



Club Development Committee

Meeting Minutes

August 7th, 2023
10:30am, Mountain

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: Brendan Hansen (Staff Lead)

Minutes: Corey Manley (Staff Liaison)

Roll call

Present: Michael Switalski, Sierra Schmidt, Emily Melina, Noah Berryman, Tom Grassadonia, Alexis Keto, Haley Foydel

Staff: Karin Olmsted (Staff Lead)

Not Present: Andres Salles-Cunha, Brent Arckey (Chair), Olivia Tighe, Max Zabriskie, Jamie Platt

Guests:

I. Webinar Series Update (Haley)

- 2) What is Strategic Planning? What is the Value? (Week of 8/7-8/11)
- Items to include for all Webinars (webinar template [HERE](#)):
 - o Take Away PDF / Worksheet (Could give worksheet ahead of time to help viewers take notes on key points?)



- Includes views from Athlete, Coach, Club management
- Ensure there are actionable takeaways that viewers can act on Today, This Week, and This Month
- Include a small FAQ Section (up to 3) of what the group feels will be asked
- Start and end all Webinars with the Athlete – relate everything back to the athlete perspective / benefit, as this is why we are all here
- Notes: Haley feels she is in a good spot, will hopefully have info out for review next week
- **Action Items: Corey to connect with Haley about webinar recording and scheduling**

II. Legislation Proposal (Brent)

- Review of legislative proposal and vote if minimum number of attendees is reached
- **Action Items: USAS Staff to follow up with Brent on getting info out, Committee Members to send Brent their vote on the legislation**

III. Goal of the Club Development Committee

- Mission statement: *“To develop and implement programs that help build, support and educate USA Swimming member clubs.”*
- What do we feel we can achieve? What do clubs need the most? How can we provide?
 - ~~Club Recognition Program amendments?~~
- Notes: Committee wishes to get more information directly in front of club leaders
- Idea for a “What to expect as a...XXX” role webinar series
 - Recruit other leaders in certain areas (Successful Bboard Presidents, Swim Parents, Assistant Coaches, Head Coaches, etc.)
- Create email distribution lists for different clubs in different tracks (YMCA Teams, Coach-owned, Board Run, boys & girls club, etc.)
 - Have committee working groups established for each area to curate and share out content related to their area

IV. Next Steps

- Schedule September Call
 - Send Doodle Poll



- Recording of meeting will be sent to entire group
- Google Sheet for group contact info is live: please fill out if you have not done so already (link [here](#))
- Google sheet for brainstorm [HERE](#)

Appendix 1 (from USAS Policy Document):

[Club Development Committee] Responsibilities:

1. To conduct an on-going evaluation of the USA Swimming club system to identify the strengths and weaknesses;
2. To annually prioritize initiatives that support the development, implementation, and evaluation of programs and services with the intent to strengthen the USA Swimming club system, including the growth and business practices of individual clubs and provision of support in the areas of diversity, equity and inclusion;
3. To assist LSC's in providing their member clubs with new programs and services which are intended to increase the numbers of clubs and athlete registrations; and
4. To take such further actions as may be directed by the President & CEO.