



Club Development Committee

Meeting Minutes

January 17th, 2024

10:00am, 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: Emily Melina (Chair)

Minutes: Corey Manley (Staff Liaison)

Roll call

Present: Emily Melina (Chair), Andre Salles-Cuhna, Jamie Platt, Michael Switalski, Haley Foydel, Noah Berryman, Olivia Tighe, Zach Nerwinski

Staff: Karin Olmsted (Staff Lead), Corey Manley (Staff Liaison)

Not Present: Casey Bretz, Brent Arckey, Shelly Rawding

Guests:

Links:

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



I. Purpose

- Mission Statement
 - *Committee Mission: To develop and implement programs that help build, support and educate USA Swimming member clubs.*
- Long Term Project
 - Group discussed creating a survey on club ops (possibly including coach salaries, pool costs, swimmer costs, etc.)
 - Group would like to tie it annually to club registration
 - Group agreed that this would need to be strongly incentivized
 - Deliverable from this is to provide a dashboard / information hub in SWIMS with all of the information collected and make it customizable to your situation
 - Email to be sent out gauging interest for the subgroup working on this initiative. Group will be formed ahead of February call
- Short Term Project(s)
 - Group was interested in podcast style interviews with key stakeholders, or “Network” style webinars / conversations with expert in the field
 - Topics mentioned (not inclusive or binding):
 - i. Starting a club – topics from CLBMS 101,201
 - ii. Staff Management – leadership, celebrating your staff,
 - iii. Community Engagement – how to give back, build a strong customer service environment
 - iv. Team Unify Tips – tips for team admin, tips for parents,
 - v. Financial Information – reserves, making tax day go smoothly, fundraising
 - vi. Marketing and Promotion – website, social media
 - Email to be sent out gauging interest for the subgroup working on this initiative. Group will be formed ahead of February call



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)
 - o 4) How to measure success as a Club (*Complete*) (Corey)
 - Corey has forwarded to Comms department for publishing – will update group in February on

III. Legislation (Karin)

- HOD Translator

IV. Club Business Analytics Survey (Corey)

- Covered above

V. Action Items

- See items in red

VI. Next Steps

- Schedule February Call (Fathom.Video ?)
 - o Doodle poll will be sent out, with meeting invite to follow at least two weeks prior to the scheduled time
- Recording of meeting will be sent to entire group