

USMS Board Meeting 1/30/16

Meeting Minutes

Present: Carie O'Banion, Aaron Thomas, Anita Parisi, Whitney Sutherland, Tonya Vandermey

Guests: Bill Brenner from USMS and Emily Deal from Bentonville Community Center

Meeting began at 11:05 AM.

Bill Brenner notes- organization is growing and the individual clubs are what are driving the growth. ARKM is under older model as a regional model. The LMSC is the governing body, and then the groups within are separate clubs which would be run by separate organizations (like the BCC and WLFC and Jones Center, etc.) Membership recruitment happens best from the clubs. The LMSC should be hosting-and sanctioning events, maintaining a website and providing a newsletter, sending people as delegates to the national convention. The LMSC should also provide continuing education for the coaches on how they can grow their clubs and understand benefits of USMS. Clubs would not have to incorporate or file taxes. If the club is registered in Arkansas, then \$10 fee goes to the LMSC. ARKM should be supporting all the clubs. The benefits to forming clubs include insurance and educating coaches on the value of USMS to sell to their swimmers.

Propose to ARKM LMSC – develop a nucleus of clubs and identify the coaches. Establish the clubs and then host a coach certification clinic (1 day long class) and do a stroke clinic the next day. Minimum of 15 coaches are needed for the classes. Middle of the week for coach certification is possible for the calendar year 2016, and weekend option would be available for 2017.

President Update: Since August activities have included the following: filled board positions, met with treasurer, contacted coaches in the area and asked to make official workout club, attended USMS teleconferences, conversations with Anna Lee, worked on website but need further help from USMS team, sent communication to members and sent welcome emails to new members, answered inquiries about where to swim on USMS, gave scholarships for two people for attending USMS coaches clinic, researched marketing items to give to members, attended open houses. Goals for 2016 are to increase membership, get the web page up, and increase the number of events. She would also like to fill open positions on the board and get bylaws updated. Another goal is to attend the workout programs in Joplin, Little Rock, etc. Membership is currently at 103 and goal is to grow to 150 members. Some of the workout groups require USMS membership but others do not.

Follow up – Carie will have Scott run a report of where membership is located.

New Business:

1) Calendar of Events:

- a. January 9th – One Hour Swim was held with about 10 participants with several new memberships gained.
- b. April 2nd – April Pools Meet in Jenks

- c. April 23rd – Hall of Fame Meet in Little Rock
- d. May 30th – Ozark Open Water Swim
- e. June/July – 1500 m swim in Little Rock
- f. Aug/Sept Short course meet in Clarksville
- g. Mid Sept Arkansas Senior Olympics
- h. October 22nd – dual meet or club meet at WLFC

Potential event ideas: Lazy River Championship, potential tie into Barracuda meets with adult meet added on.

Communication with our members: word of mouth, registered email, “NWA Swim” and “Arkansas Masters” on Facebook,

- 2) Sponsorship request from GPP – looking for sponsors for the Ozark Open Water. First request was for \$5000 sponsorship from Arkansas Masters. USMS would be entitled to provide materials for the goody bags. Discussion:
 - a. Our mission is focused on adult swimming, but this event raises funds towards youth swimming.
 - b. Event attracts triathletes from across area.
 - c. In lieu of sponsorship commitment to contribute towards USMS members event fee.
 - d. Marketing information could be developed to promote specific workout club information and a Save the Date for future events.
 - e. Initial level starts at \$500 and allows us to put items into the goody bags.
 - f. Amount requested seems out of line with our club scope.
 - g. Options: yes to sponsorship, no to sponsorship, sponsor at a different level, pay member registrations.
 - h. Anita made a motion to approve \$500 sponsorship of Ozark Open Water Swim and to supplement the registration fee for ARKM USMS members by \$20 per person. Vote was taken and was approved. Aaron abstained from the vote.

- 3) Fiscal Calendar
 - a. Anita made a motion to update the bylaws with a change to the fiscal year to match the calendar year and to change the annual meeting to the 4th quarter to coincide with the budget. It was approved unanimously.

- 4) Budget discussion
 - a. Adding line items for New Club Startup fee
 - b. Adding line item for Coaching Certification Clinic
 - c. Adding line item for Hall of Fame – Masters of the Year award
 - d. Motion to approve the budget with noted changes made by Aaron. Voted and approved unanimously.

Meeting adjourned at 1:06 PM