

USA Swimming Coaches Advisory Council (CAC)

August 13, 2025 Meeting Minutes - DRAFT

The meeting was held on Zoom.

2025 CAC Membership:

Tim Bauer ('27), Jamie Bloom ('26), Marci Callan ('25), Chrissy Gentry ('27), Jennifer Gibson ('25), Scott Goldblatt (Athlete-'25), Kristine Julian (Athlete-'25), Alexis Keto ('27), Breeja Larson (Athlete '25), Michael Lawrence ('25), Jeremy Linn (Athlete-'25), Kaersten Meitz (Athlete-'26), Alison Pick ('26), Pete Raykovich ('25), Shawn Smith ('26); Terry Stoddard ('27), Gregg Troy ('26), Andrew Gemmell (Athlete '26),

USA-S Staff: Joel Shinofield, Greg Meehan, Yuri Suguiyama, Matt Barbini, Mark Hese, Terry Jones, Ellery Parish, Beth Winkowski

Guests: Paris Jacobs, Jennifer LaMont (ASCA); Thomas Ugast (USA-S ZDC)

Absent: Andrew Gemmell, Breeja Larson, Kaersten Meitz, Pete Raykovich

The meeting was called to order at 10:03 A.M. Mountain Time (MT)

- Jamie, started the meeting for Tim and welcomed everyone.
- Jamie announced the brief agenda.
- Scott Goldblatt pointed out that the committee had not been provided Minutes to be approved for three months. He asked if we could switch to an AI Notetaker. He went onto point out that taking notes with pen and paper is out of date.
- Michael Lawrence reported on the USA Swimming CEO Search Committee. He indicated that it was passed on to the USA Swimming Board of Directors from the Search Committee. As reported in the last meeting, the continued hope is to have a new CEO announced and in place before the USA Swimming Annual Summit September 24-27 in Denver.
 - There was robust discussion regarding the reports and ensuing discussions in the media and Social Media regarding the USA Swimming's Board of Director's appearance & effectiveness regarding governance of the NGB.
 - CAC Members and Guests reported calls for change in the USA Swimming Board of Directors structure, nominating process, roles, responsibilities, and strategic oversight.
 - The CAC Members echoed these calls for action.
 - This CEO Search Committee report led to further open dialogue amongst CAC Members and Guests regarding several past topics and future driven visions. Some of these topics and key points were:
 - The USA-S BoD's actions has drifted back into operational roles instead of focusing on strategic oversight.
 - USA Swimming employees 70 people for the NGB's Operational Needs.
 - As is the case with every year's Annual Hose of Delegates, there will be an

election at the Annual Summit in Denver on September 27th.

- New campaigning rules were adopted by the USA Swimming BoD at the July '25 Meeting.
 - What it says now is, ***“...use their personal social media accounts to announce a candidacy or post their 500 word biography. Nominees may only publicly post on their social media...”*** which previously, as you know, that was not allowed their accounts or other accounts. ***They may only post about their platform or their stance on issues, but they may not discuss or disparage any other candidates.*** That was another line that was added in the second paragraph. Now it states, ***“...contact individuals on a one on one or small group basis, limited to groups of five people or less, including the candidate, but not to include USA Swimming committee meetings.”***
- Greg Meehan with support from Yuri Suguiyama reported that since their start date that they have been involved with our swimming community and that they are headed to Romania for Junior Worlds.
 - Greg has heard from the Pool Community and the Open Water Community and he is looking forward to the month of September to present his findings and vision.
 - Greg was invited to attend the CAC In-person Meeting during the USA Swimming Annual Summitt.
 - The CAC is always grateful for the direct dialogue with our National Team Leadership.
- The CAC discussed representation on the USA Swimming BoD with regard to Coach Representation. The discussion was in principle that Coaches Platforms and messaging have new opportunities this election, that were not in place before.
- The CAC confirmed their commitment to direct messaging to the 212 Coach Representatives for the 2025 House of Delegates. It will update its “2024 One Pager” Message and directly distribute it to those Coaches who did not Opt Out of receiving messages from USA Swimming’s Committees.
 - Sean and Scott will work together to update the 2024 Template
 - Terry provided the 2024 Template via email. It is also attached.
 - How to Register to Vote - How to Vote - Vote
 - Registration Dates and Protocol - Are You Registered
 - Communication System
 - Goal on the Board is 5-5-5.
 - Awareness of Legislative Review.
 - Note: Look for help with who has not registered to vote
- Thomas Ugast, Zone Directors Council, asked the CAC Members for Coach Specific questions before August 21st. The Zone Directors Council is having a Meet the Candidate Session.
 - It was recommended that every candidate be asked to answer the same question.
- CAC Guest, Jennifer LaMont, ASCA informed the CAC of ongoing actions and planning by ASCA. ASCA continues to work on Coach Representation in leadership and continued support for those in leadership.
- CAC Guest, Paris Jacobs, Chief Executive Officer of Machine Brands, LLC, informed the CAC Members of her conversations with various Leaders, Coaches, Athletes and former 10 & 10+ Athletes as well as conversations with NBC Commentator, Rowdy Gaines regarding all

of USA Swimming. As a Club Owner of one of the largest Swim Clubs in our NGB she both listened and shared her perspective with these folks about her goals and concerns for our sport.

- Marci opened the floor for anyone from anywhere, since we represent the entire country, to bring up topics that they feel are of interest to Coaches.
 - This process of Sharing, Brainstorming and open dialogue is how the CAC finds its WIN = What Is Next agenda.
 - Several truths that have been misrepresented in Social Media Posts were mentioned.
 - Coach Troy challenged the CAC Members to speak candidly to the needs of our Coaches, Athletes, Clubs and Programs without hesitation or concern for popularity! He asked us to be ***More Revolutionary!***
 - Tim joined at some point during the meeting after a last minute meeting regarding pool time and offered a call for commitment to Coaches, charge to be Actively Vocalizing Coaches Opinion and focus on our next meeting agenda and planning for the In-person Meeting at the Annual Summitt.
- Joel shared some Data as follows:
 - Project Play Report: *Only 38% of kids ages 6 to 12 played team sports on a regular basis, down from 45% in 2008, according to separate research from the Sports & Fitness Industry Association (SFIA). The National Youth Sport Survey, commissioned by Aspen through its Project Play initiative.*
 - USA Swimming has 332,000 Athlete members, with over 260K competing in meets including block party. We have had over 100K.
 - Population 4 and under: 2010: 20.7 M and Currently 18.5 M

Our next meeting is on September 10th at 10:00 A.M. Mountain Time.

2025 Meeting Dates & Time -

- **Second Wednesday of each month.**
- **10:00 A.M. Mountain Time**
 - September 10
 - TBD – In-person Meeting during the USA Swimming Annual Summit
 - October 8, November 12, December 10.

The meeting was adjourned at 11:23 A.M. MST.

Respectfully Submitted, Terry Stoddard