

USMS CONVENTION – San Diego, CA – 2003

Committee Name: MARKETING

Session # (if more than one meeting): _____

Cmte. report #: 27

Minutes recorded by: Nadine KM Day

Date/time of this meeting: September 13, 2003

ACTION ITEMS PROPOSED EXPENDITURES

1. MSA to retain the services of the Public relations counsel for the 2004 calendar year.
2. MSA to reinstitute the Planner by printing and distributing (by request) as many as possible for the budget allowance of \$5000.
3. MSA to make available to clubs and LMSC's the advertisement that was created for the World Championships.

Committee Chair: Richard Burns Vice Chair(s): Doug Garcia

Number of committee members present: 12

Absent: 11

Number of other delegates at this meeting: 47

Committee members present (list all): Rich Burns Chair, Doug Garcia Vice Chair, Joan Alexander, Nadine Day, Mel Goldstein, Nichole Harvey, Dan Kornblatt, Mike Laux, Tom Lyndon, Debbie Morin-Norlund, Melissa Rinker, Nancy Ridout

MINUTES

The meeting was called to order at: 8:00am

1. We reviewed the activities of the past year including the public relations program and the new brochure.
2. We discussed a request made by the Executive Committee to develop a strategic marketing plan for USMS. The request is born of the awareness that management does not have sufficient information or direction on which to make decisions relative to the marketing efforts of the organization.

In past years the marketing committee (not unlike most of the committees) has been task oriented toward short term actions. Our work with our PR counsel has indicated a need to focus on longer-term goals and many of the decision relative to these goals have been made without the benefit of a strategic plan.

The committee committed to create a draft plan by the EC mid-year meeting. Elements of the plan will include existing and new research. Target market assessment, strategy including goals, objectives. Once the EC ratifies the goals, objectives the committee will complete the plan by establishing the tactics to best reach the prioritized audiences.

We discussed the role of research and identified research projects and what could be accomplished in support of the draft of the plan. Doug Garcia will head the sub-committee.

We discussed the target audiences and their prioritization for USMS identified as Fitness, Competitive, USS, Triathletes, Seniors, Coaches, Facilities, Press and Allied Organizations.

TASKS FOR THE UPCOMING YEAR

We identified and discussed 2004 Projects and activities.

1. Public Relations counsel

MSA to retain the services of the Public relations counsel for the 2004 calendar year.

2. Website

Marketing will coordinate with the communications committee and webmaster to increase the marketing effectiveness of the website. Tom Lyndon will lead this initiative.

3. Planner

MSA to reinstitute the Planner by printing and distributing (by request) as many as possible for the budget allowance of \$5000.

4. Facilities Brochure

Marketing will liaison with Planning Committee to understand needs, their progress and steward the development and production of materials.

5. LMSC/Club marketing broadcasts

Marketing will emphasize this service and educational aspect of our endeavors with frequent periodic e-mail broadcasts of information LMSC's and clubs can use to increase their marketing effectiveness. Melissa Rinker to head this effort.

6. World Championship Ad

MSA to make available to clubs and LMSC's the advertisement that was created for the World Championships.

6. On the list but not discussed – posters, ad templates.

The meeting was adjourned at: 9:30 am