

SPMS Marketing and Club Development Report for 9/23/21 Committee Meeting

The SPMS Marketing and Club Development Committee met recently on Zoom Tuesday, September 14 at 7 pm to discuss the Executive Committee information requests as well as our marketing plans in general. This Marketing Committee consists of Megan Johnston, Karin Perissinotto, Kris McPeak, and me. Ken Brisbin has stepped down from our committee.

In a separate document is the new proposal for marketing requesting funds for this calendar year to purchase newly designed marketing items. In another separate document are the responses to the Executive Committee requests from their September 8 meeting. These documents are available for you to read prior to the September 23 SPMS Zoom Committee Meeting.

On Sunday, September 5, I attended the stroke clinic hosted by Silver Peak Performance Swim Club in Glendale and taught by Bill Brenner. It was a very successful event and very well run. There were about 60 swimmers and several on deck coaches helping swimmers to follow Bill Brenner's instructions. Charles and Kris McPeak were great hosts. It was a really fun and energetic event despite the heat of the day. I provided marketing materials for the event and I took some photos. I was a paid participant and learned quite a bit. I encourage other clubs to host stroke clinics.

Sunday, September 12, I attended the open water swim event in Redondo Beach called Swim the Avenues and displayed marketing items on the check-in table. I was not a swimming participant.

SCPPOA had their first meeting on September 16 at 11 am. It was a Zoom meeting. Although I was unable to attend it live, it was recorded and minutes were provided the next day. So, I was able to follow the details discussed at the meeting. A brief survey is being taken to determine if the upcoming monthly meetings are to be in-person or on Zoom. Venues have not yet been confirmed to host the meetings if the meetings are to be in person. Because of this uncertainty, I recommend only joining as an agency for \$30 fee due by mid October to be included in the 2021-2022 SCPPOA Directory. We should at least do that. There are three levels of sponsorship: Gold, silver, and bronze previously priced between \$580 and \$275. The current price is not yet decided for each due to upcoming decision of in-person meetings vs Zoom. Our treasurer Kris will need to complete the online agency membership application for SCPPOA and list four members who can represent SPMS. Perhaps Kris McPeak and I plus two more people should be on this list to attend in case the meetings are in-person. Megan Johnston and Karin Perissinotto live too far away from where the meetings usually occur on Thursdays in Southern California. It is difficult for working members to drive to these meetings due to time involved. If the meetings are on Zoom, we are all conveniently located. Who else would like to be listed to attend meetings to represent SPMS? I need a response from at least two volunteers.

My committee members and I have spent a great deal of time trying to brainstorm and create a successful marketing plan and new refreshing marketing items.

We hope our time is being well spent.

Thank you for considering our requests and we appreciate your continued support.

Anita Cole

SPMS Marketing and Club Development Chair

USMS Fitness Committee

Long Beach Grunions Membership Coordinator