

USMS CONVENTION – Greensboro, NC - 2005

Committee Name: **Marketing Committee**

Session # (if more than one meeting): 1 of 2

Comte. report #:

24

Minutes recorded by: Nadine KM Day Date/time of this meeting: Friday, September 16, 2005 10:00-11:15 am

ACTION ITEMS - PROPOSED EXPENDITURES

NONE

ACTION ITEMS - OTHER

NONE only Task items

Committee Chair: Doug Garcia Vice Chair(s): Connie Barrett

Number of committee members present: 9 Absent: 11 Number of other delegates at this meeting: 18

Committee members present: Doug Garcia, Connie Barrett, Nadine KM Day, Nancy Rossetti, Randy Crutchfield, Dave Oplinger, Kenton Jones, Susan Ehringer, Tom Hindle,

MINUTES

The meeting was called to order at: 10:00 am by Chair Doug Garcia

1. Review of activities to date
 - a. Established strategic plans, press releases, facility brochure, style guide for editorial board
2. Reports:
 - a. Ray Novitske Action item 2.1-
 - i. Develop tools for membership growth
 1. Coordination of information available for members
 - a. Discussion of LMSC handbook
 2. Regular communications with LMSC and Clubs
 - a. Announcements of National information such as facility brochure, special fundraiser,
 - b. Kenton Jones Action item 2.4-Target the 18-24 age group swimmers
 - i. USA Swimming Participants that don't go to college
 - ii. National Intramural Recreation and Sports Association discussed plan to attend and present at the national conference
 - c. Doug Garcia reported on the work that Maria Dolger did regarding Action Item 2.5-Publize and rewards LMSC that increase their membership by the greatest percentage on an annual basis
 - i. Discussion and Proposal:
 1. When an LMSC reaches the next level to bring an additional delegate, to subsidize the registration fee at convention.
 2. Increase in registration by a certain percentage, to give a kick back
 3. Recommend recognition at the LMSC, club level.
 - ii. Retention Awards need to be included
 - iii. Discussion where the finances are coming from to support a program
 - d. Mel Golstein Action 2.10-Utilize our USMS display at major aquatic conference events
 - i. Discussion of how LMSCs can make and use displays.
 - ii. Chris McGriffin from New Jersey spoke of the 100 x 100 event and how they utilized the USMS display to educate current members on services
3. Discussion of remaining action items under goals
 - a. Goal 1: Increase awareness of USMS to potential member and influencer audiences.
 - i. Action Item 1.1 Define all potential members audiences
 1. Sally Dillon-EC minutes Ft. Lauderdale mid year
 2. Susan Elringer will be in charge
 - ii. Action Item 1.2 Create awareness of USMS among aquatic directors at all colleges and universities

1. Nadine Day, Randy Crutchfield, Mel Goldstein
- iii. Action Item 1.3 Educate swim coaches ar USA Swimming Clubs on the financial benefits of including a masters swimming program swimming program
 1. How to grow your club handout/brochure, developing a tool to get the information to coaches, having a current swim coach that has an existing program and how it helps
 - a. Jim discussed is there a growth factor.
 - b. Mike Burgess From Niagara, Mark Moore
- iv. Action Item 1.4 Educate and create awareness of masters swimming to facility directors, National Parks association, YMCA that do not have masters programs
 1. Jim Weeler, Mel Goldstein
- v. Action Item 1.5 Educate the leadership and /or members of other organization (association based versus facilities) about the benefits of USMS
 1. Discussion of having a liaison for Master Track and Field, World Master Games
- vi. Action item 1.6 develop a graphic identity system and branding elements and tagline for consistent approach to all USMS communication
 1. Connie Barrett

The meeting was adjourned at: 11:15 am

TASKS FOR THE UPCOMING YEAR

See above under each action item