



## **Club Development Committee**

### **Meeting Minutes**

March 15<sup>th</sup>, 2023

11:00am Mountain

**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 Committee Business – March Meeting

**Meeting Facilitator:** Brent Arckey (Chair)

**Minutes:** Corey Manley (Staff Liaison)

**I. Call to order:** Brent calls meeting to order 11:04am Mountain

#### **II. Roll call**

Present: Brent Arckey (Chair), Michael Switalski, Andre Salles-Cunha, Jamie Platt, Alexis Keto, Michael Switalski, Max Zabriskie

Staff:

Not Present: Corey Manley (Staff Liaison), Brendan Hansen (Staff Lead), Haley Foydel, Thomas Grassadonia, Noah Berryman, Olivia Tighe, Emily Melina

Guests:

#### **III. February Follow Ups**

- Webinar Series

o Dates:



- Week of 5/8-5/12
- Week of 8/7-8/11
- Week of 10/9-10/13
- Week of 11/6-11/10
- **\*\*Possibly Add Additional\*\***
- Topics:
  - Strategic Planning for Clubs (three parts)
    - 1) Why is strategic planning important / overview
    - 2) SWOT Analysis
    - 3) What's Next? How to put this plan into action
  - FAQ's
  - How to Navigate Club Portal
  - Learn to Swim
  - Overview of current USAS Resources
    - Health Insurance, benefits, etc.
  - How to hire/retain coaches
  - Grants/Fundraising/Philanthropy
    - Mike S has template ready to go

#### **IV. Discussion**

- 2023 USA Swimming April Workshop
  - Committee will meet ~10 days prior to the start of Workshop
  - Topics received in survey results were wholly reflective of the group's desires

#### **V. Next Steps**

- Schedule April Call
  - Doodle poll will be sent out, with meeting invite to follow at least two weeks prior to the scheduled time
  - Recording of meeting will be sent to entire group
  - Google Sheet for group contact info is live: please fill out if you have not done so already (link [here](#))

#### **VI. Next Meeting:**

**Adjournment: 11:28am Mountain**

**Minutes Approval**



**Name: Brent Arckey**

**Date: 3/21/2023**