VISION: To inspire excellence through innovation and leadership.

MISSION: To offer our members programs which promote swimming and achieve excellence through education, innovation and committed leadership.

BOARD OF DIRECTORS REPORT
GENERAL CHAIR
May 10, 2017

General Information and Updates:

1. Conducted Strategic Planning Meeting. Agenda is attached. A summary of outcomes and/or action items include:
   a. A revised Mission Statement is proposed for consideration by the BOD:
      • “old” – To offer our members programs which promote swimming and achieve excellence through education, innovation and committed leadership.
      • “new” – To promote and achieve excellence in performance through education, innovation and committed leadership for our members
   b. Developed a draft Quad Business Plan listing the Priorities and Strategies for each goal of Build, Promote and Achieve (will be distributed separately). A complimentary financial forecast will be modeled for future review.
   c. Recommendation for BOD to further review and discuss potentially changing the purpose/agenda of each respective HOD Meeting (Regular/Spring vs. Annual Fall). In addition, we need to improve communicating and distributing pre-meeting information to be more comprehensive and timely (i.e. greater advance notice).
   d. Based on the presentation by “SilverChalice” (now “Stadium”) for an ISI sport-content-based technology platform, we would be interested in receiving a formal business partnership proposal for review, inclusive of an implementation plan, itemized costs and revenue projections.
   e. After review and discussion of non-profit Board types, it was the consensus that the ISI BOD conducts itself as a hybrid of management and governance models. No immediate changes are expected, however the authority to staff granted by the Board continues to evolve and may need more definition.
   f. ISI succession planning is primarily a function of inviting geographically diverse members to participate on committees and then encourage further involvement and develop in governance by serving as Committee Chairs and/or in Board positions.
   g. Tony Young and Todd Capen, as designated liaisons, will continue attempts to engage our athlete reps by scheduling follow-up meetings. In addition, we need to request coaches of athlete members on committees to help encourage participation commitment and also identify additional candidates for future athlete roles in our governance.

2. Appointed the following non-athlete members to the Officials Committee (with advise and consent of Program Operations Vice Chair and Officials Chair):
   - Dave Johnson (MAVS)
   - Mike Parker (PAC)
   - Ed Gershburg (ACAD)
   - Ann Widdowson (UN)
   - Amanda Schleede (SCST)
   - Rome Yount (BNSC)
   - Dan Classen (WCS)
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3. Successfully completed and signed a new Speedo Sponsorship Agreement. This four (4) year commitment provides $10,000 annually in cash support and other Speedo product incentives to ISI. ISI will grant Presenting Sponsor status at ISI Championship Meets and other exclusive direct marketing and advertising rights to Speedo.

4. HOD Meeting Attendance Tracking Report

<table>
<thead>
<tr>
<th>HOD Meeting</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
<th>Fall 2015</th>
<th>Spring 2016</th>
<th>Fall 2016</th>
<th>Spring 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Chicago O’Hare</td>
<td>Bloomington Normal</td>
<td>Schaumburg</td>
<td>Bloomington Normal</td>
<td>Schaumburg</td>
<td>Burr Ridge</td>
</tr>
<tr>
<td>Total Clubs in ISI</td>
<td>120</td>
<td>122</td>
<td>122</td>
<td>124</td>
<td>125</td>
<td>123</td>
</tr>
<tr>
<td>% Represented</td>
<td>55%</td>
<td>44%</td>
<td>45%</td>
<td>36%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>ISI Clubs Represented</td>
<td>66</td>
<td>54</td>
<td>55</td>
<td>45</td>
<td>59</td>
<td>60</td>
</tr>
<tr>
<td>% Representation</td>
<td>44%</td>
<td>22%</td>
<td>25%</td>
<td>24%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>Athlete Reps of Clubs Represented</td>
<td>29</td>
<td>12</td>
<td>14</td>
<td>11</td>
<td>15</td>
<td>11</td>
</tr>
</tbody>
</table>

5. Completed revisions to the Board of Directors and Committee Chair Orientation Information and distributed to all newly elected and re-elected positions. These documents are stored on the Board Dropox site under the Orientation Folder.

6. Executive Committee – no report

7. Budget Committee – no report

8. Personnel Committee - no report

Respectfully submitted,

Stephen Mitchell
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ILLINOIS SWIMMING, INC.

BOARD OF DIRECTORS
STRATEGIC PLANNING MEETING

Saturday, April 29, 2017 @ 9:00am
Chicago Marriott Southwest
1200 Burr Ridge Parkway, Burr Ridge

Agenda

1. Review of Vision and Mission Statements 9:00 – 9:30
2. ISI Quad Business Plan 9:30 – 11:00
   • Supporting ISI Performance Quad Plan
   • Consistency with USA Swimming Quad Business Plan Template
   • Programming Funding and Evaluating ROI
   • Budget and Financial Forecasting
3. Engaging ISI Athletes 11:00 – 11:30
   • BOD and Coach Liaison Roles
   • Enhancing Participation on Standing Committees and at BOD/HOD Meeting
   • Athlete Committee Activation and Activities
   • Inclusion in Performance Initiatives
   • Education/Programming Opportunities
4. ISI HOD Meetings 11:30 - 12:15
   • General Feedback
   • Goals for participation and attendance
   • Improving Structure and Content
   • Frequency
5. Lunch (provided) 12:15 - 12:45
6. ISI Marketing, Communications & Fundraising Partnership Proposal 12:45 - 1:30
7. LSC Governance Model 1:30 - 2:30
   • Is this a model ISI should develop and implement?
8. BOD and Committee Chairs Succession Planning 2:30 - 3:00
   • How do we improve?