

## USMS CONVENTION – Orlando, FL 2004

Committee Name: **Marketing Committee**

Committee Chair: Doug Garcia for Rich Burns

Minutes recorded by: Nadine K Day

Saturday, September 16, 2004 4:15-6:15 PM

Number of committee members present: 12

Absent: 5

Number of other delegates at this meeting: 25

Committee members present: Joanie Campbell, Randy Crutchfield, Nadine Day, Maria Dolgier, Dan Kornbalt, Anne Laborwitt, Tom Lydon, Jane Masters, Ray Novtiske, Melissa Rinker, Nancy Rossetti, Executive Liaison-Jim Miller

### ACTION ITEMS PROPOSED EXPENDITURES

1. Approved the continuation of the Pilot Marketing Program
2. Approved the continuation of the USMS Planner

### ACTION ITEMS

2. MSA to recommend to continue the Public Relations Effort. Friendly amendment to say "Media Relations"  
Motion: FAILED.
3. MSA to design a SPECIFIC Strategic Marketing plan with short and long term objectives to be implemented by the 2005 convention.  
Motion: PASSED

### MINUTES

The meeting was called to order at:4:20 pm

1. Roll Call
2. Review of this past years Communication Programs
  - A. Brochure for directed at facilities is still in the process of being developed.
  - B. The trade show exhibit has been updated.
  - C. EC has decided not to re-new Aimee Fitzgerald, Public Relations contract.
3. Discussion of the vital role Aimee Fitzgerald and the impact to USMS. It was determined that Aimee has met her goal to market USMS successfully by increasing awareness of USMS in the national media.
4. Communication Programs
  - A. It was noted that Metro attempted to have the USMS display at a recent USTA Triathlon, however there was a delay in the new design. Other methods of communication were used to meet the need.
  - B. To define and properly direct the Public Relations Consultant as part of the Strategic Plan.
  - C. To design a SPECIFIC Strategic Marketing plan with short and long term objectives to be implemented by the 2005 convention. A sub committee comprised of Doug Garcia, Maria Doelger, Tom Lyndon, Nancy Rossetti, and Ray Novitske was formed to prepare the document.
  - D. Lynn Hazelwood discussed the cooperation between Zone Committee and Marketing to assist struggling LMSCs through the Pilot Marketing Program. The goal is to develop strategic marketing initiatives with a test LMSCs to assist the LMSC to grow through increased service, education and membership.
  - E. SWOT Analysis on the framework for increasing membership of Adirondack LMSC will be included in the Saturday workshops.
5. Public and Media Relations  
It was discussed that developing SPECIFIC STRATEGIC MARKETING PLAN would be the first step in developing public and media relations. Once the plan is developed, it will be presented to the Board of Directors for their feedback. The Goal will be to have the completed plan ready for approval by the House of Delegates by the 2005 Convention.
7. Website Presence  
A new Web design is being developed by the Communications Committee. It was suggested that a coordinated look and feel between the marketing materials being developed by the Marketing Committee and the Web site be considered.

The meeting was adjourned at: 6:15 PM

## TASKS FOR THE UPCOMING YEAR

1. Subcommittee to design a SPECIFIC Strategic Marketing plan with short and long term objectives by November 15, 2004. Completed presentation to the BOD at their Mid-year meeting. With the FINAL presentation to be completed by June 2005 for the 2005 convention.
2. Short Term Objectives: To developing a communication with coaches to increase awareness of the materials available from USMS.
3. Long Term Objectives:
4. Considerations of Brainstorming: Deliverables that the committee can produce, Health Fairs, Over 50 Health recognition, Utilize Olympians-Swimmers "Where are we now.", Develop LMSC Public Relations Chairs, Utilize High School Associations, and other associations to make them aware of our organization, have local cities/town to link to our website. Incentive system to promote and increase membership-membership drive, establish a mentoring system for teams,
5. Legal implications of marketing materials-universal signature to release materials.
6. Nadine K Day to review available materials online by November 15, 2004. To e-mail members of the marketing committee to review