

Committee:	Swimming Saves Lives Foundation (SSLF)		
Chair:	Brandon Franklin		
Minutes recorded by:	Debbie Malafsky / Brandon Franklin	Date/time of meeting:	5/27/2015; Noon EST

Motions Passed:

1. Approve making up to \$70,000 of funds available for Grant recommendations for the 2015/2016 Grant Year;
2. Approve the appointment of an Investment Advisor to assist in determining strategy and specific investments to which the funds will be placed. Tom Holmberg agreed to take this role.

Number of Members present: 9 Brandon Franklin (Chair), Debbie Malafsky (Vice Chair), Rob Butcher, Rob Copeland, Nadine Day, Ted Haartz, Tom Holmberg, Nancy Ridout. Ex-officio: Susan Kuhlman	Absent: 1 Jim Miller
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MINUTES

The meeting was called to order at 12:03pm by Brandon Franklin

Rob Butcher discussed the April Learn-To-Swim activities and related PR efforts:

- This was the second year of the initiative. Rob directed the Board of Trustees (BoT) attention to resources / tools on the USMS website (<http://www.usms.org/learntoswim>) regarding how Masters Swimming Programs can get involved in teaching adults to learn to swim and the April Adult Learn-to-Swim Month.
- For 2015, Misty Hyman was our ambassador. She appeared in: 30 second radio and TV Public Service announcements similar to what Rowdy Gaines did last year. Misty and Rob held 52 radio interviews ranging from one minute to 30 minutes. All the interviews are available via USMS for those interested.
- Twenty-one States proclaimed April as “April Adult Learn-to-Swim Month”. During a two week period, there were more than 2,200 USMS members contact their State representatives to request a proclamation.

- SSLF is looking for a spokesperson for next year's *Learn to Swim Month*. We're looking for someone that is recognizable (i.e., a celebrity and not necessarily an Olympian). Any and all thoughts are welcome.

USMS-USA Affiliate Coalition Agreement:

Rob Butcher stated that the *Affiliate Coalition Agreement* between the USA Swimming Foundation and the Swimming Saves Lives Foundation was approved by the USMS Board of Directors.

GRANT AMOUNT FOR THE 2015/2016 GIVING YEAR

After reviewing the past four years of account activity within the SSLF temporarily restricted account, it was noted that the percentage of the fund being disbursed for Grants was between 15% and 25% for the years 2011-2014, with the last three years being between 20% and 25%. Brandon Franklin proposed the BoT approve making up to \$70,000 of funds available for Grant recommendations in the 2015-6 giving year. It was noted this will be approximately 25% of the estimated account balance at the date of the 2015 Convention (October 2015) and is expected to be fully replenished by donations made via registration or mailed to Sarasota, thus, allowing for sustainability of the Corpus. This proposal was unanimously approved.

To date, USMS has received 40 applications. Last year, total applications received was 58. Thus, it is anticipated many more applications will be received versus last year.

INVESTMENT POLICY and ADVISOR

Brandon Franklin explained to the BoT the need to invest excess SSLF funds which are not anticipated to be utilized in the short term. However, in advance of investing the funds, an investment policy must be adopted by the BoT and approved by the USMS BoD. A draft policy was circulated in advance of the meeting that was briefly discussed. It was also explained that the members of the USMS investment committee were in the process of providing feedback on the policy after which a final document will be circulated for the BoT's approval.

As part of the Policy, the BoT will be required to nominate an Investment Advisor to assist in making investment decisions regarding the Funds. Brandon Franklin discussed Tom Holmberg's background in this area and put forth his name as the Investment Advisor to be nominated by the BoT's. This nomination was unanimously approved.

Tom discussed some strategy options which can be refined and executed upon once the Investment Policy has been approved by the USMS BoD.

AMOUNT OF SSLF FUNDS TO BE INVESTED

Based upon the current amount of funds in the SSLF account, the amount of funds to be made available for Grants as discussed above, along with a balance of funds to remain available in case of need,

Brandon suggested that \$175,000 of the Corpus be invested. At Nadine's request, the Motion on this issue will be deferred until finalization of the Investment Policy the BoT's.

OTHER BUSINESS

Ted Haartz said there was no policy in place to increase the endowment. Susan explained that USMS does not yet have the infrastructure in place to manage a large increase in activity but is in the process of reviewing options.

No other matters of significance were discussed.

The meeting was adjourned at 12:35 EST.