

1999 Marketing/Publications Committee Minutes

September 16, 1999

Action Items

*** A motion was made that marketing develop a presentation for production and present as an action item to the USMS House of Delegates. (See Marketing Committee Proposal)

*** Marketing Committee recommends an ad hoc committee, or liaison, be developed to focus on Sponsorship, and the Marketing Committee devotes it time to promote marketing for new members.

Attendance

Number of committee members present: 9 Number of committee members absent 6

Total number of delegates attending the meeting: 37

Minutes

Meeting convened at 3:30pm, Thursday, September 16, 1999, by Mel Goldstein in absence of chair.

I. Subcommittee Reports

Development - The Web site has increased our visibility. Local newspaper is another means for developing awareness of our organization.

Membership Marketing – USMS again manned a booth at the National Parks and Recreation Association meeting. We need to continue our liaisons with aquatic as well as non-aquatic organizations. These organizations need to be identified and we should provide booths at their events. Seed money is the question. The committee needs to actively market for new members. Information needs to be provided to the LMSCs, in order for them market effectively. Templates, support graphics, generic flyers, etc. need to be developed to assist the LMSCs. Information sheets with contact information (including e-mail, web) should be available wherever booths set up and for local groups going out to procure members.

USS Initiative – Mary Lee Watson has initiated conversations with Eric Wunderlich.

Sponsorship – Mel Goldstein noted that USMS has two new sponsors (Victor and VASA Trainer) as a source of revenue. Goal is to seek out sponsors as a way to keep from raising dues and provide more services. As sponsors they are provided with booth space, ads in USMS publications. USMS has not supported the sponsors in the manner we should and needs to look at what is being done to support and promote. If we don't support them, then the support of the sponsors will not be there when we need them. USMS needs to continue to educate our membership on how we can be more supportive of sponsors.

II Next Steps

The marketing committee needs to take the direction of marketing for new members. USMS continues to be the best kept secret. We need to let people know who we are, and what we are all about.

Televising National Championship – contact with Innovative Edit (production company) who works with FOX Network and they would like to televise on the Health Network. Health network will televise and give USMS the air time at no cost. Innovative Edit would produce a health program (30-60 minutes in length) built around swimming built around human interest snippets of individuals. It will be used to market USMS as an organization. USMS would have to come up with the cost of the production. Cost varies greatly....could probably come in around \$50,000. Exposure from this would be well worth the cost. The program would be broadcast during prime time and would belong to USMS for future use and duplication would be possible so that tape could be provided for other uses. Also would include 60 sec PSA's and upcoming promo.

A motion was made that marketing develop a presentation for production and present as an action item to the USMS House of Delegates. Motion was second and was passed. (See Marketing Committee Proposal to televise our National Championships)

Committee members discussed the mission of the Marketing/Publications Committee. The committee felt their needs to be two entities: sponsorship and marketing for membership. Committee should be concentrated on marketing for new members, retain olds (services provided for membership), and how to create excitement about Masters swimming. **Motion made that the Marketing Committee recommend an ad hoc committee, or liaison, be developed to focus on Sponsors, leaving the Marketing Committee to concentrate on marketing for new members and retaining old ones. Motion was seconded and passed.**

Adjournment at 4:55pm