

## SPMS ad hoc Planning Committee

Conference Call – Thursday, July 12, 2012 8:00-9:00 p.m.

### Minutes

The meeting was call to order at approximately 8:02. Attendees were Lucy Johnson (Chair), Errol Graham, Mike Miranda, and Dan Wegner.

Minutes from 4/5/12 meeting were approved.

Old Business – Reviewed where we are to date, and future steps. Dan asked if the objectives list and future items to be discussed have been prioritized, or are randomly listed. After some discussion, it was affirmed that the list, in general, is in order of priority.

#### Objectives

The May 5 meeting resulted in a list of seven approved Objectives, a shown in the first bullet point (in bold) in each section below. The strategies that were discussed an approved for each of the first three Objectives are also shown. Given the time constraints of the call, the committee members did not discuss the last four Objectives in any detail.

#### **“SPMS will promote and healthy lifestyle and swimming for life by**

- **Providing educational information about the benefits of adult swimming**
  - Having a message that we want to deliver, backed up with facts
    - Different messages to different groups
      - Coaches
      - Clubs
      - Individual swimmers
      - Volunteers
      - Facilities
        - Those with Masters programs
        - Those without Masters programs
      - Fitness
      - Health

- Competitors
  - Cross training
- Multiple means of Delivery systems for each
  - Newsletter
  - Web site
  - Others to be determined
- Be consistent with USMS strategies and tactics
- **Encouraging fellowship and camaraderie among Masters Swimmers**
  - Event hosts to suggest a venue for getting together after the meet or event
  - Relays
  - Fun, unofficial events (fin relays, kickboard race, 2-person swimmer)
  - Workout games
- **Encouraging, coordinating and supporting the sponsorship of competitions and other events for Masters Swimming**
  - Seek sponsors for SPMS and out activities
  - Provide assistance to clubs in obtaining local sponsorships
  - In order to provide something tangible for those who volunteer their time at SPMS events
  - In order to provide something tangible for those SPMS members who make All-American and Top 10
  - In order to provide something tangible for those SPMS members who achieve certain defined accomplishments, whether in competition or in fitness events.
- **Maintaining active liaison efforts and cooperation with organizations and individuals with an interest in Masters Swimming**
  - Not discussed during this meeting
- **Partnering with the aquatics community and pool operators to enhance access to swimming pools for adult fitness and training.**
  - Not discussed during this meeting

- **Encouraging research in the sociology, psychology and physiology of Masters Swimmers**
  - Not discussed during this meeting
- **Providing the infrastructure to accomplish the above”**

There was a brief discussion about the next steps. It was agreed that we will start the next meeting where this one left off, continuing the discussion on Strategies, moving on to Tactics should time permit. For future meetings, we will then move in order through the rest of the topics as set forth in the Agenda for this meeting.

Adjournment: 9:05 p.m.