



California Surf Lifesaving Association

Public Education Committee

Fall Committee Report Workshop Minutes Del Mar — October 18th, 2002

USLA Public Education Commitment

We discussed the new policy adopted by the USLA to have all publication materials reviewed by the Public Education Committee chairperson prior to distribution. We do not have any objections; however, we would like clarification on this matter. The verbiage is a little broad and would like to know if this is all public education materials, or just materials with the USLA logo. We would like to know if we need approval to use the CSLSA logo from the USLA Public Education chairperson.

Shark Attack and Flag Usage Policy

Chris Brewster gave an update on the new, adopted USLA policies/recommendations on the usage of a “Flag” system and Shark attack/bite prevention and response. He stated they are on the website and he could answer any further questions.

Public Education Marketing

The committee gave us the go ahead to pursue a marketing plan and research through classes at California State University, Fullerton. Newport Lifeguard John Moore and myself will begin meetings with students to develop a marketing plan that should have results by next May.

The Board of Directors has previously allocated \$600 for a retainer to employ a professional in the assistance of developing a marketing plan. Since we have started the venture with CSUF, they will not need to be paid. Hence, we will not need the \$600, so the allocation is no longer necessary.

Money

We should find out if we received the Pacific Life Grant within the next month. We still, however, will have to raise more funds to fully vest this project. We will continue to pursue sponsorship in the coming months. However, it was determined that once we have a plan intact, we would be better served to pursue corporate sponsorship.

Back-up Plan

The committee felt it was necessary to not go through a summer/season without producing a product for distribution. We developed a “back-up plan” if we find that the marketing plan will not be able to produce a product. If by March 15th, 2003, we realize there will be no product from the marketing plan, the committee will produce bookmarks with safety tips on them. We request up to \$2,000 from the board to produce these bookmarks. The distribution should take place at the Spring meeting. If it is a probability that the marketing plan will be able to produce something by our deadline of March 15th, I will request that the Executive Board be able to reallocate the \$2,000 and approve the material(s) to be produced.