



California Surf Lifesaving Association

AA

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee Minutes October 16, 2009

Robert C. McGowan
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Second Executive Delegate

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Third Executive Delegate

Alex K. Peabody
Fourth Executive Delegate

Thank you to committee members for your active participation and great ideas.

The following items were discussed in committee today:

1. Mike Silvestri will be working with Rock Bottom in San Diego (and possibly Long Beach) to set up a perpetual fundraising event for Public Education.
2. Volunteers are needed for the Action Sports Retailer's event in San Diego, to be held on February 3 & 4, 2010. Please contact Steve Reuter from Huntington Beach if you can assist (714.321.8788 or at rescuesentinel@aol.com). This will be a tremendous opportunity to get the word out regarding public education needs and educate potential sponsors on the hazards of the ocean and how they can help. \$300 has been allocated to pay for parking and lunches for volunteers.
3. Mike Bartlett will be evaluating the pictures used for the Public Education Display Booth. Agencies are encouraged to submit any photos from their department to Mike so we have a good representation of the various agencies.
4. Committee will be working to create and produce bookmarks using Junior Lifeguard artwork on one side, with water safety tips on the reverse side. Mike Silvestri will be coordinating the project. \$1,500 has been allocated to produce bookmarks, with distribution slated for Spring 2010. A request has been made to the Junior Lifeguard Committee to fund up to \$1,000 of this project, provided Junior Lifeguard revenues received match projected revenues.
5. Committee requests that Steve Reuter (per his offer) contact potential manufacturers who may want to sponsor reproduction of the "Be Safe, Be Seen" poster. New poster is recommended to be a slightly reduced size from the original, at a size that can be used for posters or large book covers.
6. A tracking system will be developed for the large USLA Public Education banner and hanger. Reservations will be made through the web site. I will be working with Bob Moore and the webmaster to set this up.

Respectfully submitted,

Bill Humphreys