



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

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CSLSA Board of Director's Meeting - 10/16/09

Membership Committee Report

Attendees: Jon Menzies, Richard Godino, Gordon Gray, Lori Walton, Bethany Cleland, Gus Avila, Jay Butki, Jon Menzies, Jeff Gillott, Tom Atkins, Jeff Zane, Jeff Williams, Derek Doler, Al Pepito, Bryan Etnyre, Vince Lombardi
Charlotte Graham - Chair

- The committee chair reminded members to use the updated application forms for the 2010-11 membership year in order to collect the proper information. The application is posted on the CSLSA website.
- The committee discussed the change in the membership year. The Chair has been asked to bring up the change in membership year at the USLA Membership Committee meeting in Williamsburg. Our region is curious to know how the change in the member year has affected membership throughout the other regions. Since this is just the first year of the April 1st start date, our region will also consider re-visiting the validity of the change in the membership year and possibly make a motion in the future to change the start date back to July 1st.
- The committee discussed potential kit items for the 2010-11 Membership year. The chair related our need to be fiscally responsible and to gain as much through sponsorship as we can prior to augmenting kits with the money allocated for the Membership Committee.
- The committee indicated that one or more of the following items were desired for the 2010 kits (in order of preference):
 1. automobile sun visor
 2. beach towel
 3. Shammie (Ragz style)
 4. long-sleeve or short-sleeve shirt (preferably non-white)
 5. aluminum water bottle

6. travel coffee mug
7. sunscreen !
8. fleece beanie (in grey or black)
9. ballcap, sunhat, or visor

The Chair will relay the committee's kit requests to our Sponsorship Liaison. The Chair will also advise our Sponsor of the need for a minimum of 1200 pieces of any item for the membership kits. CSLSA stickers will also be available for next year's kit.

- The committee was advised by Steve Reuter that Sports Chalet is interested in offering a membership incentive to the CSLSA in the form of a store discount as well as specific vendor discounts. The Chair will follow up with the contacts that we have so that this discount will be available for the coming membership year. The committee is always glad to get these types of "paper benefits" for our membership.
- The Membership Committee Chair attended the Ways and Means meeting and respectfully requested a budget allocation increase for 2010-11, from \$5000 to \$6000. This is based upon a \$5.00 per member amount multiplied by our consistent membership total of 1200 lifeguards each year. After all budget requests were made the Ways and Means Committee was able to allocate \$5600 to the Membership Committee for the next budget year. The Membership Committee understands that the annual allocation is intended to supplement what we receive from sponsors, and as little as possible will be used unless the CSLSA receives no sponsorship at all.
- The Chair discussed the status of the two new chapters of the CSLSA: the Santa Barbara County Lifeguard Association (at Campus Point) and the North Island Lifeguard Association. Both are up for final approval at this meeting. The Chair did discuss that there were some changes at the management level of the North Island agency, so she is concerned about the new chapter there. The chair will follow up with the members of North Island to encourage them to maintain their status. There was also discussion about some of our other small chapters that have had little or no membership repeatedly for the past few years. It is the discretion of the Membership Committee to review the status of its chapters and ensure that they meet the continuing requirements of chapter-hood. Concern was voiced most specifically about Capitola. The Chair will follow up with the Capitola chapter regarding their status.

Respectfully submitted,

Charlotte Graham
Membership Chair