



Club Development Committee

Meeting Agenda

November 18th, 2024

12:30pm, MST

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 provide council and assistance for the development and implementation of programs that help build, support and educate USA Swimming Member Clubs.**

USA Swimming Priority Results:

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

Meeting Facilitator: *Karin Olmsted (Staff Lead), Ty Gibbs (Staff Liaison),*

Minutes: Approve the minutes from October? YES.

Roll call

Present: Jaime Platt, Zach Nerwinski, Shelly Rawding, Emily Melina, Haley Foydel, Mike Switalski, Andre Salles- Cunha, Noah Berryman, Casey Bretz

Staff: Karin, Ty Gibbs

Not Present: Brent Arkey

Guests: Beth Winkowski, Mitch Gold

November Agenda:

1. Short Term Projects

- **Website Update Webinar with TU Recap – Zach**
 - Good Turnout (150+)
 - Definitely Market interest – could be cool with different offerings similar to how the networks work – but for the dry side.
- **Annual Calendar for Club Development- Meet this month?**
 - Karin will post the minutes for the year and the group will work on it for the December meeting.

2. Long Term Projects

- **Club Dues Increase Collaboration Discussion – Jamie**
 - Draft update then go to applicable committees, putting together a framework to collaborate with other committees.
 - Pitched to updated committee review and stakeholder engagement and collaboration between different committees.
 - Really want to recognize and call out the great collaboration between committees.
- **MA Facility Survey – Jamie & Zach**
 - **Facility Survey – the need is there, but how do we collect the data?**



- Best Messaging – time of year, this could benefit you.
 - Tell a better story
 - Why we need it.
 - Long data collection process to be useful
 - Data collection mechanism
 - HOD meetings?
 - Is there a mechanism out there that does it?
 - Gather and make a national dashboard.
 - Market dependent
 - Hard to do with larger organizations.
 - How do we get it to live in SWIMS?
- ***New Club Success Update and Implementation – Karin***
 - Karin discussed how the TS group is implementing the chart and topics the club development committee reviewed.
 - There is a series of topics that is a guide for TS to be consistent but also meet clubs with where they are at and what they need then.
 - Constantly getting feedback as to what clubs need and what we can do better to help them.
 - CD working group – confirmed the data to be collected and the topics to be discussed are timely and helpful.
- ***Coaches App Update – Goal?***
 - ***Patrick to come to December Meeting to talk about what club Development can do and review – what is CD role?***

Next Month – Intro new members, Calendar Working Group

- Annual Minutes link will be added to email recap

-