



Minutes
Board of Directors
Wednesday, November 18, 2020

Board Members in Attendance: Denise Shively, Irene Hawes, Ashley Johnson, Carrie Barton-Garten (General Athlete Representative), Chris Leahy, Emmanuella Tchakmakjian (AEC President), Linda Loehndorf (non-voting, Past President), Megan Robins (Athlete At-Large), Michele Kraus, Stacey Chapman, Jennifer Jarboe, Lauren Gardner, Kerhyl Gantt, Joanne Pasternack, Jennell Lynch, Olivia Ekberg (non-voting; AAC alternate), Kimberly Kohut (non-voting; Secretary)	
Staff Members in Attendance: Adam Andrasko, Alyssa Jacobs	
Others:	
Excused: Morgan Fuller Kolsrud (AAC Representative)	
Called to Order At: 9:05 PM EST	BY: Denise Shively. A quorum was declared.

Topic	Introduction of BOD and roles	Presented by	Denise Shively
Discussion	Each board member explained their roles and the committees that fall under their vice-presidency Denise presented board structure		

Topic	Approval of Minutes from 10.28.20	Presented by	Denise Shively
Discussion	<p>Motion: Irene Hawes motioned to approve the minutes from the Board of Directors meeting on October 28, 2020</p> <p>Seconded by: Chris Leahy</p> <p>There was discussion that the minutes from the email votes did not need to be approved separately, since the minutes from October 28, 2020 reflect that an email vote would be taking place</p> <p>Motion approved.</p> <p>Vote: Yes-12, No-0, Abstain-0</p>		

Topic	Treasurer's Report	Presented by	Jennifer Jarboe
Discussion	See report Jenny commented that we have not needed to dip into investment accounts		

Topic	Budget Discussion	Presented by	Adam Andrasko
Discussion	<ul style="list-style-type: none"> • Adam provided the first presentation on the budget. • He gave board members access to three scenario budgets to set the stage and preview. • The three budgets for 2021 were a standard budget based on 2020 budget with a few changes (\$1.6 million operating budget), a budget showing 25% decrease in membership revenue/10% decrease in event and program revenue (\$1.45 million operating budget), and a budget showing a 50% decrease in membership revenue/20% decrease in event and program revenues (\$800,000 operating budget) • Goal is to get budget approved before the new year • Jenny commented that she made a comparison chart that she could share with members of board, so they can see where there are larger percent of changes and smaller percent of changes • Denise proposed that everyone should review before next meeting and generate questions • Jenny requested that a slide be provided by Adam that walks through each scenario and the different assumptions that were discussed to be able to cross-reference • Jenny also requested that a few scenarios be generated that are more events based. For example, a scenario where we do not have any events, perhaps events after May, etc.... • Chris explained that Collegiates is the only event in the Spring that we really cannot delay. All of the others could potentially be delayed to July fairly easily. • Stacy requested that Adam provide how the spending will be prioritized to be able to provide more context to the numbers • Joanne asked for more information regarding corporate sponsorships and prospects 		

Topic	VP Competitive Operations	Presented by	Chris Leahy
Discussion	<p>See report</p> <p>Motion: Chris Leahy motioned to approve the new wording for AD 2.3.1- In order to determine the Tier level in a Duet, Mixed Duet, Trio and/or Team, the Tier levels will be averaged, and if necessary rounded up to the next highest Tier.</p> <p>Rationale: This was supposed to go into the AWD proposal but was dropped accidentally during the drafting process.</p> <p>Seconded by: Irene Hawes</p> <p>Irene had a question regarding combos not being listed. Chris explained that combos were not an event in the AWD category.</p>		

	<p>Irene asked if we should add combo and highlight now in case it comes up. Chris explained to address later because there are other places where that will need to change, not just here.</p> <p>Ashley shared a concern about complicating the rules with averaging. She explained that this was not DEI's vision when this was brought forward at convention.</p> <p>Denise explained that this was presented as an omission to the rules that were adopted at convention. She encouraged Chris and Ashley to work outside of this forum if all of the rules need to be amended.</p> <p>Motion Approved</p> <p>Vote: Yes-11, No-1, Abstain-0, Non-vote-1</p>
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Topic	VP Marketing and Member Development	Presented by	Michele Kraus
Discussion	See report National Team Hype Video https://www.facebook.com/USAArtisticSwimming/videos/10164330260235640		

Topic	VP Diversity, Equality/Equity, Inclusion Report	Presented by	Ashley Johnson
Discussion	No new business		

Topic	VP Olympic International	Presented by	Irene Hawes
Discussion	See report		

Topic	Athletes' Report	Presented by	Emmanuella Tchakmakjian
Discussion	See report		

Topic	President's Report	Presented by	Denise Shively
Discussion	Motion: Denise Shively motioned to request Board of Directors approval for appointment of Ethics Committee:		

	<p>Victoria Anderson, Chair; Members: Dr. Zachary Selden; Col. Mary Lowe Mayhugh (Ret.); Rabbi Jeremy Sher</p> <p>Seconded by: none</p> <p>Motion failed due to a lack of a second.</p> <p>Will be discussed at the next meeting after resumes of the committee are provided</p>
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Topic	Executive Director Report	Presented by	Adam Andrasko
Discussion	<ul style="list-style-type: none"> • December 4-5 BOD Retreat will focus on strategic plan • \$34,000 in COVID-19 Relief funding received (100% toward national team program) • Virtual competition was a success • Reminded board of directors to submit confidentiality and conflict of interest forms • Shared social media hype over today's Senior National Team accomplishment of completing 28 consecutive swim throughs 		

Adjournment at 10:35 PM EST		
Moved to adjourn by: Chris Leahy	Seconded by: Irene Hawes	Motion Approved unanimously

Respectfully Submitted,



Kimberly A. Kohut
Secretary

Attachments:

Treasurer's Report, Competitive Ops Report, Marketing and Member Development Report, Olympic International Report, Athletes' Report

FINANCIAL UPDATE – NOVEMBER 18 2020

ACCOUNT STATUS (as of 11/12)

Checking

Cash On-Hand	\$157,307
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Investment Accounts

Charles Schwab	\$57,527 (slight increase +0.8%)
Thurston Springer – Non-Restricted	\$106,806 (slight decrease -0.03%)
Edmark - Restricted	\$301,973 (increase +1.3%)
Total Available in Investment Accounts	~\$465,000

P&L (as of 10/31)

Revenues

Corporate Ops	\$-1,264
Education	\$1,810
Events	\$-540
Fundraising	\$5
Marketing	\$5,010
Membership	\$17,748
National Teams	\$0
Pipeline Development	\$16,160
Total Income	\$38,929

Expenses

Corporate Ops	\$66,826
Education	\$1,893
Events	\$139
Fundraising	\$0
Marketing	\$29
Membership	\$62
National Teams	\$6,216
Pipeline Development	\$578
Total Expenses	\$75,747



**WE MOVE AS
ONE**

Comp Ops Report

11/18/2020

- Baylee and I talked with Zone Admin chairs about the Zone meets
 - Open Qualification decision will be made by early January
 - Most Zones feel like most clubs interested in the April meets would go to a zone meet for the competition experience before a national meet even if it isn't required
- 2020-2021 Tech Talk is published
- Championship Management started looking at new schedules for almost all of the events
 - Also looking at what sort of numbers we can support if 13-15/JR/SR meets go to open qualification
- Judging for the virtual competition is finished! Streaming this weekend!
 - 395 Athletes from 31 clubs with 209 routines
 - Thanks to our judges and scorers
 - Big thank you to Baylee for her efforts organizing this!
- FINA has approve our World Series event being virtual
 - A physical meet was going to impractical given the known requirements from FINA
 - Lots of details to work out and coordinate with FINA
- NAional Office is looking into having US JR/SR Open in July
 - Normally JR/SR Opens have been part of the World Series event, we are hoping that we will get more attendance if we split the events and move the US parts to July.
 - Also helps with fallback plans if April meets need to be postponed

Future Work:

- Preliminary schedules for 2021 events
- Meet Announcements for 2021 events
- Working with DEI on AWD accommodations/planning for JOs

VP Marketing and Member Education

11/18/20 Report

- Alyssa Jacobs has started as Communication Coordinator, and is looking for more media. Please direct your team photographers to send photos / video to alyssa@usaartisticswim.org
- Baylee, Adam, Chris and I had a membership growth Zoom and brainstormed some great incentives for club growth
- National Team produced an AWESOME hype video you can watch on @artswimusa or @usaartisticswimming
- We shared photos and videos from numerous team takeovers and from coaches college
- We still need nominations for Member of the Month. Baylee will send a reminder to the Zones.

Vice President Olympic International

11/18/2020

The draft of Appendix E was approved by a majority of the Board of Directors. Betty Hazel, Morgan Fuller Kolsrud, Lara Texiera Cianciarulo and I continue to work towards the finalization of Appendix E. We hope to have the final product available by the Board's retreat in December.

Our National team continues to work towards their goal of the 2020/21 Olympics and have asked for input from our FINA judges on the new Technical routine. Andrea Fuentes listened to many suggestions and has already implemented several of those suggestions. She will continue to seek input from our FINA judges.

The National Team Committees and the International Relation Committees are being finalized with the selection of the athletes to meet the 33 1/3 % representation. Emmanuella Tchakmajian has found it difficult to recruit athletes that meet the criteria and who are willing to serve but has finally recruited the last athlete willing to serve on the International Relations Committee.

Respectfully submitted,
Irene Hawes
VPOI

ATHLETE REPORT

November 2020

AEC:

- USA Artistic Swimming will be offering an Allyship Webinar for athletes on December 20th, 2020. It will be hosted by the VP DEI and the AEC President and include some Panelists. The first webinar will be held for athletes Junior age and up. We will set a date in the future for a webinar for athletes 13/15 and under.
- The AEC has decided to hold webinars for athletes on the following dates: January 10th, 2021; March 14th, 2021; May 9th, 2021. We might add more dates depending on feedback from membership.
- The AEC will decide the topic for the first webinar in our December AEC meeting.

AAC:

- We are continuing to work on developing our athlete transition webinar. Our athlete speakers will be Carrie Garten and Emma Baranski. We are working on timing and details with Adam & the USOPC.
- USOPC piloting the Team USA Athlete Marketing Platform (AMP) in 2021. This will be a digital marketing/sponsorship platform with individual and group opportunities to help more Team USA athletes access sponsorship opportunities.