

(Committee Name)

**SESSION #** \_\_\_\_\_

**Report to be given on: Fri \_\_\_ Sat X (check one)** (Fill in Session # if you have more 1 meeting)

Committee Chair: (ACTING) Rich Burns Recorder: \_\_\_Melissa Rinker

**ACTION ITEMS**

**MSC:** Authorize the expenditure of \$ 25,000 to enter a one year contract for consulting services to Provide public relations assistance to assist in facilitating USMS goals and objectives.

**MSC:** Marketing Committee asks HOD to roll over the \$ 25,000 not spent in 2001 into next year, to an already identified client.

**MSC:** Allocate up to \$ 10,000 in funds to print 5000 planners for the year 2003. This includes Postage to be mailed from National Office, from electronic and print requests.

**MSC:** Allocate \$ 7000 to duplicate existing USMS display unit with additional funds for Shipping up to \$ 2000.

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**Attendance**

Number of committee members present: \_\_\_\_\_ Number of committee members absent \_\_\_\_\_

Total number of delegates attending the meeting: \_\_\_\_\_ .

**Minutes**

Minutes should follow the order of the committee's agenda.

**I. INTRODUCTION**

**II. OLD BUSINESS**

**A. Marketing Proposal:**

1. At USMS 2000 Convention in Orlando, \$ 25,000 was requested for outside consulting with a public relations firm.
2. In May/June 2000 issue of SWIM Magazine a RFP was published.
3. Proposals were accepted in July, and a 3 person task force reviewed and decided upon the firm of Fagan Communications to move forward with an public relations effort. -Fagan Communications is owned by Aimee Fitzgerald, who is a masters' swimmer herself. Her proposal was felt to be the most understanding of USMS goals and objectives. Fagan will provide the greatest communication and passion, and will give the greatest return for the budget. This company gave the most thorough and knowledgeable presentation, and was felt to be the best fit for this project.
4. In September, 2000 the EC directed that the approval of the \$ 25,000 be voted upon by the HOD.

**MSC: Authorize the expenditure of \$ 25,000 to enter a one year contract for consulting Services, to provide public relations assistance in facilitating USMS goals & objectives.**

**MSC:Marketing Committee ask the HOD to roll over the \$25,000 not spent in 2001 into Next year to an already identified client.**

**B. USMS Planner**

1. The USMS Planner/Calendar is a publication that is sent to all USMS members in an issue

of SWIM magazine.

2. The decision to move forward with this planner is being re-visited with information that the 2 (continued) calendar/planner is not being widely utilized.
3. Sponsorship coupons in the back of the planner are an additional feature that enhances the use of the planner.

**MSC: Allocate up to \$10,000 for 5000 planners to be produced for the calendar year 2003. This amount includes postage, to be mailed from National Office, from electronic And print requests.**

C. USMS Brochure

1. A subcommittee will be formed to review and revise a 15 year old promotional brochure. This committee will update the brochure to current needs of USMS. The brochure will be coordinated with the PR Program (if it is approved).

D. USMS Display Booth:

1. Mel Goldstein and others have set up a USMS display at various tradeshow and conventions. The American Swim Coaches Association (ASCA) World Swim Coaches Clinic was a great example, with recommendation of USA swimming coaches to promote USMS.
2. Because this display is such an excellent resource item, and well utilized, discussion was held with regards to creation of additional displays for USMS members to use in their areas, as well as attendance at additional clinics.

**MSC: Allocate \$ 7000 to NSL to duplicate the existing USMS display unit, with additional funds for shipping of up to \$ 2000.**

**III. NEW BUSINESS:**

- A. Stan Prazer sent examples of Swimming Trading Cards to be reviewed.

MEETING ADJOURNED AT 11:55 A.M.