

MINUTES

Called to order at 7:39, February 2, 2025

Attendees: Carie O'Banion, Calvin Schildknecht, Scott Halliburton, Bonnie Adams, Laura Fox, Susan Torpy, Byron Shefchik

Review of Events:

Two meets in Little Rock

Hall of Fame Meet

Labor Day Swim (roughly 25 swimmers)

Oz Mile - 274 registered swimmers (including under 18, with 120 Masters swimmers)

3. Officer Reports

- Sanctions: Byron Shefchik - possible that National will take over this role in the future.
- Vice-Chair: Susan Tropy - Google form for swimmer of the year (last year, the award was mailed to the recipient)
- Secretary Chair: Byron Shefchik - will provide minutes for approval, then submission to USMS
- Treasurer: Carie O'Banion - will go over financials later in the meeting.
- Member and Records Coordinator: Scott Halliburton - 2024 we had 178 members. 173 records were set at a meet last weekend. We are 120 so far this year.
- Communications Chair: Laura Fox - spotlighting Tom Bullock. Continuing to produce the newsletters
- Marketing Chair: Carie is doing Instagram but we would like to find a Marketing chair
- Coaches Chair: Anita Parise (not present)
- Officials Chair: open - Bonnie will ask Olga if she is interested
- Fitness Chair: Tom was not on the call

- Top 10 Recorder: Calvin Schildknecht - has uploaded events from all recent meets. Will enter USA meets, which has a different process (create separate meets). Will coordinate Zone records with a Zone representative.

Financial Review

Balance Sheet - approved with minor date modification (from 12/24/24 to 12/31/24)

2025 Budget - approved as presented by Carie.

Additional notes from Carie for the record and clarity in future years:

“For context, when we hold meets, the fees are processed through software called Club Assistant and Stripe. Stripe takes a fee for each meet entry and then deposits the rest into our checking account within a few days. For the recent meets in Little Rock, we started receiving funds back in November. Earlier this week, I wrote a check to the meet director for the total amount of fees that we collected - ie, the LMSC does not profit from the meets. A small accounting problem arises because we collected the funds in 2024, and didn’t pay out those funds until 2025, so it kind of skews our net revenue for 2024. Under the 2024 Actuals column, there is a Revenue account (4100) labeled “UALR Meet 2025” with \$1667.88. To get a clearer look at our 2024 net loss, you should subtract that amt. from the \$901 “profit” that I show for the year (last cell under the 2024 Actuals column), and come up with a Net Loss of \$766.88 for last year.. That is a slightly larger loss that we saw in 2023. But since our accounting is calendar year, I will actually report a net profit of \$901.

In the past, Anita added the one-event fees into the 4000 Revenue account titled AR Masters Dues. I chose not to do that because I felt that it overstated our “Dues” revenue and we don’t keep that money. In reality, the only revenue that is consistent for us year-to-year are the dues from members (the LMSC gets to keep \$12 of the \$70 fee), donations, and interest from our Money Market account. I have highlighted those 3 items in yellow, and have estimated \$1760 for these 3 categories for 2025. That is not much revenue! But, luckily we have a healthy savings at the moment and are able to spend more than we receive.

Also, regarding meet revenue, Anita would handle that money through the use of the expense categories only. I have changed that and put meet revenue into a revenue account, and then when I pay out those meet funds, I add that amount to the Expense

category. The 2 should balance at a zero. Having said that.... We did actually bring in some revenue from some meets this year (see account 4100). These amounts are accounted for by sanction fees and part of the one-event fees that we get to keep (more on that later).

Now, let's look at the 2025 budget:

I have removed several items from the budget because we haven't used them for several years. We can certainly add them back in if needed. Those that I removed were:

- *Sponsorship for Events*
- *Hytek Upgrade*
- *Sanctions Expenses (USMS voted to remove sanction fees)*

I have also changed the verbage/intent for Club Development/Marketing. We initially were trying to give funds to each club in the LMSC based on membership numbers, but the logistics for this model just did not work and were never used. During our budget planning session, Bonnie brought up the idea of visiting some of the newly formed clubs and offering swim clinics as a way of promoting club development across the state. So I have proposed \$1200 for this (3 trips at \$400 each to cover hotel and meals for a vist to Jonesboro, Searcy, and Hot Springs).

The remaining budgeted line items are pretty similar to past years. If we spend all of what we have budgeted, we will have a \$7870 LOSS for the year which would significantly cut into our savings. However, you can see on the Balance Sheet document, that we have not really made significant decreases in our total assets in the past 5-6 years."

2025 Calendar Events

- First Chance meets in Little Rock are done.
- Hall of Fame meet will be April 12th, 2025.
- Discussion on relays with no decision.
- Discussion on becoming one club with hesitancy because of having to compete with regional clubs at nationals

- Discussion about giving out the SOY award at another place/time besides the Hall of Fame meet.
- Bentonville Rec would like us to hold masters meets. Bonnie might be willing to be meet director.
- Oz Mile sanction is nearing completion. September 20th, 21st, aligning fundraising with Rampy Foundation, Joys of Swimming, and Swim Across America.
- Grown Up Swimming was purchased by USMS. There will be events but no dates determined yet.

Agenda items 7 and beyond moved to March agenda. Note - Relay event, October 24th - 26th, 2025, Marriott Kansas City Airport.

Next scheduled meeting is March 9th.

Meeting adjourned at 8:43 PM.