

USMS CONVENTION – DALLAS, TEXAS - 2002

Committee Name: Marketing

Agenda item # 14

ACTION ITEMS

1. **Renewal of Public Relations contract.**
2. **Allow sponsors who contribute a minimum of \$50,000 access to USMS's list of members with the provision that there be no telephonic contact.**
3. **Committee M/S/A marketing/pr workshop at 2003 convention.**

Committee Chair: Richard Burns

Vice Chair(s): Doug Garcia

Number of committee members present: 9

Absent: 6

Total delegates attending this meeting: 9

Committee Members present: Joan Alexander, Richard Burns, Doug Garcia, Mel Goldstein, Dan Kornblatt, Mike Laux, Debbie Morrin-Nordlund, Randy Nutt, Melissa Rinker; Executive Committee Liaison Nancy Ridout; Marketing and Public Relations Council Aimee Fitzgerald

MINUTES

Time Meeting Called to Order: 8:45am

1. The Chairman reviewed the last year and cited the significance and value of the professional contribution of the marketing/public relations counsel. **The committee M/S/A renewal of the PR contract.**
2. Consultant Aimee Fitzgerald was introduced and presented a review of the public relations efforts and accomplishments. (review can be found in Marketing Committee report p. 37-39 in convention packet). **Committee M/S/A marketing/pr workshop at 2003 convention.**
3. Review of Collateral Programs –
 - a. A new brochure will be designed, written and printed by December 31 to keep it within 2002 budget.
 - b. There will be no planner produced for 2003
 - c. The committee will design and produce stock ads with camera-ready art and made available on the web
 - d. **The committee will design and print hang tags the promote Masters Swimming** that will be distributed to retailers and distributors to place on their products. We have agreements with many of our sponsors to participate.
4. Sponsor liaison Mel Goldstein presented a brief review of sponsor relationships. To make larger sponsorship attractive we it was **M/S/A that we allow sponsors who contribute a minimum of \$50,000 access to USMS's list of members with the provision that there be no telephonic contact.**
5. Committee discussed the need to support local marketing through production and dissemination of materials and knowledge to the LMSC's and clubs.
6. We believe coordination USA-S marketing can be productive and we will pursue this relationship.
7. We discussed opportunities to **work more closely with communications committee to enhance the use of SWIM magazine and the USMS Webmaster marketing vehicles for USMS.**
8. We **adjusted our budget request downward by over \$15,000** through elimination of the planners, reducing printing costs and other support production costs.

Time Meeting Was Adjourned: 10:05am

TASKS FOR THE UPCOMING YEAR

1. Continue and build upon 2002 PR efforts
2. Complete new brochure by year end 2002
3. Plan public relations education program for 2003 USMS Convention
4. Produce and distribute hang tags
5. Develop LMSC/club support materials
6. Explore enhancement of website and SWIM magazine for marketing
7. Explore liaison with USA-S marketing committee
8. Develop a public relations education program will be presented at 2003 USMS Convention