

## **Oklahoma Masters LMSC Annual Meeting August 4, 2018**

Meeting chaired by Louise Churchill-at Napa Flats restaurant.

Approved 2017's minutes posted on [www.okswim.org](http://www.okswim.org)

Attendees: Jack Zedlitz, Janet Latham, Louise Churchill, Cheryl Hubbard, Colin Drysdale, Dennis Wilson, Don Nelson, Tim Murphy, Rich Brown, Kathy Keffer-Sharpe.

This was not a year we normally would have elected new officers. But with the resignation of Kathy Mendez as Chair and Leslie Sauber-Vice Chair moving away it was necessary. Also Typ W. asked to be removed as Sanctions chair.

New officers were proposed and voted in. They are Chairperson-Louise Churchill, Vice-Chair-Janet Latham, Sanctions Chair-Jack Zedlitz.

### **Report of officers:**

**Registrar** -Kirsten Hoffman-Report submitted and will be emailed to all members. Also available on website at [okswim.org](http://okswim.org) under documents

**Treasurer**-Tim Murphy-Report submitted balance as of 1/1/18, \$10,269.11. Balance to date is \$12,203.94. A motion was made and approved to distribute profit sharing for 2018. This will occur on or around January of 2019. Also a motion was made and approved to not try to go back and distribute profit sharing for 2017. As we changed treasurers this seemed an arduous task.

**Sanctions**-A new sanctions chair was voted in and we are proud to welcome Jack Zedlitz. No report from former sanctions chair.

**Top Ten/Records**-Leo Mendoza not present, no report.

**Webmaster**-Colin Drysdale-Has had over 11,000 hits on the [okswim.org](http://okswim.org) website. So believes the website is definitely driving traffic to our clubs.

**Officials**- No report

**Safety**-No report.

### **Unfinished Business:**

None

**New Business:**

It was announced that Dewey Smith has been selected as our Swimmer of the Year for 2018. He will be sent a \$100.00 check. We are all very thankful for everything Dewey has done to further Masters swimming in the state of Oklahoma. He will never know how much we appreciate him for his 10 years of service.

USMS Convention in Jacksonville, FL. Sept. 26-30, 2018. Jack Zedlitz will attend convention for us and give a report on his return.

Please update your Places to Swim information and Club Finder on website. This is very important for new swimmers and those who are traveling and looking for a pool.

Colin will add a photo of some of your current LMSC chairs that were at the meeting. This is to hopefully help people become familiar with who represents them in Oklahoma.

Respectfully submitted, Janet Latham

# Oklahoma Masters Swimming LMSC Annual Meeting – Registrar’s Report

I am sorry to miss this meeting. I am coaching the Stillwater YMCA swim team, and they have their championship meet today at Mitch Park, or else I would be in attendance.

Overall, there has been a national downward trend in the number of registered masters swimmers. The decline has been so disturbing that it warranted the USMS President, Patty Miller, to send out an email on July 12, asking for LMSC help in reaching out to new members. The problem is a tricky one. Currently, we are doing better than ever before with renewal rates. Those who love masters swimming, love masters swimming. While we excel in keeping those who are in it for life, we aren’t very good at attracting new members.

How does the state of Oklahoma compare? At present, United States Masters Swimming (USMS) is having some major issues with their database, and I am unable to get an up-to-the minute snapshot of how our LMSC is doing compared to national numbers. I did reach out in early July to report this issue as I knew we didn’t have 59,000 members (that would have been amazing). As of July 1, 2018 we were down from 192 swimmers registered at this time last year to 174.

This gap may not seem terribly large to you, but it’s substantial for a state that is more apt to celebrate all things football than all things aquatic. Look around at this annual meeting. How many are familiar faces? Many. How many are new? Maybe one. Maybe two.

I encourage our LMSC to think about if we are doing all we can to reach out to new people. President Miller asked the following of our membership:

1. **Can prospective members in our LMSC find a swimming home?**
  - a. Are all the workout groups listed in the club finder database on USMS?
2. **Are we hosting events?**
  - a. Meets
  - b. Clinics – Either national or local. We don’t have to have national level clinics. What can we do in place of these events?
3. **Is Masters swimming FUN in our LMSC?** Are we doing things to promote fun and camaraderie? Are we highlighting these things in our communications? Should our LMSC provide stipends for clubs to do these things? We have had a surplus for many years. What can we do with it to support the sport?
4. **Is our LMSC leadership a cohesive and friendly team?** We probably haven’t been as cohesive as we could have been this year. I think we have a slate of officers for 2018–2019 that is committed to improvement.
5. **Do we encourage USMS membership?** Are there incentives for clubs in your area to register the highest percentage of members? Should we set state goals?

I am proud to server as Registrar for our LMSC. I hope that this report encourages a broader conversation today and in the future on how we can get new membership trending upward.

Respectfully,



Kirsten E. Hoffman