

USMS Convention — Kansas City, Missouri 2015

Committee Name:

Fitness Committee

Session #: 1

Committee Chair:

Mary Jurey

Vice Chair: Brian Cummings, Marcia Anziano

Minutes recorded by:

Bob Jennings

Date/time of meeting: 10/01/15 10:00 AM –

11:15 AM

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. To add a 30 Minute Fitness Swim Event
2. Accept bid for the Long Beach Grunions for 2016 Check Off Challenge

Number of committee members present: 9

Absent: 7

Number of other delegates present: 57

Committee members present (list all, including chair and vice chair): Mary Jurey, Brian Cummings (Vice Chair), AJ Block, Jane Moore, Robin Walker, Patrick Weiss, Bob Jennings, Stacy Broncucia, Ken Winterberger

Committee Members Absent: Marica Anziano, Aubree Gustafson, Peter Lee, Kay Miller, Laura Schuster, Jody Smith, Kyle Deery

Minutes

The meeting was called to order at 10:00 AM .

1. Nadine explained where to find Committee Reports and the Agenda
2. MJ passed out swim caps with I Swim for Fitness slogan and sharpies to personalize their swimming experience
3. MJ posted stat that over 44 million people swim for fitness in the US
4. Definition & clarification of mission statement for the Fitness Committee

Promote USMS to the Fitness/Lap Swimmer

Nadine commented that Mission statement is great – focus in on how to communicate mission to the USMS body

5. Communication – how to better effectively communicate fitness activity out to the LMSC and swimmer level

Work on Social media activities with the National Office

Work to more effectively communicate with Coaches and the Coaches committee

Addressing the attraction of millennials into USMS

College Club initiative. Work with Jay Eckert at National office

Nadine – 70K age group swimmers no longer swim in the 18-24 age. This is USMS's smallest demographic.

Work with High Schools & high school coaches

Issues for millennials: costs, engagement and how to “back down” from USA Swimming level

Nadine explained we have an educational partnership with NIRSA

MJ - Come up with fun ways to attract millennials and address the cost issues

6. Review of Events

Go The Distance – currently at 3,212 participants, Jim Maytasek commented we are on track to do same as last year. Comment on popularity of program, good event to attract fitness swimmer, working on a Go The Distance app

Check Off Challenge – sponsored by Tenn. 175 participants for 2015. Viewed as a success. Spread the word.

7. Proposal to discuss Half Hour Swim event. Motion passed to accept discussion to establish the event.
8. Introduction to Masters – discuss need for developing
 - Nadine mentioned that there is a Masters 101 on the web site
 - Discussion to fine tune this and effectively communicate out to the Fitness Swimmers
9. Established two subcommittees
10. Meeting adjourned

Tasks for the Upcoming Year

1. Set up effective communication channels and processes for all Fitness activities
2. Establish 30 Minute Fitness Swim event
3. Specifically address and encourage millennials (18-24 age group) to join/participate in Masters Swimming

The meeting was adjourned at 11:15 AM
