

USA Swimming Foundation Board of Directors Meeting Minutes

November 17, 2023 / Los Angeles, CA

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CALL TO ORDER

USA Swimming Foundation Board Chair, David Shackley, called the November 17, 2023, Board of Directors meeting to order at 10:00 a.m. Pacific Time.

PRESENT

Elizabeth Beisel, Anne Berry, Jill Bornstein (virtual), Tim Buckley, Dan Clough, Jay DeFinis, John Enquist, Cynthia Eubanks, Tim Hinchey III, Dawson Hughes, Kyle Jackson, Cullen Jones, Jon Kossow, Greg Pinchbeck, David Shackley, Mary Wayte (virtual), Dave Wiederecht (virtual), Andrew Wilson (virtual).

ABSENT

Alex Blavatnik, Jeff Moxie.

STAFF

Elaine Calip, Tina Dessart, Nick Gold, Jill Johnson, Thomas Luchsinger, Stacy Michael-Miller (virtual), Lindsay Mintenko, Kelcie O'Donnell, Ellery Parish, Joel Shinofield, Eric Skufca, Michelle Steinfeld.

GUESTS

Kimberly Chen Bock (virtual), Kenneth Chung, Heather Glass (virtual), Clark Hammond, Fred Uytengsu.

WELCOME / MEETING OVERVIEW

David Shackley, Board Chair, welcomed the Board and thanked everyone for their work on the Golden Goggle's Silent Auction, which he reported had already raised over \$100,000 at the start of the meeting.

Tim Hinchey, President & CEO of USA Swimming and the USA Swimming Foundation, announced three priorities for 2024: membership, U.S. Olympic Team Trials, and winning Paris. Mr. Hinchey thanked the Board for the work being done and the ongoing effort to support the missions of the Foundation. Mr. Hinchey emphasized that the momentum from the Foundation is carrying throughout the rest of the organization.

CONFLICT OF INTEREST DISCLOSURE

"Is any director aware of any conflict of interest (that is, of a personal interest or direct or indirect pecuniary interest) in any matter being considered by this meeting, which should now be reported or disclosed or addressed under the USA Swimming Conflict of Interest Policy?"

If a Board member determines there to be a conflict of interest at any point during the meeting when a specific subject is being discussed and/or action is being taken, a declaration of a conflict of interest should be made at that time.

No disclosures were made.

43 **ACTION: APPROVAL OF MINUTES**

44 **MOTION:** *To approve the September 21, 2023, Foundation Board of Directors meeting minutes.*
45 *Seconded. APPROVED.*

46

47 **INTRODUCTIONS**

48 Jill Johnson, Manager, Development, introduced Kelcie O'Donnell, Coordinator, Development, as the
49 newest member of the Foundation staff.

50

51 Elaine Calip, Senior Director, Development, introduced Mary Wayte, the newest member of the
52 Foundation Board, who will be completing Tom Luchsinger's term.

53

54 Cynthia Eubanks introduced the three 2024 nominees for election and appointment to the Board: Kim
55 Chen Bock, Heather Glass, and Kelley Gay.

56

57 **MOTION:** *To formally nominate the three new candidates and three incumbent candidates to be*
58 *presented to the USA Swimming Board of Directors for approval on November 18th, 2023. Seconded.*
59 **APPROVED.**

60

61 Ms. Calip explained that both the new nominations (Kimberly Chen Bock, Kelley Gay, and Heather Glass)
62 and the nominations of incumbent candidates (Elizabeth Beisel, Anne Berry, and Jay DeFinis) will be
63 presented to the USA Swimming Board of Directors at its meeting the next day, for formal appointment.

64

65 Ms. Calip shared that with Dave Wiederecht (Secretary) and Jeff Moxie (Treasurer) rolling off the Board,
66 the Foundation must elect new members to these positions for two-year terms. Ms. Berry's role as Vice
67 Chair was also up for renewal.

68

69 **MOTION:** *To elect Anne Berry to a 2nd term as Vice Chair of the USA Swimming Foundation Board of*
70 *Directors. Seconded. APPROVED.*

71

72 **MOTION:** *To elect Jay DeFinis as Treasurer of the USA Swimming Foundation Board of Directors.*
73 *Seconded. APPROVED.*

74

75 **MOTION:** *To elect Elizabeth Beisel as Secretary of the USA Swimming Foundation Board of Directors.*
76 *Seconded. APPROVED.*

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78

79 Michelle Steinfeld, Secretary & General Counsel, provided updates on the Foundation Governance
80 Working Group. Ms. Eubanks reported on the work done by the Foundation Governance Working Group.

81

82 Jay DeFinis overviewed the Working Group's process to update the Articles of Incorporation, Foundation
83 Bylaws, and the Memorandum of Understanding with U.S. Masters Swimming (USMS).

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85 **MOTION:** *That the Board approve the newly drafted USA Swimming Foundation Articles of Incorporation*
86 *as included in attachment [3]. Seconded. APPROVED.*

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MOTION: *That the Board approve amendments to the USA Swimming Foundation Bylaws as included in attachment. [2] Seconded. APPROVED.*

MOTION: *That the Board approve amendments to the MOU between USA Swimming and the USA Swimming Foundation as included in attachment.[4] Seconded. APPROVED.*

FINANCE / INVESTMENT REPORTS:

Eric Skufca, Chief Financial Officer, highlighted the financial reports, including total dollars provided by the Foundation and a financial comparison of 2022 and 2023. Mr. Skufca reported on the 2023 Foundation budget and surplus.

Mr. Skufca presented the 2024 budget for approval. Mr. Skufca remarked on increased budgeted revenue and expense for 2024, proposing a near “breakeven” operating budget for 2024.

MOTION: *That the Foundation Board approve the 2024 Budget as presented. Seconded. APPROVED.*

Ms. Steinfeld explained that Jay DeFinis’s first term on the Investment Committee was set to expire at the end of 2023 and asked the Board to consider reappointing Mr. DeFinis to the Investment Committee for a second term. Ms. Steinfeld also noted that Mr. DeFinis serves on the Audit Committee.

MOTION: *To reappoint Jay DeFinis to the Investment Committee. Seconded. APPROVED.*

SPORT DEVELOPMENT UPDATES

Joel Shinofield, Managing Director, Sport Development, discussed updates on pending New York legislation regarding drowning prevention. Mr. Shinofield noted that there is currently no funding for this program.

Mr. Shinofield provided an update on Community Swim Teams. Specifically, Mr. Shinofield discussed opportunities in Chicago, Indianapolis, and Oakland to increase membership. These opportunities included recreational swimming opportunities with different membership registration processes, outreach options, and materials in Spanish that were provided to families. Mr. Shinofield also announced the four 2024 cities for International Water Safety Day: Boston, Indianapolis, Chicago, and Los Angeles.

CELEBRATION MEET

Ms. Eubanks provided historical context on the The Cricket Celebration Bowl and the involvement of both the USA Swimming Foundation and Diversity in Aquatics. Ms. Eubanks highlighted the plan for involvement this year, along with a timeline of events, and she shared her excitement for the growth of the swim meet. Ms. Eubanks thanked Mr. Shinofield for his help in bringing more HBCU teams to the Celebration Meet.

PARTNERSHIP UPDATE

130 Ms. Calip discussed the Foundation’s new partnership with Every Kid Sports and explained how vouchers
131 are provided directly to families that qualify for financial assistance, via a debit card in a direct-to-
132 consumer model. Ms. Calip reported that the Foundation will receive a small return from the
133 partnership and vouchers may be used at schools and clubs in our lesson provider network.
134

135 **U.S. MASTERS UPDATE**

136 Dawson Hughes thanked Jeff Moxie for his commitment as a member of the Foundation Board of
137 Directors and as a member of the USMS Board. Mr. Hughes announced that Mr. Moxie’s seat as a USMS
138 Representative on the Foundation Board would remain open until a replacement was identified.
139

140 Mr. Hughes provided a membership update, including that 70% of members renewed their membership
141 for 2024. Mr. Hughes highlighted “Grown-up Swimming”: an adult summer swim league built out of
142 Atlanta. Mr. Hughes shared that USMS acquired the company with the intent to expand into seven
143 additional markets this summer. Mr. Hughes informed the Board that USMS will keep the marketing
144 separate between the two brands.
145

146 Mr. Hughes shared the launch of a new USMS program called the “Independent Swimmer Product,” for
147 adults seeking the benefits of USMS but who might be intimidated by the brand. Mr. Hughes explained
148 that this program includes a monthly membership, with a donation to the Foundation included, for those
149 who want to train on their own and participate in online workouts.
150

151 **GRANTS**

152 Jason Parry, Founder and Consultant at Abundant Philanthropy, shared the process of identifying,
153 qualifying, and soliciting grants on behalf of the Foundation. Mr. Parry reported that Swim-Safe Boston
154 has awarded a grant to the Foundation and that there are other potential grant awards pending.
155

156 **MAJOR GIFTS STRATEGY UPDATE**

157 Mr. Luchsinger reminded the Board that there is a \$2 million need for items to help with the
158 performance of USA Swimming athletes at the Paris Olympic Games. Three gifts have been made to
159 date, totaling \$560,000. Mr. Luchsinger thanked Tim Buckley for his contribution to the fund.
160

161 Mr. Luchsinger reported on the Champions Club program and its progress since 2020. Mr. Luchsinger also
162 explained the growth of the different giving levels that the Foundation offers. Mr. Luchsinger discussed
163 the need to be more inclusive in donor packages to improve the donor experience. Ms. Calip reiterated
164 the desire to add new donor-giving tiers after the Paris Olympic Games to capitalize on the momentum
165 the Games provide.
166

167 Mr. Shackley asked how the Board can assist in securing more of the top prospects needed for the larger
168 donation amounts. Mr. Luchsinger reminded the board that warm introductions go a long way in helping
169 to start conversations. Various Board members shared their experiences as donors and offered
170 suggestions.
171

172 **DONOR ATHLETE PARTNER PROGRAM (DAPP)**

173 Mr. Luchsinger reported that the Donor Athlete Partnership Program fully funded 32 athletes in 2023.
174 Mr. Luchsinger also announced that a record number of 68 athletes will be eligible to receive funds in
175 2024, and thus the Foundation needs an additional 36 donors to replicate the success of this year.
176
177 Mr. Luchsinger provided a breakdown of monthly income and expenses that athletes incur as they train
178 and compete. Discussion ensued about how to best meet the needs of all eligible athletes.
179
180 Ms. Calip announced that Dara Torres, Olympian and Foundation Ambassador, is the first National Team
181 alumna to become a donor of the program.
182

183 **LEARN TO SWIM GRANT UPDATES**

184 Tina Dessart, Program Director, Pre-Competitive Programs, shared that 1,100 programs are currently in
185 the Learn to Swim network across all 50 states. Ms. Dessart reported that the average number of
186 applicants for grants each year is approximately 225 youth providers and 95 adult providers.
187
188 Ms. Dessart shared engagement opportunities to further build the Lesson Finder database. Ms. Dessart
189 explained that the network is currently reliant on people asking to be included and on word of mouth to
190 providers. Ms. Dessart reminded the Board that help is needed on the Grant Review Committee to
191 review the applications.
192

193 **2024 OLYMPIC TEAM TRIALS – SWIMMING**

194 Ms. Calip provided an update on VIP tickets sold to date for the U.S. Olympic Team Trials. Ms. Johnson
195 reported that the Foundation VIP and Alumni seats are close to selling out. Ms. Calip shared that the
196 Foundation will have a suite at Lucas Oil Stadium to host prospective donors. Ms. Calip explained that
197 the VIP Hospitality packages were highlighted as an upgrade for those who might already have
198 purchased tickets to the meet. Ms. Calip also covered additional Foundation activities throughout the
199 meet, such as the Alumni reunion and Champions Club swim opportunities. Mr. Hinchey noted that
200 there are still suites available for purchase.
201

202 **2024 CALENDAR AND MEETING SCHEDULE**

203 Ms. Calip presented the 2024 calendar, specifically noting the quarterly board meetings. Ms. Calip
204 highlighted that the Q3 meeting will be held in Denver during the Annual Business Meeting and USA
205 Swimming Workshop Presented by LiveBarn, allowing Board members to attend sessions and hear more
206 about the sport.
207

208 Ms. Johnson provided a brief update on the Golden Goggle auction.
209

210 **CLOSING REMARKS**

211 Mr. Hinchey thanked Dave Wiederecht for his stewardship and passion for the Foundation, in recognition
212 of the completion of Mr. Wiederecht’s tenure on the Board. Mr. Wiederecht thanked the group for their
213 continued efforts and reflected briefly on his tenure as a Foundation Board member.
214

215 Mr. Shackley thanked everyone for their work to continue moving forward to the exciting times ahead.