

SPMS Marketing and Club Development Report for 02/18/21

Some good news is that the Long Beach Belmont Pool has passed the Coastal Commission review. A new Belmont Plaza Pool will be a real boost to our LMSC to be the place to host swim meets and major aquatic events.

Another piece of good news is that the medical community MDLinx has deemed that swimming is the best form of exercise. I forwarded the link for this to Jorge for our newsletter and to Kyle Deery at USMS to include in his weekly health benefits of swimming section on USMS Website.

On January 27 I attended the Zoom meeting of our USMS Fitness Education Committee chaired by Mary Jurey. There are 9 members on this committee including Jay Eckert and Onshalee Promchitmat from USMS. We discussed the current Winter Fitness Challenge and the link for clubs to sign up to participate. Coaches and club leaders could organize their swimmers to participate and provide feedback for future use and sharing. The Gold Clubs must participate in at least one USMS Fitness Event per calendar year. Feedback from coaches could be helpful to improve events and promote greater participation encouraged by coaches. Our Fitness Education Committee has subcommittees as well. We discussed how to address or focus more on the education part of our title. There is also a fitness award which was discussed. Our Winter Fitness Challenge of swimming 30 minutes just ended February 15. The Summer Fitness Challenge 2K is to be June 1-15 and the Fall Fitness Event 1 mile swim is to be October 1-15. Our Fitness Education Committee will meet again on the last Wednesday of each month, as on February 24.

I participated in the SPMS Coaches Peer to Peer which was on 01/28 and headed by Christine Maki. It was an interesting meeting with coaches sharing how their pools have Covid-19 restrictions which are interpreted in different ways by different coaches. Some coaches divide pool lanes in half lengthwise by placing a hockey puck on the bottom of the pool at halfway mark in each lane. Some coaches divide each pool lane in half width wise by using a string. There are some creative coaches.

On 02/04/21 I participated in the SCPPOA Monthly Meeting via Zoom. SPMS was featured meaning our SPMS logo was in the background for each board member for each report. As each SCPPOA board member spoke, SPMS in bold print was in the background. We were mentioned a couple of times and thanked for being Gold Sponsors. The speakers Jenni Worsham and Candice Smith are Directors of Recreation Centers including pools at their sites. "It is not JUST Aquatics" was the topic. The pool lifeguards and administration workers, recreation directors and supervisors have all gained new skill sets during Covid-19 and are often doing work out of their previous aquatic's training. It is way more than just aquatics. The next SCPPOA meeting is on March 4 at 1 pm again on Zoom.

As Membership Coordinator for the Long Beach Grunions I receive swimmer inquiries which I respond to. Swimmers want to return to the pool, any pool. We will have many new members when more coached club workouts with more space become available. We plan to resume

swim workouts on a limited basis in March. My club only has about 50% renewal based on 2020 membership. I am interested in hearing from you how your club is doing.

I was thinking about organizing a SPMS "Chappy Hour" or "On Deck Social" (minus the deck) for swimmers from various SPMS Clubs to socialize with swimmers from other clubs like they usually do on deck at swim meets in a very casual way. Most of us are getting tired of Zoom meetings, but some form of connection and engagement is better than none. Many swimmers are not on swim organization boards or committees and so have little communication with swimmers from other clubs. Perhaps there could be a theme to this virtual social limited to 100 participants like "Pool Swimmers Gone Open" or "Is Lap Swimming Really Lonely?" I would like some feedback from some of you on this idea. My committee member Megan Johnston will help me set this up if we decide to go through with this idea. Kenny Brisbin is also on my committee and could help. If meets resume, there will be no need to pursue this idea.

Hopefully more pools will soon be renting space to adult swim teams again for swim practices to resume. I have marketing supplies to be left at pool offices to help promote Masters Swimming. Coaches, please ask me for USMS brochures, luggage tags, stickers, decals, caps, or whatever you like. I will mail them to you for you to distribute as you see fit. Some coaches give new swimmers a "welcome kit or baggie" including these items. A USMS sticker should be visible at pool office for lap swimmers to see that we exist and a Masters Club swims at that pool.

Thank you for reading this lengthy report. Please share your ideas with me.

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