



LSC MIGHTY LEADERS CALL

04.16.20

Jane Grosser opened the call at the top of the hour and welcomed everyone in attendance.

General USA Swimming Announcements

Tim Hinchey, President & CEO USA Swimming

Joel Shinofield, Managing Director of Sport Development

- Membership Fees
 - *Will USA Swimming refund part of our 2020 membership fees? What about next year's membership fees?*
 - USA Swimming is looking at ways to create full value for existing membership fees. Added values include the availability of mental health resources for coaches, coverage of team Zoom licenses for 90 days, personal financial counseling through OneAmerica, virtual education offerings, LSC guidance through Charney & Associates, etc.
 - The BOD will be addressing Flex Memberships next Friday. More information will be provided after.
 - Overall, we want to retain all teams, provide a community for people to swim, and continue producing Olympic-level athletes.
- USA Swimming Support for teams in Two-Phases to support teams with the most need
 - Phase One Support: Teams in current and immediate need of assistance
 - Phase Two Support: Teams in need of future assistance upon reopening
 - USA Swimming Foundation BOD voted to help by providing a seven-figure investment to teams to be allocated in a similar manner to disaster relief grants.
- Return to Operations
 - *When/how can we return to "normal operations"? What is the current sanction moratorium?*
 - The USA Swimming BOD recently voted to extend the current sanction moratorium through May 31.
 - The goal of the summer meet schedule is to give as much flexibility to LSCs and local competition as possible. We will be moving toward a slow entry without heavy competition. There will be more focus on team engagement, followed by a

competition schedule. We want to prioritize health and safety as we re-enter operations. We want to encourage good behavior and maintain a level playing field among teams across the country.

- USA Swimming will continue to address operations in ways that create healthy options and not incentivize unhealthy behavior. Health regulations are being considered in regards to event sizes, travel, etc. as we slowly enter the next season.
- LSC Reserve Funds
 - *Several questions from LSCs wondering, what is the right amount to have in reserve?*
 - USA Swimming cannot provide an exact figure or range. Three things to take into consideration when assessing the use of reserves:
 - Staff is taken care of for the next 6-12 months
 - LSC can continue to cover existing athlete programming in the next 6-12 months (i.e. athlete camps)
 - Enough resources will be available to restart programming after one year
- LSC Town Halls
 - USA Swimming Staff is available to help assist with town halls discussions.
 - Consider hosting a town hall to engage families (i.e. Gulf Swimming Town Hall for Parents)
- Athlete Transfers
 - This issue is continuing to be monitored. Remember to be proactive in your area, foster a community of cooperation, and promote positive behavior and experiences for everyone.
- Commercial Support (Shana Ferguson, Chief Commercial Officer)
 - Working to create virtual tools and subject matter experts to help build a virtual SwimBiz to assist teams. The format will be brought to teams via a series of webinars on the marketing side.
 - A Marketing Toolkit is being created for teams to recruit swimmers to get back to the pool (i.e. social media and printed templates, how to buy local media placements, etc.)
 - An email login will be provided to team leaders to access The Last Gold feature film to host a virtual viewing party, use as motivation, etc.
 - USA Swimming is working to garner 2016 Olympic Games footage in hopes of sharing with teams (footage is not owned by USA-S, requested from USOPC)
- Olympic Trials Cuts
 - The focus remains on creating the most competitive environment for Trials. The overall goal for the number of competitors in the field remains the same.
- Bylaws
 - Jane Grosser (USA-S): Partner with a local attorney to make determinations about the type of assistance you are providing and the legal ramifications. Take time to understand your bylaws to gain a better understanding of your LSC

business as a whole; understand your specific roles and responsibilities. This will help create one voice for the BOD and the LSC when your purpose is clear.

- Bill Charney (USA-S): You may not have an explicit answer to your specific LSC issues, but you will have guidance through your bylaws. Understand the flexibility within your playbook (bylaws) in the context of the overall rulebook (local laws). Exercise good judgment.

LSC Feedback and Questions

- Sean Redmond (SI): Is USA Swimming sporting the Aspen Institute Project Play and their bill for the 8.5 Billion?
 - Joel Shinofield (USA-S): Doesn't apply to swimming- this is an initiative from a few large corporations who run tournament events versus USA Swimming where most meets are run by LSCs. Important to look into details of any proposal to understand what is really there.
- Tristan Forman (NJ): Can we get in front of other outlets sharing information about the USA-S plans moving forward? Is there a better way to be "one voice" for the sport?
 - Joel Shinofield (USA-S): USA Swimming strives for transparency. All BOD meeting minutes and presentations are available to the public.
 - Tim Hinchey (USA-S): 100% in agreement with the goal of being one voice. USA Swimming is continuously striving for improved communications.
- Terry Stoddard (CA): Is there a way to be involved in leadership decisions regarding awarding of meets to teams in the LSC?
 - Joel Shinofield (USA-S): The proposed August series is conceptual in nature. Site awards will be announced to the LSCs as the search for available water to host meets continues.
 - Tim Hinchey (USA-S): USA Swimming is doing its due diligence to determine what teams are able to host meets. This is also an opportunity to help invest in teams by awarding meets to teams. We still will not know what this looks like as developments across the country continue to unfold.
 - If you have a facility that may have an interest in hosting please contact Kelly Naze and Dean Ekeren.
- Steven Murry (SE): Clarification on the two phases of support.
 - Tim Hinchey (USA-S): USA Swimming Foundation has approved more than \$1M to support teams by partnering with LSCs that are providing assistance to fill in the gaps. The format for assistance will likely be a grant application requiring teams to apply for assistance. Teams will need to clarify whether the request is a dire need (current) or for return to operations (future).
 - Joel Shinofield (USA-S): Details will roll out after the USA Swimming BOD meeting next week.
 - Send in your LSC team assessment results to help USA-S identify the teams with the most dire needs moving forward.
- Julie Bachman (GU): LSCs are depleting future reserves to assist teams. Are there plans for LSCs to be helped by USA Swimming financially on the upswing?

- Joel Shinofield (USA-S): LSC reserve was designed to make sure the sport survives. USA Swimming will work with LSCs to see what the future looks like for return to operations for both LSCs and teams.
- Jamey Myers (GA): The LSC is looking into reducing registration fees in the future. Is USA Swimming doing the same?
 - Joel Shinofield (USA-S): Encouragement to focus on other ways to capture revenue (i.e. meet fees), establish internal lean measures, etc.
 - Tim Hinchey (USA-S): The increased cost of insurance and doing business across the board is on the rise. The BOD is looking at a 20% reduction in 2020 expenses. USA Swimming is looking at all cases and it is still difficult to forecast right now. Everything is on the table for review.
- John Bradley (MN): Celebrate the small things. These will include getting kids back in the water, first meets, etc. Those will be opportunities to build consensus in your LSCs and to build bridges between members who may have been contentious with each other in the past. Don't squander the opportunity to build goodwill and help during those moments. The hard times like this will pale in comparison to these moments.
- Bob Vincent (USA-S): USA Swimming BOD is on the calls listening and taking notes from members all over the country. Overall, LSCs are healthy, USA-S is healthy, BOD and Foundation relationship is healthy. The USA-S staff is acting logically and measurably. Remember to take media stories with a grain of salt. Trust your process and your leaders in the organization.

Moving Forward

- [See LSC Team Support Programs](#)
 - Individual LSC responses re: assistance programming
 - LSC focus area tabs with resource contacts
 - General Chair contact column may be found in Column I of the LSC Programs tab
- Join the [USA Swimming LSC Leaders](#) Facebook page (answer both the LSC question and agree to the terms to be approved for membership)
- Review the [Crisis Management Resource Folder](#)
- Visit the [USA Swimming Swimming Community Coronavirus Resources](#) page