



Illinois Swimming Inc. Board of Directors Meeting January 19, 2022 via Zoom



General Chair Jeff Arce called the meeting to order at 7:30pm CT.

1. Roll Call

PRESENT: Jeff Arce, Brian Brown, Jayne Spittler, Mark Tucci, Jack Yetter, Todd Capen, Will Barker, Pam Lowenthal, Rob Emary, Tom Rieman, Amanda Schleede, Ben Pearthree, Savanna Huang, Aidan Puk, Annabel Oliva, Michael Lawrence (observer)
ABSENT: TJ Moran, Amie Adams, Casey Hnatiuk, Alex Cramer, Jenna Krull

2. Approval of December 2021 BOD Minutes

Yetter moved to accept; Tucci seconded. **Approved unanimously.**

3. Current Business & Strategic Discussion

None

4. Reports and Action Items

REPORTS SUBMITTED: General Chair, Program Ops Vice Chair, Treasurer, Operational Risk Chair, Safe Sport Chair, DEI Chair, Registration/Membership Coordinator, Open Water Chair
NO REPORT AT THIS TIME: Age Group Vice Chair
NO REPORT SUBMITTED: Administrative Vice Chair, Senior Vice Chair, Coaches Rep, Athlete Reps, Officials Chair

Yetter moved that reports not pulled be approved; Brown seconded. **Approved unanimously**

5. Items Pulled for Discussion and/or Action Required

GENERAL CHAIR

Arce pulled his own report to provide several updates.

USA Swimming Workshop will be held in Denver in April. Arce asked a handful of Board members to consider attending, based on the agenda: athlete reps, TJ Moran (Safe Sport), Ben Pearthree and Alex Cramer (DEI), Will Barker (Age Group) and himself. He asked for confirmation that they would be able to attend by January 31, so hotel and travel arrangements can be made

Arce also provided an update on the **executive director/performance director position**. After a meeting of Arce, Yetter and Tucci, it was determined that we have the mechanisms in place to fund the position. We will go ahead with a task force of five board members and three non-board members to develop a job description by the March board meeting, if not sooner. Goal would be to post position in April and begin interviewing thereafter. Looking for a start date of September 1, beginning of our fiscal year.

Arce reported that over the last three weeks or so, he and Lowenthal have worked with USA Swimming on the finalizing a **new Illinois Swimming logo**. Lowenthal shared both vertical and horizontal versions of the logo, with some rationale for the design. The star in all logos mimics the USA Swimming emblem and a goal of excellence. The red/white/blue colors reflect USA Swimming. Per the designer, there is meaning to every element in the design. The vertical logo with the state outline will fit better on certain items, like caps and name tags. The horizontal logo is the one people are "stuck" on, liking the overall concept, but not the top (consisting of waves and lane lines in dynamic motion, highlighted or not with white).

Arce opened the floor for comments and suggestions. Discussion centered on two options for the horizontal logo – one with a waved top, with white accented waves over a lane line, showing dynamic movement (Version 3); one modified with softer wave crests over the lane line and no white highlights (Version 4). Arce asked if board members liked the waves.

Ben Pearthree does this for a living, and thought the logos were fantastic, liking the minimalist design. He thought the irregular shape with waves at the top would distinguish us from other LSCs. He commented to keep in mind when designs would be embroidered, and how hard or easy it would be to incorporate thin contrast lines. Yetter concurred that we should keep this in mind if/when the brand mark is embroidered. Spittler noted that other LSC logos have incorporated more elements about the state. The group asked what is unique about Illinois, besides corn and Abe Lincoln; they also didn't think it was fair to use a Chicago skyline.

Arce asked about the waves at the top. Schleede liked them, but not the waves on the bottom. Capen liked the scheme, simplicity and the wave but was concerned it was asymmetrical. He also wanted something above the waves. Barker did not like the waves. Brown thought the waves should be replaced by two red lines on either side of the text, with a flat top like grab bars on a starting block. Spittler asked if the lane lines could be bigger; Barker asked if lane lines could be tightened. Lowenthal said that had already been discussed but that the movement and dimension of the waves would be lost.

Capen suggested that if the group was comfortable, we go ahead with Version 3. Arce said he would pass Brown's suggestion along to USA Swimming.

When USA Swimming releases final logos, there will be about 15 options, including a "business" option of text. Also included will be all files for color. Plans will be to introduce the new logo at HOD in April.

Yetter asked several "non-visual" questions. First, was the LSC planning to replace name tags, because that is not currently in the budget. Arce said Schleede should think about this for the 2023 budget. Second, who owns the trademark for the design? Lowenthal said Illinois Swimming, but she will double check to be sure.

Schleede moved to accept the General Chair report, Yetter seconded. **Approved unanimously.**

DEI

Spittler asked for the report to be pulled and commented on the action item. First, that it will add a lot of verbiage to any meet report, and second that the Championship Meet section references Sectionals. Pearthree immediately said that the action item should be pulled, until revisions can be made and presented in a more user-friendly template. Arce noted that there is great value to add the guidance, while Spittler praised the committee for their work on all fronts. Lawrence noted that changing the meet packet template is a rule change, and that the Board would need to defer a decision to the Fall HOD. Arce concurred.

Tucci moved to accept the report without the action item, Spittler seconded. **Approved unanimously.**

6. Old Business

Covered in General Chair discussion.

7. New Business

Arce said that we will begin discussing the next fiscal year over the next month or so. He is asking Tucci and Lowenthal to generate worksheets to get out to committee chairs to get ahead of our planning. Lowenthal noted that chairs should let them know what they would like included, as last

year will be a bad comparison for planning. Arce commented that some chairs might go off the Board after the April HOD elections; they should hang on to the worksheets and include them in the transfer of information to new chairs.

Arce reported that Alexis Keto resigned as chair of governance committee. He has asked another member of the committee to chair until April HOD. Nominations will be solicited for the chair.

The date of the April HOD was raised and discussed. With one weekend taken up by the USA Swimming Workshop and another by Easter, the best dates seemed to be April 3 or 10, with the option of May 1 as well. Board members thought earlier would be better than later, so as not to interfere with early meets.

Yetter moved to hold the HOD on April 10, Tucci seconded. **Approved unanimously.**

Lowenthal asked if we wanted to do the same format as previous HODs with team meetings in the morning and the HOD in the afternoon. She asked if athletes wanted to do this. Capen said that the athletes should get back to him and Lowenthal by January 31. Pearthree offered to have his athlete rep interface with the athletes, as he has content that could be considered. Meeting will be at Burr Ridge Marriott, pending availability.

8. **Next Meeting:** Wednesday, February 9 at 7:30pm via Zoom. Committee reports in .PDF format to Pam by Friday, February 4. Please note "No Report" if none is available.
9. **Adjournment:** Yetter moved, Schleede seconded. Unanimous approval at 8:09pm.

Respectfully submitted,

Jayne Spittler
ISI Secretary