

# USMS Convention—Chicago, Ill. 2009

<b>Committee Name:</b> Marketing	<b>Session #:</b> 01	<b>Report #:</b> 07
<b>Committee Chair:</b> Chris McGiffin	<b>Vice Chair:</b> Tom Boyd	
<b>Minutes recorded by:</b> Chris McGiffin	<b>Date/time of meeting:</b> 9/17/2009, 2:00 – 3:15pm	

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## Actions Requiring Approval by the HOD:

1. None.

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## Motions Passed:

1. MSA to approve meeting minutes from Aug. 30, 2009 conference call.
2. MSA to support the L43 Legislative Amendment submission dissolving the Marketing Committee.

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<b>Number of committee members present: 10</b>	<b>Absent: 8</b>	<b>Number of other delegates present: 14</b>
<b>Committee members present (list all, including chair and vice chair): Chris McGiffin (Chair), Dave Oplinger, Randy Crutchfield, Heather Howland, Jeff Strahota, Heather Hagadorn, Lori Payne, Andrea Block, Nancy Kirkpatrick-Reno, Doug Garcia (Ex-O).</b>		

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## Minutes

The meeting was called to order at 2:05pm

1. Completed committee member introductions.
2. MSA to approve August 30, 2009 meeting minutes.
3. Recapped committee projects and accomplishments for 2009
  - a. Reviewed final web site research submissions
  - b. Reviewed final draft definition of Swim Buddies program proposal
  - c. Reviewed final draft of proposed Free Trial program for use by USMS Clubs
    - i. Suggestion to add 30-Day Trial selection option on Registration Form if program becomes standardized.
4. Reviewed and discussed new governance structure path
  - a. Marketing functions are now being carried out by the National Office staff, making a standing committee of volunteers unnecessary.
  - b. USMS Planner expected to be replaced by a calendar insert in the USMS Swimmer magazine, Go The Distance participation and FLOGs
  - c. USMS members with subject matter expertise may become part of a volunteer pool from which the National Office can draw for specific projects.
  - d. New LMSC Development Committee
    - i. The LMSC Development Committee shall work to strengthen LMSC governance and operations by providing educational opportunities and mentoring for LMSC boards and officers. The committee shall identify and provide support for LMSCs experiencing operational and governance issues, and monitor compliance with LMSC minimum standards as defined by the Board of Directors.
    - ii. This committee has been added to reflect the need for an intentional standing committee created to address LMSC development, rather than this responsibility falling on the Zone Committee. This committee will also assume LMSC-related activities that were within the purview of the Communications and Marketing Committees.

5. Roundtable

- a. Discussion of USMS support for a drop-in guideline that encourages Clubs to offer visitation opportunities as an expression of goodwill.
  - i. Swim pass and drop-in fee options were discussed.
  - ii. Benefit to travelling USMS members
- b. Brief discussion about marketing practices to other external publications.
  - i. Review of press release guidelines
  - ii. Suggestion to attend Coaches committee meeting that will cover marketing strategies to the various target segments
- c. Question about obtaining access to Club Assistant registration information for Club representatives.

The meeting was adjourned at 3:10pm

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