



# California Surf Lifesaving Association

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## Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

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### Public Education Committee Minutes - Fall 2006 October 13, 2006

Robert C. McGowan  
*President*

Charlotte M. Graham  
*Vice President*

Michael A. Beuerlein  
*Secretary*

Robert E. Williams  
*Treasurer*

Robert A. Moore  
*Past President/Advisor*

Christopher R. Graham  
*Recurrent Representative*

Don C. Rohrer  
*First Executive Delegate*

Michael S. Bartlett  
*Second Executive Delegate*

Alex K. Peabody  
*Alternate Executive Delegate*

The following was discussed at the Public Education Committee meeting on October 12, 2006:

1. Duke's Big Wednesday Fundraiser was a tremendous success raising \$7,905.14.
2. The committee allocated \$600.00 for payment to Melissa Murphy for her "Be Seen, Be Safe." Poster design. The payment is pending a written agreement allowing CSLSA the right to use said design as determined by the Public Education Committee. Follow up by Gus Avila and Mike Beuerlein. Note: Subsequent to the committee meeting, further discussions with Steve Reuter revealed that the agreement with Melissa (who was not present at the meeting) was for \$400 for all work. An agreement was developed by Gus Avila and Mike Beuerlein and presented to Melissa. Melissa signed the agreement and was paid \$400 for the use of the artwork.
3. The Committee has allocated up to \$1,100.00 to be used for the purchase of 17 framed posters to distribute as thanks to the sponsors of "Big Wednesday." Of the allocated moneys, two framed, matted posters are to be purchased in addition to the 17 others as special gratitude toward Duke's and Steve Reuter. Follow up by Mike Beuerlein and Doug Leach.
4. The Committee allocated \$5,000.00 of the remaining funds towards the production of the "Be Safe, Be Seen" posters. The Committee would like to see 600 posters of higher quality (possibly laminated) to be distributed to the chapters for display purposes, window displays, and classroom displays, etc. The remainder of the posters will be of lower quality intended for give away purposes.
5. The remaining \$1,205.14 will be held over for reprint or any unforeseen costs. Melissa Murphy presented the committee with two educational poster designs that could be purchased at the cost of \$1,000.00 each. The committee is interested in the idea of the posters, however is not willing to purchase the designs at this time. Melissa Murphy is encouraged to attend the spring meeting and "pitch" the idea again at the Public Education committee meeting. Doug Leach Follow up.
6. The committee has a line item budget of \$5,000.00 dollars. \$4,000.00 allocated to Pub Ed. and \$1,000.00 from Junior Guards. The Committee requests \$2,500.00 to purchase book cover featuring the Junior Guard Poster contest winner's artwork. Mike Silvestri will follow up.

Respectfully submitted,

Bill Humphreys, Chairman  
Kade Boisseranc, Vice-Chairman