

Minutes of the Conference Call  
SPMA Goals & Strategies for 2004  
May 4' 2004

Attending: Julie and Michael Heather, Mark Moore, Wayne McCauley

The following are suggestions that came out of the discussion on each of the goal and strategy areas.

Service

Improve communications:

- Solicit volunteers to redesign website, aim for more frequent changes to the home page (draft update by July 1<sup>st</sup>)
- Create an SPMA workplan calendar (Julie will prepare a draft by June 15<sup>th</sup>)

Evaluate and implement official's certification procedures

- Determine if there is interest in SPMA sponsored clinics (Mark will obtain info on USA Swimming clinics by June 15<sup>th</sup>)

Promote and build a competitive calendar and quality meets

- N vs. S Championship (Wayne will determine if there is interest)
- Put meet procedures in writing (Draft by October 1<sup>st</sup>)
- Get Open Water year scoring in writing (ask Lucy and Shannon)

Provide a balanced budget

- Prepare a 2005 budget (request information from committee by August, draft by Sept 30, present for voting at Oct meeting)

Promote and encourage USMS fitness events

- Develop a marketing plan for SPMA (ask Bekah to lead)

Educate

Promote education for swimmers, coaches, and officials

- Fund attendance at clinics, when ASCA clinic is far away consider funding coaches to attend NorCal clinics. Propose \$200 for two coaches. (Needs vote of committee).

The committee did not finish with the Educate and Build components and will take them up at a later time.