

## Minutes for the 2000 USMS Convention

**Committee Name: Planning      Committee Session: I**  
**Day and Date of Meeting: Thursday, October 12, 2000**

### Action Items

\*\*\*MSC: Committee recommends that USMS subscribe to the publications: "National Pools and Spas," "Athletic Business," and "Swim Technique." and purchase the USA Swimming book available at the convention. Lucy Johnson and Clay Evans will use these publications to create and maintain a database of information pertaining to recently constructed pools. This information will be available through the National Office to any party exploring the possibility of new commercial pool construction.

\*\*\*MSC: Committee recommends that the Marketing Committee establish a special event during 2001 with proceeds to benefit the Endowment Fund

\*\*\*MSC: Committee recommends approval of the Marketing Committee proposal for broadest possible exposure of the USMS Booth.

\*\*\*MSC: Committee strongly recommends that the Strategic Action Plan revert to being a five (5) year plan with a goal of 50,000 members and a targeted endowment of \$250,000.00 by the year 2005.

\*\*\*MSC: Committee recommends approval of the Marketing Committee proposal regarding the hiring of a public relations firm as presented by Rich Burns.

### Attendance

Number of committee members present: 10 Number of committee members absent 8

Total number of delegates attending the meeting: 24

## Minutes

Call to Order-Chair Nancy Miller

### I. Introduction of committee members

Mike Heather, Thom Tripp, Dorie Schwab, Skip Thompson, Lucy Johnson, Chris Gilligan, George Cunningham, Joan Alexander, Pam Himstreet

### II Old Business

- Aquatic Facility Construction Repository: Tracy Grilli has reported minimal response. Committee discussed sources for information and contacts; i.e. developers, contractors, architects, etc. Suggested that there are many publications available.

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- Altitude Training Camps: There will be two held in 2001: February and November.

-Endowment Fund

There is roughly \$35,000.00 in the Fund at this time according to Doug Church. A discussion followed of how to stimulate giving.

\*\*\*MSC: Committee recommends that the Marketing Committee establish a special event during 2001 with proceeds to benefit the Endowment Fund.

- Senior Games: Scott Rabalais, USMS Liaison to the Senior Games reported. The organizers are very willing to cooperate with USMS to improve the quality and efficiency of these events. Scott will be Meet Director of the 2001 National Senior Games in July and has pledged a quality meet. Per the Committee's request, Mel will travel to the Games and display the USMS Booth.

-USMS Booth

\*\*\*MSC: Committee recommends approval of Marketing Committee proposal for broadest possible exposure of the USMS Booth.

**III New Business**

\*\*\*MSC: Committee strongly recommends that the Strategic Action Plan revert to being a five (5) year plan with a goal of 50,000 members and a targeted endowment of \$250,000.00 by the year 2005.

\*\*\*MSC: Committee recommends approval of the Marketing Committee proposal regarding the hiring of a public relations firm as presented by Rich Burns.

The Committee agreed to continue working on development of a mentor-type program linking Board of Directors and/or Planning Committee members and less active LMSC's.

**Adjournment**