Discussion	<p>Linda and Myriam are working on a project for the Independent Directors and Athlete Representatives to be presented at the BOD meeting in November.</p> <p>Myriam stated that the USOC is going to be giving us more money for organizing, audits, and another face-to-face board meeting.</p>		

NEXT MEETING: Phone conference – MONDAY June 26th at 9:00 ET.

Adjournment at 10:50 PM EST		
Moved to adjourn by: Sheila McNabb	2 nd by: Krista Karwosky	Vote: unanimous

Respectfully Submitted,



Erin L. King
Secretary

Attachments: Executive Director Report & Membership Strategy