

2022 U.S. Masters Swimming Annual Meeting — Hybrid

Committee Name:	Fitness Education Committee	Session #:	
Committee Chair:	Emily Cook	Vice Chair:	Ann Marshfield
Minutes recorded by:	Ann Marshfield	Date/time of meeting:	August 24, 2022

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. None

Number of committee members present: 8	Absent: 1	Number of other delegates present: 7
Committee members present (list all, including chair and vice chair): Emily Cook, Chair; Ann Marshfield, Vice Chair; Mary Jurey, Anita Cole, Lisa Watson, Andy Seibt, Chris Campbell, Executive Committee; Onshalee Promchitmart, Exofficio		
Committee Members Absent: Ken Winterberger, Jay Eckert, Exofficio		
Guests: Kathy Gill, Will Gosnold, Crystie McGrail, Ray Novitske, Elizabeth Nymeyer, Ally Sega, Jill Wright		

Minutes

The meeting was called to order at 20:00 pm EDT

1. *Incentivizing Fitness Challenge(s)*

Continued discussion regarding Fitness Series Challenge: the incentive would be based on percentage of participation within each LMSC. Reward – likely a stroke clinic as this would appeal to swimmers of all levels and ability.

- Suggestion was made to reach out to all swimmers who are Unattached. Encouraging them to participate in the Fitness Series Challenge. Desired outcome would be more participation and member retention.
- Target Gold Clubs to participate and/or increase participation in The Fitness Series.
- How does USMS marketing target their social media posts to promote Fitness Series Challenge Can this be improved?

2. *Purpose of Fitness Education Committee*

The committee seeks to have a clear and concise mandate of its purpose and its work.

3. *Committee size for 2023*

Upon Chair Emily Cook's suggestion, Chris Campbell said he would advocate to the board the committee's desire for 10 members.

4. *Thumbnail bios for prior Fitness Award Winners*

Ray Novitske requested a point person to assist with the USMS Awards page in particular the Fitness Award recipient bios. Mary Jurey offered to assist.

Tasks for the Upcoming Year

1. Draft plan for incentivizing Fitness Challenge(s)
2. Develop a clear mandate for the committee for its scope and purpose.
3. Begin thumbnail bios for prior Fitness Award Winners for USMS website/Awards&Recognition

The meeting was adjourned at 20:58 EDT
