



Club Development Committee

Meeting Minutes

December 12th, 2023

1:00pm, Mountain

(Action items in Red, Discussion points in Blue)

USA Swimming Mission: USA Swimming is the National Governing Body for the sport of swimming. We administer competitive swimming in accordance with the Olympic & Amateur Sports Act. We provide programs and services for our members, supporters, affiliates, and the interested public. We value these members of the swimming community, and the staff and volunteers who serve them. We are committed to excellence and the improvement of our sport. We are committed to providing a safe and positive environment for all members.

Committee Mission: To develop and implement programs that help build, support and educate USA Swimming member clubs.

USA Swimming Priority Results:

1. USA Swimmers achieve sustained competitive success at the Olympic Games and other high-level international competitions.
2. Members have and use resources for sustainable success.
3. There is growth in swimming participation and interest.
4. USA Swimming is recognized as the “Best in Class” National Governing Body.

Type of Meeting: Standard Meeting

Meeting Facilitator: Corey Manley (Staff Liaison)

Minutes: Corey Manley (Staff Liaison)

Roll call

Present: Emily Melina (Chair-Elect), Andre Salles-Cuhna, Jamie Platt, Tom Grassadonia, Michael Switalski, Haley Foydel

Staff: Corey Manley (Staff Liaison)

Not Present: Karin Olmsted (Staff Lead), Brent Arckey (Chair), Max Zabranskie, Sierra Schmidt, Noah Berryman, Olivia Tighe, Alexis Keto

Guests: Shelly Rawding (Non-Athlete Member to be), Zach Nerwinski (Non-Athlete Member to be), Meredith Righter (Athlete Member to be), Casey Bretz (Athlete Member to be)

Links:

- [Group Brainstorming Doc](#)
- [Contact Information](#)



- [Webinar Template](#)

I. Intros & Welcomes

II. Webinar Series

- Order of Webinars:
 - o 1) [Grants and Fundraising](#) (Complete)
 - o 2) [What is Strategic Planning? What is the Value?](#) (Complete)
 - o 3) Building Communities and Fostering Relationships (*Complete*)
 - Karin to work with social team to publish
 - Good questions around consistent and constant publication of these webinars. Ideas floated: social posts, Coaches Connection newsletter, Lane Lines newsletter, LSC Leaders calls, distribute directly to LSCs to push to their clubs
 - o 4) How to measure success as a Club (*Complete*)
 - Corey to work with social team to publish

III. Legislation (Karin)

- HOD Translator
 - o Conversation around R9 language is ongoing – once complete, will send to this group for final approval and then distribute to LSCs / team leaders

IV. Club Financial Survey (Corey)

- Intent of the survey is to ask for club financial information (pool costs, coach salary, income to expense ratio, etc.) in order to then present back to the clubs and answer questions like “How much should I be paying my assistant coaches” or “Do I have enough financial reserves to survive a downturn relative to other clubs?”
- Robust discussion about the philosophy of surveying clubs / what the best approach here is
- Key points mentioned:
 - o Andre: make sure information requested is in an already easily accessible format



- Jamie: let clubs know what they will receive in return for completing the survey (ideas discussed: incentivize with Olympian Zoom call for a lucky club, gift cards, etc.)
 - Core reason of collecting this information: customizable dashboard with all information collected (and anonymized of course). Club would be able to filter information on club size, LSC, Club Excellence status, # of Coaches, etc.
 - Jamie: Need to start leg work for this yesterday, as this will take a lot of PR and good will to pull off
 - Emily: Important to not overlap with other surveys; could make coaches think “I already did this” or “I’m not doing another survey”
 - Consensus: “What do clubs want?” – would need a directed survey, but good information to have
 - Mike: Release the survey around LSC HOD meetings, that way coaches can scan a QR code and fill out on the spot
- **Action item: Come prepared to the January meeting ready to discuss and solidify delivery / questions / language, etc.**

V. Next Steps

- Schedule January Call
 - Doodle poll will be sent out, with meeting invite to follow at least two weeks prior to the scheduled time
- Recording of meeting and meeting minutes will be sent to entire group