

Arkansas Masters LMSC Annual Meeting Minutes
Sunday, Feb. 5th and Feb. 26th, 2023 via Zoom

Byron called the meeting to order at 7:09pm on 2/5/2023. Those attending were Byron Shefchik, Bonnie Adams, Carie O'Banion, Scott Halliburton, Anita Parisi, and Karyn Walker.

Byron reviewed our accomplishments from 2022:

Sanctioned Events:

Friday night freestyle frenzy in Bentonville, 1/7/2022
Walmart OZ swim on Beaver Lake, Sept. 2022
Hall of Fame meet in Little Rock, 5/7/2022
NWAA Memorial Classic in Bentonville, 6/10-6/12 2022

Recognized Events:

Arkansas Senior Championships 3/18-3/20
Arkansas Dolphins Spring Splash 5/13-5/15
Aquakids End of School Invite 5/20-5/21
Mary Grace Tucker Memorial Invite 7/8-7/10
Racers Go Pink Halloween meet 10/24
Trey Heye Memorial 11/5
Paul Blair Memorial 11/18-11/20
Candy Cane Invite 12/3
Racers Holiday Classic 12/16-12/18

Misc.:

Labor Day Masters practice at Melvin Ford
Thanksgiving Masters practice at BCC
Facebook and webpage maintenance and newsletters
New clubs/groups in Searcy and at the Jones Center in Springdale

There was discussion about the 9 "recognized" events, which were all in Little Rock. We do not get a sanction bill for those, but wondered why we didn't know about them. Anita will follow up on this.

Officer Reports:

Vice Chair: Bonnie reported that the 2021 Swimmer of the Year went to Carie O'Banion last year and a trophy was presented to her privately. She ordered a new style of trophy and it was very well received.

Bonnie also reported that she went to Denver last year to attend the USMS Relay conference. She stated that it was great to hear from different clubs and coaches from across the nation, and she really enjoyed this experience.

Secretary/Communications Chair: Carie wrote 7 newsletters during 2021 which were sent to all active members. Events and other information have been communicated throughout the year either via 1) direct emails to members, or 2) social media posts on various Facebook pages.

Membership Coordinator: Scott reported that we had our highest number of members ever last year with 206. We are at 140 members so far for 2023. The five clubs for 2022 were: Little Rock Masters (LRM), Northwest Arkansas Masters (NWAM), Swim Oz (OZ-AR), MC Soakers (SOAK). and Aquahawgs (HAWG). This year, we have added the Searcy club.

Scott believes that the Oz Mile, and Bonnie's Swim OZ club made a big impact on our total number for 2022. Bonnie inquired as to why she couldn't see the birthdays for our members and it was stated that it might be a privacy issue. Scott will check on that.

Records: Scott continues to manually update our State and Citizen records. He was extremely busy after the meets in Little Rock last month.

Fitness Chair: Karyn is happy to write more fitness articles for the newsletter. She just needs Carie to send her the deadlines. Byron encouraged Karyn to write on article about USRPT (ultra short race pace training). Byron will send Karyn contacts for Calvin S. and Srdan for more information.

Treasurer: Anita reviewed the balance sheet and the actuals for 2022. Total revenue for 2022 was \$3320.76 and total expenses were \$2356.47. The net income for 2022 was \$964. We had more donations this year than ever, at \$605.00, and also the annual dues went up.

For 2023, there might be some revenue shared with ARKM from the Jan. 2023 meet in Little Rock based on Anita's conversation with Calvin. There was discussion about how we might be able to offer a discount to ARKM members for that meet in the future.

Other discussion: We have included funds to update our Hytek (Meet Manager) software. Of the 6 clubs, only 3 requested to be reimbursed for their club registration. Anita wants ideas for encouraging more "takers" for some of our budgeted items (i.e. our grants). Anita would also like a heads up regarding meets, so she will know when to expect a sanction fee to come to her to be paid. Anita also plans to ask David Sexton to do an audit for us.

Anita reviewed the budget for 2023 and the board modified several items.

- Change the Leadership Summit amount from \$500 to \$1000

In regards to the new policy regarding Swimmer Grants (they must reside in the ARKM boundaries), Carie will update the Grant information on the website and the Policies and Procedures document.

Top 10 Recorder: no report

Officials Chair: no report. This position is currently open

New Business:

Carie will send out an email requesting Swimmer of the Year nominations with a deadline of Feb. 29th.

Do we want to nominate anyone for the Jesse Coon award (a zone award).

Byron would like us to nominate Swim Oz as the USMS Club of the year. He will take care of this.

Byron has heard from someone who would like to start a new club in Hot Springs and we will do all we can to support her.

Bonnie asked if we could find someone to take charge of marketing for us (ordering swag, set up Instagram and Tikor account, etc.) Bryon has someone in mind for this position.

Byron plans to ask Calvin to be the Sanctions Chair.

There was discussion about Club “marketing” grant reimbursement: each club can be reimbursed up to \$8 per USMS registered swimmer for their marketing efforts. Clubs must request funds as an invoice with proof of the marketing activity. Motion was made for this and it passed.

As the meeting was getting long, we voted to continue this meeting on Sunday, Feb. 26th at 7:00pm to do more planning for events and initiatives for the remainder of the year.

Meeting was adjourned at approximately 9:00 pm.

Part II:

Byron called the meeting to order at 7:05pm on 2/26/2023. Those attending were Byron Shefchik, Bonnie Adams, Carie O’Banion, Scott Halliburton, Anita Parisi, and Karyn Walker

Byron reported that Parker Touchton has agreed to join the board as the Marketing Chair. A motion was made to approve this new position. Motion passed.

Bryon has not secured anyone to be the Sanctions Chair, as Calvin S. declined. Scott will reach out to Trip Strauss, and Srdan was also mentioned as a possibility. In the meantime, Byron will continue in that role.

Two officials have been secured for the meet in Bentonville on 3/11/23. Anita will send \$50 checks for them after the meet.

Anita spoke with Adam in Little Rock, but didn’t get an answer to our question about all of the “recognized” meets. Carie stated that Doug Martin should be able to address this and Byron said he will follow up with him.

There are only 12 people currently sign up for the 3/11/23 meet. Carie stated that there hasn't been any publicity from the BCC regarding the meet. She will ask Kendra on Monday to let us know about swag and about more publicity.

Anita stated that David Sexton has agreed to do an audit for us.

There was discussion about the role of the new Marketing Chair. These are the tasks we see for this new position:

- Monitor/approve marketing funds for clubs - up to \$8.00 per current club member. The Club contact should detail their marketing expenses to Parker who will approve, and then Anita will send a check to the Club contact. Up to \$1000 is allocated for this for 2023.
- Member Swag/Promo Materials. Parker can order and distribute free ARKM swag items to members/non-members. Up to \$500 is allocated for this for 2023.
- Resale Items. Parker can order items to resell with the ARKM logo. Up to \$500 is allocated for this for 2023.
- Social Media: Create more of a presence with an Instagram and/or TikTok account. Be more active with our Facebook page also.

Other items discussed for 2023 initiatives:

- Anita stated that her Mt. Sequoyah program will be very active this summer, but she hasn't felt too comfortable pushing USMS membership yet because it's just 3 months of the year. She also does a lot of ALTS lessons at the Jones Center.
- Bonnie would like to see us have more masters social events. Perhaps have a lunch after the meet on 3/11.

Regarding the 2023 budget, there was discussion about the "competitor grants." Byron received input from another swimmer who stated that the \$250 doesn't go very far to pay for an expensive location such as Irvine, California this year. While we understand this, we also noted that this grant was not intended to fully fund someone's trip to a national or zone meet. Rather, it was just meant to encourage attendance and offer some support. A motion was made to increase the "competitor grants" from \$250 to \$300. Motion was approved.

Carie will collect the Swimmer of the Year nominations (deadline 2/28) and send to Bonnie so we can send out a vote to members.

Anita will send the revised budget to Carie who will forward them and the minutes to the board members for approval via email.

Meeting adjourned at 8:15pm.