

USMS Convention—Anaheim, California 2007

Committee Name: Marketing	Session #: 3	Report #: 22
Committee Chair: Tom Boyd	Vice Chair: Doug Garcia	
Minutes recorded by: Nadine Day	Date/time of meeting: Friday, September 28, 2007	

Action Items: Proposed Expenditures

1. To authorize Dave and Doug to finalize and update and make improvement of the USMS planner in order to meet the deadline for production and distribution and not to exceed the budget of \$4,000 for the USMS planner and cover.

Action Items:

1. Marketing committee recommends to the BOD to strengthen the relationship with USA Triathlon and triathletes and to tap that market segment.
2. Marketing Committee supports the legislation change of Marketing Committee Definition

Number of committee members present: 11	Absent: 10	Number of other delegates present: 32
Committee members present (list all, including chair and vice chair): Tom Boyd (Chair), Doug Garcia (Vice Chair), Bill Cleveland, Randy Crutchfield, Nadine Day, Susan Ehringer, Mel Goldstein, Chris McGiffin, Ray Novitske, Dave Oplinger, Jill Wright		

Minutes

The meeting was called to order at 10:30 am.

1. Introduction of members in the room.
2. Review of 2007—Chair committee tasks were
 - a. placed on hold pending conclusions and recommendations of the Strategic plan and the club development task forces many activities took place at the Executive level.
 - b. Congratulated the great work from Dave Oplinger for the USMS planner.
 - c. Discussion of the responsibility of the Marketing committee will be planning and strategy versus implementation and will continue to keep printed literature for the time being.
3. Reports
 - a. Tom Boyd—Club development task force assigned a number of to do's that will affect the marketing committee development of target literature and implementing the marketing segmentation from the national survey. The committee was also asked to develop new literature that can be used for new target groups.
 - b. Nadine presented on the NIRSA convention in Minneapolis, MN. There were only approximately 30% of the schools and universities that actually had USMS clubs and teams.
 - c. Mel Goldstein—Club in a Box—started with North Carolina, indicated that the membership is growing, defining leadership, task of going out to the sites on their turf. Assist with direct contact of team and members. Mentoring program and provide leadership workshops. Encouraged by the results of first site. One on one, you see their situation. Face to face personal contact from the National organization to the grassroots. More about the person that shows up with the box. Club in a box questionnaires are available on the national website.
 - d. Discussion on club tools: What is available for LMSC and Clubs. Three people (Mel Goldstein, Jim Wheeler, Tom Boyd) will be trainers—that will develop the mentoring programs
The mentoring program will teach trainers to help clubs define their target groups/customers and solve members' problems. Different issues are faced by clubs—getting more pool time, space availability, involvement of coaches, swimmer recruitment, relationships with pools and governments.

- e. Trade Show Display—USMS has three different displays.
- f. Discussion that the liability coverage for teams and workouts apply only when there is a coach on deck.
- g. Offer benefits to coaches was discussed to encourage more coaches to be coaches.
- h. Supporting our National Sponsors.
- i. Alliance with USA Triathlon.

MSA: Chris McGiffin made a motion, Susan Ehringer seconded the motion. Unanimously passed by committee. Recommendation to the BOD to strengthen the relationship with USA Triathlon and triathletes and to tap that market segment.

- 4. Presentation of reports from Strategic Planning Task Force and Club Development Task Force
Nadine Day, a representative from the BOD, introduced the USMS strategic plan.
Definition of the Marketing Committee. Discussion of distinction that the Communications Committee focus is internal and Marketing will be external.

MSA Doug Garcia made a motion, Susan Ehringer seconded the motion.

The Marketing Committee shall define the marketing and communications goals and objectives that ~~are supportive of~~ promote the purpose and philosophy of Masters swimming, targeting external audiences, and shall execute the activities necessary to accomplish these goals and objectives.

Discussion of committee MOG.

Discussion on Club in the Box—“living thing” evolve, what needs to go into the box.

Club Development Task Force—successful programs, effective marketing ideas. Collaborate with Recognition and Awards Committee.

Added Objective 1, Goal 3: Identifying the value benefits for members.

Keep an inventory of promotional material.

- 5. Discussion of action items for 2008
USMS Planner—Dave Oplinger already got quotes for planners.

MSA Randy made a motion. Susan Ehinger seconded the motion.

To authorize Dave and Doug to finalize and update and make improvement of the USMS planner in order to meet the deadline for production and distribution and not to exceed the budget of \$4,000 for the USMS planner and cover.

- 6. Old Business
- 7. New Business

Tasks for the Upcoming Year

- 1. Nadine will check into USMS doing a presentation at next year’s NIRSA convention.
- 2. Doug and Nadine to identify someone to go to the NIRSA convention in Oregon.
- 3. Christopher McGiffin to continue with Aquatic Exercise Association follow up with USMS becoming an associate member.
- 4. MOG’s:
 - a. Objective 1: Committee member Nadine Day
 - b. Objective 2: Committee members Randy Crutchfield, Bill Cleveland, and Dave Oplinger
 - c. Objective 3: Committee members Chris McGiffin and Jill Wright
 - d. Objective 4: Committee member Tom Boyd
 - e. Objective 5: To be determined
 - f. Objective 6: Various members

The meeting was adjourned at 12:35 pm.
