

1999 Planning Committee Minutes

September 16, 1999

Action Items

*** Recommends that Appendix E of the Rule Book be amended to include a Liaison to the Senior Games.

*** Recommends that the Marketing Committee provide a USMS booth at the Senior Games in Orlando in October 1999.

*** Recommends that the Marketing Committee develop a pre-packaged booth and materials display to be used at a wide range of both aquatic and non-aquatic events.

Attendance

Number of committee members present: 7 Number of committee members absent 7

Total number of delegates attending the meeting: 21

Minutes

I. Old Business

The National Office is now the clearinghouse for aquatic facilities construction information.

The Computer On-Line Committee has been working to resolve issues concerning member privacy and Y2K. The Website has been updated to include information on coaching, long and short course nationals and convention.

The USMS Endowment Fund continues to grow and this committee encourages the Board of Governors to be proactive in devising ways to utilize the funds.

II. New Business

The description of the Planning Committee has been slightly reworded to insure a closer working with the Executive Committee, particularly the President.

The role of USMS with the Senior Games was discussed in depth. **The committee recommended that the Executive Committee create a USMS liaison position with regard to Senior Games. It was also recommended that the Marketing Committee provide a USMS booth in October.** Scott Rabalais and Skip Thompson gave some background on Senior Games, and Larry Peck reported on their status with regard to Orlando. The LMSCs also need to become more involved at the local level to make the quality of these games more consistent.

The committee further recommended that Marketing develop a pre-packaged booth and materials display, and that USMS have a presence at a wide range of other aquatic and non-aquatic events.

Membership growth and retention were discussed. Some ideas mentioned were

- development of a membership packet for distribution
- a public relations chair for each LMSC
- networking with USA Swimming, summer league programs, YMCAs and YWCAs, college programs, recreational programs, etc. to promote greater awareness of USMS
- Nancy suggested that each member of the Board of Directors could act as a liaison between USMS and an LMSC to promote awareness, facilitate communication and distribution information directly to the local level. Hopefully in this way we can serve to mentor less active LMSCs and promote their overall involvement.

Because our contract with SWIM Magazine is coming up for renewal, the Executive Committee requested that each committee poll its members as to desirable criteria for an official publication. Planning requested that each delegate complete and turn in their own list prior to the close of convention so as to get wider input.

With regard to the Strategic Action Plan, the committee recommended that Planning be involved with the following:

- defining organizational needs and implementing adequate staff
- continuing to deliver value to current membership
- conducting a pilot project of 1-3 LMSCs as to availability of facilities and their utilization to Masters
- increasing outreach to potential members
- developing an aggressive giving plan to our Endowment Fund
- developing a plan for increased participation of members in our program at all levels

Adjournment at 6:30pm.

Tasks for Upcoming Year:

* See above