



USWTCA March 7, 2024 Executive Meeting

Attendees: Simone Terry
April Smith
Kim Dismuke
Marla Lindsay
Joy Upshaw
Charlotte Sneed

Meeting Start: 4:10pm (Meeting was not recorded)

Agenda: -Roles and Responsibilities
-Subcommittee Plan
-Treasurer Report
-Marketing Plan (Website, Logo, Social Media)
-Annual Meeting
-Scholarships
-Membership

Roles and Responsibilities:

- Simone would like to let the new members of the group know the expectations of the role within the USWTCA.
- This topic was tabled until the notes are found when April was the president
- Sub

Subcommittee Plan:

- Para, Youth, XC/Distance, Race walk, NCAA, D-1, D, 2, D3
- Mentor Program
- Suspend committees until 2025
- Develop the program
- Coaches Summit

Treasure Report

- \$21,246.83
- Dotation From Lyndell Wilken
- Donation From Bill Shelton \$5,000.00 (Follow Up with national) Donation for 2024 was not revived.
- Donation letter is needed with logo for tax purpose.

Marketing Plan:

- Website at the present time is under the control of Christy S.
- New website with new logo's and photos. (No Models)
- Rename New website to: USWomansTCA with new logo
- April has control of Facebook, other media outlets need to be created such as Instagram and TikTok.

- Joy recommended a young lady who is social media savvy.
- Simone, Someone from the Executive committee should always have access to the social media account.
- Value of Membership
- **Scholarships:** Develop a formal application that mimics the Application for Coaches education.
- Scholarships must have a deadline that will allow recipients to enroll for coaches education.
- All Scholarships information will be on all social media outlets

Annual Meeting:

- Showcase Combine athletes
- Dan and Dave
- Lindsay Schwartz-Flach
- Jackie Joyner-Kersey
- Woman's Decathlon

Next Meeting: All Executive members will be notified Via TXT.

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Some Sunday in May at 5pm PST, 8pm EST.

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Please Keep all Idea's in this Group only. _ April