

## SPMS Market and Club Development Report for 06/17/21 Conference Call Zoom Meeting

The Marketing and Club Development Committee composed of Kenny Brisbin, Megan Johnston, Karin Perissinotto, and I met via Zoom on Tuesday, June 8. It was a creative sharing hour.

Try Masters Month of July is our next big marketing event for new members. Our LMSC has 11 participating clubs. My committee and I will reach out to offer these clubs assistance.

Trying to recapture unrenewed members and clubs is also on our agenda. Judi Divan is helping me with some reports.

For our SPMS Annual Meeting in November my committee and I discussed a change in dynamics. We want to create more of a swim fest fun weekend one day event including a light breakfast, a coached swim practice, coaches' stroke technique clinic, fun relay swim competition (swimmers from different clubs on same relay team) arranged by coaches, business meeting with required elections and other required business followed by a catered lunch instead of the usual dinner meeting. Hopefully 100 or more members would attend such a swim event/meeting rather than the usual 25 or so mostly committee members. This would be free to any interested SPMS Members and so would be a greater expense than the usual annual meeting. Food expenses and facility rental would need to be researched.

We may be creating some new marketing materials.

Attached is a document of notes from our June 8 Marketing and Club Development Zoom Meeting which gives more details on our goals.

Anita Cole  
SPMS Marketing and Club Development Chair