



Club Development Committee

Meeting Minutes

February 15th, 2024

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: Emily Melina (Chair)

Minutes: Corey Manley (Staff Liaison)

Roll call

Present: Emily Melina (Chair), Andre Salles-Cuhna, Jamie Platt, Haley Foydel, Noah Berryman, Zach Nerwinski, Shelly Rawding, Meredith Righter

Staff: Corey Manley (Staff Liaison)

Not Present: Michael Switalski, Olivia Tighe, Casey Bretz, Brent Arckey, Karin Olmsted (Staff Lead)

Guests:

Links:

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



I. Purpose

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

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, not published*) (Karin)
 - Update on where this is at
 - **Will receive an update here in April**
 - o 4) How to measure success as a Club (*Complete, not published*) (Corey)
 - Update on where this is at
 - [Content is in the hands of the new USAS Next Gen rebrand – will be featured in small clips on our Instagram page](#)

III. Legislation (Karin)

- R9 and What It Means For You (Club/LSC Version)
- **Will need a revised version from governance**
- [Group suggested clickable hyperlinks to other resources / information as appropriate](#)

IV. Smaller / Larger Group Deliverables

- Determine deliverables for April Call
- Two groups independently will meet as needed between now and April to accomplish their deliverables for April
 - o [Group had very robust discussion about what each group should do / focus on](#)



- Communication plan centered around a scattered approach: use any and all avenues we can to get the word out
 - Longer Term
 - Have a draft survey of questions ready to go for April call
 - Have a communication plan drafted
 - Create a one page project sheet explaining goals of this for April
 - Shorter Term
 - Have 5-6 content items for an Instagram post ready to create by April meeting
 - Have about 2-3 content items started from a creation front
 - Create a one page project sheet explaining goals of this for April
- Longer Term Group
 - Asking the right questions / determining the best delivery method
 - “Free Trial” model mentioned – show some data on club business up front, then require participation to see all results
- Shorter Term Group
 - Comprehensive review of webinars / areas to improve?
 - Reserve a post or so a month for a “hot stove” item that is trending / topical for the time being

V. Next Steps

- No March Call
- Recording of meeting will be sent to entire group