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| Committee Name: Fitness Committee | Session #: |
| Committee Chair: Mary Jurey | Vice Chair: Brian Cummings |
| Minutes recorded by: Lisa Watson | Date/time of meeting: Sunday, January 31 6 PM CST |

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| Number of committee members present: 11 | Absent: 5 | Number of other delegates present: |
| Committee members present: Mary Jurey (Chair), Lisa Watson Lisa Ward, Robin Smith, Anita Cole, Skip Thompson (Executive Committee, Kyle Deery (ex-officio), Ken Winterberger, Fares Ksebati, Brian Cummings (Vice Chair), Stacy Broncucia, Karin Wegner | | |
| Committee Members Absent: Andrea Block, Brigid Bunch, Karen Gernert, Aubree Gustafson, Robin Walker | | |

Minutes

The meeting was called to order at .6 PM CST. Mary had the members introduce themselves as their name was called.

1. 30 MINUTE SWIM LAUNCH

Mary reviewed the intent of the proposed 30 minute swim event, which is not for competition, but more as a motivating tool for fitness swimmers. It was suggested that this event could be used as a fundraiser, possible for the Swimming Saves Lives foundation. Skip Thompson, who is on the USMS Executive Committee, pointed out that the Board has discussed this. They do like the concept of the 30 minute swim, but at this time don't want the event used to fuel donations to Swimming Saves Lives as yet. There was a problem that occurred with the Hour Swim in this regard, so the Board suggests holding off on the fundraising aspect until the Board hopefully can find a solution. Skip will try to find out the current status. Mary pointed out the proposed slogan for the 30 minute swim event, which is "30 Minutes can save a life". Stacy & Brian will form a subcommittee to develop this event. It was suggested that the 30 minute Swim be conducted during the month of April, to tie it in with the Swimming Saves Lives month. Robin Smith pointed out that event would be good for new Masters swimmers as well as triathletes. Lisa Watson commented that she has used the 30 minute swim as an event for her college fitness swimmers, and it has been very well received.

2. COMMUNICATION WITH LMSCS ABOUT FITNESS OBJECTIVES

Discussion followed on ways to make sure that swimmers were receiving information from this committee on fitness topics and objectives. Lisa Watson suggested that we contact the Fitness Chairs and LMSC editors of all the LMSCs to make sure that our information is advertised within the LMSC. Lisa Ward suggested sending information to the Coaches Chairs of the LMSCs, since the coaches will have the most direct contact with the swimmers. Mary said we should also send out our information to the Coaches and Sports Medicine Committees. Lisa Ward proposed including it in the monthly Coaches newsletter (Streamlines for Coaches)- it should be emphasized to coaches to focus not just on competitive swimmers, but also the noncompetitive fitness swimmers. Skip suggested that we put out information in the regular Streamlines, which goes to all USMS members. Kyle said that it would be possible to do that. Kyle was asked about making Fitness more visible on the USMS website. Kyle pointed out that Fitness is already in a prominent position, with its own tab at the top of the website. Mary will talk with Bob Jennings, the current Coaches Chair about working with our committee to communicate fitness information from coaches to swimmers.

It was mentioned that the intent of the 30 minute swim event seems similar in its nature to the Check off Challenge. It was also suggested that even though the event is not competitive in itself, we could promote competition between LMSCs for participation (percentage of LMSC members who did the event).

3. ATTRACTING MILLENIALS

One big ongoing topic of discussion has been how to attract the younger swimmers into getting involved with Masters Swimming. Robin Smith indicated that a big hurdle for many of the college swimmers is the cost- paying for the USMS membership as well as any club fees, depending on what club that person joins. Fares pointed out that as a 24 year old, he represents this age bracket. He coaches age group swimmers, and feels that one of the biggest challenges is their perception of USMS. Age group swimmers tend to think that their competitive swimming career ends after college, and don't realize that Masters swimming includes younger adults as well as older ones. We need young 'ambassadors' in these age groups to help with recruiting young swimmers, since they can better communicate in that age demographic. Fares mentioned that he has recruited about 8 new younger swimmers. Skip said that this has been a topic of the Board of Directors. They are currently setting up a task force of younger Masters swimmers called the "Future's Task Force" for the very purposes

mentioned above –hoping they can serve as ‘brand ambassadors’ in reaching the millenials. It was pointed out that the focus should be to reach both competitive swimmers and fitness oriented swimmers in these younger age groups. Some committee members mentioned that they have Masters groups working out next to college teams, which is a good way to show these college swimmers that their swimming can continue on after graduation.

The meeting was adjourned at 7 PM Central Standard Time.
