

USMS Convention—Dearborn, Michigan 2006

Committee Name: Marketing	Session #: 1	Report	20
Minutes recorded by: Susan Ehringer	Date/time of meeting:		Friday 10:30-12:30

Proposed Expenditures

1. Join NIRSA (\$395.00) and American Aquatics Exercise Association (\$400.00), utilizing funds from the 2006 budget.
2. Join the National Coalition for Promoting Physical Activity (\$1000.00), utilizing funds from the 2006 budget.

Action Items:

1. MSA to improve the usage of the existing plan rather than combining it with another publication. Susan, Dave Oplinger and Hermine Terhorst will work together to revise the planner, make it more appealing to the prospective members and fitness swimmers and work on promoting the planner to USMS members.

Committee Chair: Tom Boyd	Vice Chair(s): None	
Number of attendees: 10	Absent: 8	Number of other delegates present: 26
Committee members present (list all, including chair and vice chair): Tom Boyd, Susan Ehringer, Nadine Day, Ray Novitske, Chris McGiffin, Doug Garcia, Dave Oplinger, Tom Lyndon, Bill Cleveland, Mel Goldstein		

Minutes

The meeting was called to order at 9:30 a.m.

1. Tom Boyd began the meeting by addressing his appointment as the committee chair. He asked members to discuss with him during the convention recommendations on a vice chair.
2. In the past, the committee has had ambitious goals and was unable to get all of them completed. In the future he hopes to commit to actions rather than just have discussion. He will have communications with the committee and the BOD about the future role of the committee. He is hoping to gain better direction from the BOD in implementing the marketing strategies. Tom believes growth of USMS should be our focus and train members in how to market their own teams and programs. The focus is our customers, which are potential swimmers.
3. Doug Garcia made the following motion: Allocate funds for joining NIRSA and AAEA for a 12 month period, utilizing funds from the 2006 budget. Nadine Day seconded the motion. There was discussion about the benefits of being recognized as a member of these organizations and the positive effects of showing our participation in these organizations to potential, new and existing members of USMS. The motion passed unanimously.
4. Doug Garcia made the following motion: Allocate funds for joining NCPPA for the 2007 calendar year, utilizing funds from the 2006 budget. Nadine Day seconded the motion. There was discussion about the benefits of being recognized as a member of these organizations and the positive effects of showing our participation in these organizations to potential, new and existing members of USMS. The motion passed unanimously.
5. The committee will make recommendations to the president for liaisons of these three associations.

6. Ray Novitske presented his New Club Program, which relates to Marketing Plan 2.1: Provide a variety of tools for USMS clubs and LMSCs to grow their membership. Such tools would include assistance with starting new clubs, development of recruiting plans, and producing marketing and recruiting materials.
7. Chris McGiffin made the following motion: Recommend to the Club Development Task Force to consider the Marketing Committee's New Club Program and to include a Marketing Committee representative on the task force. Bill Cleveland seconded the motion. The motion was passed unanimously.
8. Tom Boyd reviewed the Marketing Committee report from the national survey.
9. Tom Boyd asked that the committee review the Marketing Plan and determine which goals are doable.
10. Doug Garcia made the following motion: In regards to the 2005 Marketing Goals, eliminate Goal #3. Bill Cleveland seconded the motion. There was discussion. The motion passed unanimously.
11. Doug Garcia made the following motion: In regards to the 2005 Marketing Goals, remove "2005" from the Marketing Goals. Bill Cleveland seconded the motion. There was discussion. The motion passed unanimously.
12. Doug Garcia made the following motion: In regards to the Marketing Goals, remove "internal/external" from Goal #4. Marketing Goals. Bill Cleveland seconded the motion. There was discussion. The motion passed unanimously.
13. Susan Ehringer presented the idea of combining the planner into the mini rule book. Discussion was made to improve the usage of the existing plan rather than combining it with another publication. Susan, Dave Oplinger and Hermine Terhorst will work together to revise the planner, make it more appealing to the prospective members and fitness swimmers, and work on promoting the planner to USMS members.
14. Doug Garcia made the following motion: To reduce the allocation for the planner to \$2,000. The motion was seconded. The motion failed.
15. Bill Cleveland made the following motion: Recommend that the Marketing Committee support the development of Club in a Box and send the box to every club in USMS. Susan Ehringer seconded the motion. The motion passed unanimously.

Tasks for the Upcoming Year

See Marketing tasks submitted as part of Marketing agenda.