

**USMS CONVENTION – San Diego, CA – 2003**

Committee Name: Planning Session # (if more than one meeting): 1 Cmte. report #: 12

Minutes recorded by: Betsy Durrant/Lucy Johnson

Date/time of this meeting: **Thursday, Sept 11, 2003**

**ACTION ITEMS  
PROPOSED EXPENDITURES**

1. **MSA Amend the Planning Committee budget to delete \$500 for a LMSC grant and to add \$500 to the \$800 already requested for the Facility Materials. Total for project will be \$1300 instead of \$800. Additional money is needed in order to include CD ROM. The budget total remains the same.**

**ACTION ITEMS**

1. **MSA Recommendation to the Marketing Committee to develop a presentation for these materials, to include a brochure and a CD-ROM. The CD should include a Power Point presentation, the tv advertisement used during the World Championships, and any other relevant materials.**
2. **MSA Committee will work on developing a distribution list for the materials to be developed by Marketing.**
3. **MSA The Planning Committee will develop a process to review the structure of USMS. This process will be patterned after VVMOST (Value, Vision, Mission, Objectives, Strategies, Tactics) as used by ASCA and USA Swimming. When the process is developed, a Task Force will be formed that could include members from other committees as deemed necessary**

Committee Chair: Betsy Durrant

Vice Chair(s): Jody Welborn

Number of committee members present: 13 Absent: 3 Number of other delegates at this meeting: 14

Committee members present (list all): Deb Morrin-Nordlund, Joan Alexander, Dore Schwab, Gordon Gillin, Lucy Johnson, Michael Heather, Joanne Wainwright, Carl Saxton, Vicki Buccino, Sarah Hromada, Michael Collins, Jody Welborn, Betsy Durrant

**MINUTES**

The meeting was called to order at: 2:45 pm

1. Introduction of committee members.
2. Old Business
  - a. Two \$500 grants were awarded to Midwestern and Montana LMSCs to send a delegate to convention.
  - b. LMSC projects, including grants, will be assumed by the Zone Committee.
  - c. The committee wants to establish a program to use to approach facilities for the purpose of establishing new Masters program in those facilities. Approval of a project to develop and prepare materials for this purpose was approved by email vote during the past year. Planning will now compile information to be used from swimmers and coaches who have had success in selling a program to facilities directors. A list of individuals to ask for input was begun.
  - d. **MSA Recommendation to the Marketing Committee to develop a presentation for these materials, to include a brochure and a CD-ROM. The**

**CD should include a Power Point presentation, the tv advertisement used during the World Championships, and any other relevant materials.**

- e. Schedule for this project: Gather materials/suggestions by November 1, send information to Marketing by January 31, Marketing to complete the draft presentation by March 31.
  - f. **MSA Amend the Planning Committee budget to delete \$500 for a LMSC grant and to add \$500 to the \$800 already requested for the Facility Materials. Total for project will be \$1300 instead of \$800. Additional money is needed in order to include CD ROM. The budget total remains the same.**
  - g. **MSA Committee will work on developing a distribution list for the materials to be developed by Marketing.**
3. New Business
- A. The USMS Rule Book specifies the following in the description of the Planning Committee:

“The committee shall conduct periodic reviews of the organizational structure and shall suggest changes to enhance communications, efficiency, and productivity.”  
This charge is unique to the Planning Committee.
  - B. Long range project to review the structure of USMS was discussed.
  - C. **MSA The Planning Committee will develop a process to review the structure of USMS. This process will be patterned after VVMOST (Value, Vision, Mission, Objectives, Strategies, Tactics) as used by ASCA and USA Swimming. When the process is developed, a Task Force will be formed that could include members from other committees as deemed necessary.**

The meeting was adjourned at: 4:15 pm.

### **TASKS FOR THE UPCOMING YEAR**

1. Planning will compile information to be used from swimmers and coaches who have had success in selling a program to facilities directors. Planning will gather materials/suggestions by November 1 and send information to Marketing by January 31,
2. The committee will work on developing a distribution list for the materials to be developed by Marketing.
3. The committee will develop a process to conduct a review of USMS structure.
4. When item 3 is complete, a Task Force will be formed.