

1 **USA Swimming Foundation Board of Directors Meeting Minutes**

2 February 1, 2023 / Virtual

3
4 **CALL TO ORDER**

5 USA Swimming Foundation Board Chair, David Shackley, called the February 1, 2023, Board of Directors
6 meeting to order at 1:04 p.m. Mountain Time.

7
8 **PRESENT**

9 Elizabeth Beisel, Anne Berry, Alex Blavatnik, Jill Bornstein, Tim Buckley, Dan Clough, Jay DeFinis, John
10 Enquist, Cynthia Eubanks, Tim Hinchey III, Dawson Hughes, Kyle Jackson, Cullen Jones, Jon Kossow, Tom
11 Luchsinger, Jeff Moxie, Greg Pinchbeck, David Shackley, Dave Wiederecht, Andrew Wilson.

12
13 **STAFF**

14 Elaine Calip, Paula D’Amico, Tina Dessart, Shana Ferguson, Nick Gold, Jill Johnson, Lucinda McRoberts
15 Lindsay Mintenko, Joel Shinofield, Eric Skufca, Michelle Steinfeld.

16
17 **GUESTS**

18 Kenneth Chung.

19
20 **WELCOME / MEETING OVERVIEW**

21 Mr. Shackley welcomed the group and thanked everyone for being in attendance.

22
23 Tim Hinchey III, President and CEO of USA Swimming and the USA Swimming Foundation, welcomed
24 everyone and introduced those present in-person. Mr. Hinchey recapped the USA Swimming Board of
25 Directors meeting which took place on Saturday, January 28.

26
27 USA Swimming Board member and Vice-Chair Fiscal Oversight, Kenneth Chung, thanked the Foundation
28 Board for their support of the mission of USA Swimming .

29
30 **Conflict of Interest Disclosure**

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

34
35 If a Board member determines there to be a conflict of interest at any point during the course of the
36 meeting when a specific subject is being discussed and/or action is being taken, a declaration of a
37 conflict of interest should be made at that time.

38
39 **ACTION: APPROVAL OF MINUTES**

40 **MOTION:** *To approve the November 19, 2022, Foundation Board of Directors meeting minutes, as*
41 *amended. Seconded. APPROVED.*

42
43 **FINANCE / INVESTMENT REPORTS**

44 Eric Skufca, Chief Financial Officer, announced that the organization is in the process of closing out the
45 2022 financial year and that current projections are directionally consistent with the November
46 projections presented to the Board at its last meeting. Mr. Skufca reported that the 2022 financial year
47 will be closed by early March and that final financials will be provided once closed.

48
49 Jay DeFinis thanked the Investment Committee for its continued work and referenced that the financial
50 reports are available in Boardpaq. Mr. DeFinis then introduced amendments to the Investment Policy
51 Statement.

52
53 Jon Kossow suggested that in the future a third-party organization could review the Investment Policy in
54 addition to the review conducted by the Investment Committee. Discussion ensued.

55
56 **MOTION:** *To approve the annual Investment Policy Statement. Seconded. APPROVED.*

57
58 **2023 FUNDRAISING GOALS**

59 Ms. McRoberts covered the main categories of revenue for the USA Swimming Foundation – partnership
60 marketing, the annual campaign, major gifts, adult learn-to-swim programs, Swim-A-Thon proceeds, and
61 grants.

62
63 **2023 FUNDRAISING DISCUSSION**

64 Elaine Calip, Senior Director, Development, led the group through a fundraising discussion. Ms. Calip
65 thanked the Board members who helped with end-of-year donor calls and reported a 40% increase in
66 annual donations in the fourth quarter.

67
68 The Board discussed ideas for future fundraising, including special opportunities for Trustees Council
69 members, corporate giving strategy, formal stewardship planning, utilizing stories from grant recipients,
70 appealing to U.S. Masters Swimming members, reaching out to “swim-adjacent” populations, Golden
71 Goggles opportunities, and additional Swim-a-Thons.

72
73 Ms. McRoberts announced the outsourcing of grant writing to a contractor. Ms. McRoberts noted that
74 reduction in Foundation staff size has allowed staff to identify needs and how to best utilize the time of
75 full-time staff members.

76
77 **USMS PARTNERSHIP UPDATE**

78 Dawson Hughes, CEO of U.S. Masters Swimming (USMS), discussed future plans for the partnership
79 between USMS, USA Swimming, and the USA Swimming Foundation. Mr. Hughes pointed to the
80 importance of data sharing and expressed the desire to find a good mix of fundraising at USMS National
81 Events, as many members touch multiple entities across the sport.

82
83 Mr. Hughes reported that USMS launched a club and event development program that includes
84 marketing materials, consulting, and expansion/creation/events grants. Mr. Hughes noted that 35 USMS
85 clubs make up 35% of USMS’s membership, totaling approximately 1,000 clubs. Mr. Hughes explained
86 the importance of focusing on these larger clubs and taking advantage of loyalty that already exists.

88 Cynthia Eubanks thanked USMS for its support of the Historically Black Colleges & Universities (HBCU)
89 celebration swim meet that took place in November, highlighting the importance and growth of events
90 like this.

91

92 **FOUR PILLARS UPDATE**

93 **GENERATE REVENUE**

94 Mr. Hinchey highlighted the various areas of giving that the organization is prioritizing in 2023.

95

96 Greg Pinchbeck led a discussion about the Donor and Athlete Partnership Program (DAPP) and
97 highlighted the need to meet the demand presented by qualified National Team athletes. Mr. Pinchbeck
98 tasked the Board with putting together a list of potential donors for Ms. Calip to contact.

99

100 Mr. Shackley asked about the best ways to ensure that the athletes applying for DAPP have genuine
101 need. Discussion ensued about the application process.

102

103 **IMPACTING COMMUNITIES**

104 Joel Shinofield, Managing Director, Sport Development, reported that Community Impact Grants and
105 HBCU grants are currently being reviewed. Mr. Shinofield shared that the goal is to provide grants to
106 three new HBCUs and that the staff is confident that the number of Community Impact Grant clubs will
107 rise to 30.

108

109 **ENGAGE ALUMNI**

110 Elizabeth Beisel updated the group about the Pillar Three meeting from the week prior. Ms. Beisel
111 reported that the main goal at this time is establishing a better relationship with USA Swimming alumni,
112 not collecting dollars. Other work being done includes updating alumni information in the database,
113 creation of a retirement resource packet, and planned exit interviews with retiring athletes.

114

115 A discussion about creative ways to engage and utilize alumni away from the pool ensued.

116

117 **SUPPORTING POOLS**

118 Ms. McRoberts reported that the Pillar Four working group will meet in a few weeks and reported that
119 there is potential for a facilities fellow to join the staff soon.

120

121 **GOVERNANCE REVIEW & ELECTION PROCESS UPDATE**

122 Dave Wiederecht provided updates from the governance subcommittee. The committee is reviewing all
123 the governance documents that exist for the Foundation and correcting inconsistencies throughout
124 these documents. Mr. Wiederecht stated that the committee will ultimately provide suggestions to the
125 Board for the creation of further working groups.

126

127 Ms. McRoberts reviewed the timeline for the Board election process, growth of the Board, and potential
128 re-election of current members. Ms. McRoberts also announced that Board officer elections will take
129 place in September for Vice Chair, Secretary, and Treasurer and that the Nominating Committee must
130 be appointed by May of this year.

131

132 **BOARD EDUCATION: LEARN TO SWIM GRANT PROGRAM**

133 Tina Dessart, Program Director, Pre-Competitive Programs, provided an overview of the Lesson Provider
134 Network and the Learn to Swim grant structure. Ms. Dessart outlined the timeline of the grant
135 application and review process and provided an update on 2022 grants. Highlights of the report included
136 16,000 served in the youth space, 76% of which moved to a new level. Ms. Dessart reported that 2023
137 grants will be announced in late February. Ms. Dessart spoke to the data capture that happens at the
138 end of the grant cycle and the stories that USA Swimming collects.

139
140 **2024 OLYMPIC TRIALS VIP PACKAGE PREVIEW**

141 Ms. Calip announced that an email went out this morning announcing that all 2024 Olympic Team Trials
142 – Swimming tickets are available to the public and asked for the Board’s help in securing purchasers for
143 the all-inclusive VIP tickets. Ms. Calip detailed the VIP package and highlighted the National Team
144 Alumni reunion event. Mr. Shackley asked about the possibility of inviting donor prospects at a lower
145 financial commitment.

146
147 **2023 CALENDAR & MEETING SCHEDULE**

148 Shana Ferguson, Chief Commercial Officer, announced upcoming events for USA Swimming and 2023
149 USA Swimming Foundation Board meetings. Ms. Calip discussed Foundation presence at upcoming
150 meets and the desire to host potential donors.

151
152 **Closing Remarks and Adjournment**

153 Mr. Hinchey thanked everyone for their presence and participation. Ms. McRoberts announced to the
154 group that she will be departing from the organization at the beginning of March. Mr. Hinchey thanked
155 Ms. McRoberts for her incredible work with the organization over the last 11 years.

156
157 New Board members spoke briefly about their experience during this first day of board meetings. Mr.
158 Shackley adjourned the meeting at 3:53pm MT.

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164 David Shackley, Foundation Board Chair



David Wiederecht, Foundation Board Secretary