



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association
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Public Education Committee Minutes - Spring 2007 April 13, 2007

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Alternate Executive Delegate

The following was discussed at the Public Education Committee meeting on April 12, 2007:

1. CSLSA Display Booth - Mike Bartlett from Huntington City currently has the display booth. Mike will evaluate condition of booth and send to manufacturer for repairs if necessary. Committee discussed the creation of a web based "tracking and reservation" page being added to the CSLSA web site. Goal is to create a simple tracking & reservation page that can be accessed and updated by individual chapters. Booth will be stored by the last chapter using the booth until another chapter needs it. Chapters have responsibility of reporting any damages or repairs needed, and noting on the web page that booth has been transferred to another chapter. Transfer of booth between chapters will be arranged by individual chapters involved. Bill Humphreys will work with Bob Moore, Web Committee Chair, to determine feasibility of creation of web based reservation/tracking program.

2. Over 6,000 "Be Safe, Be Seen" posters and over 7,000 Junior Lifeguard artwork book covers were distributed. Chapters not receiving posters or book covers can contact Bill Humphreys to make arrangements to pick up materials. Unused materials will be brought to the Spring 2008 meeting for distribution for next year. Thanks again to Steve Reuter and Mike Silvestri for their work on these respective projects.

3. Melissa Murphy from HB City presented an offer to sell rights to CSLSA for "bio-medical" posters (Jellyfish and Stingray) for \$1,000 each, for use in lifeguard headquarters first aid rooms. Committee recommended that Melissa produce posters on her own, retaining rights and attempt to sell for \$30 or \$40 each directly to agencies. Agency representatives felt confident that most would be willing to pay directly for such a poster, thus preserving CSLSA funds while allowing Melissa's artwork to reach the targeted groups and retain a profit.

4. Rob Williams from Newport has met with USLA and NOAA/Sea Grant representatives on joint public education program, initially focusing on rip currents. NOAA is producing posters, banners, and other material which will become available in fall of 2007. Rob will update committee in fall of 2007 regarding project. Some materials are currently available for download at <http://ripcurrents.noaa.gov/> or <http://usla.org/teachereducation/>.

5. Public Education Inventory and Needs Matrix - Committee discussed the progress on the development of an inventory and needs assessment matrix which will be used to: 1) provide chapters with a comprehensive list of materials available and how to obtain them; 2) serve as a record of projects completed by the committee; and 3) serve as a planning tool to identify areas for potential projects (e.g. create public safety

materials reaching specific groups that may have been overlooked). Bill Humphreys will work with Bob Moore, Web Committee Chair, to determine feasibility of adding this matrix to the CSLSA web site so all chapters will have direct access to materials and contact information for obtaining them. Some materials currently are available for download at <http://usla.org/teachereducation/> or <http://www.usla.org/ripcurrents/signsbrochures.asp>

6. Steve Reuter from Huntington Beach showed a DVD regarding a “Robotronics” proposal for a public education radio controlled “mascot” that can be used at large public education programs. Committee liked the concept but felt cost was too high (\$10,000) to recommend requesting allocation of CSLSA funding. Suggestion was to look into potential grant funding sources or a specific fund raising event if project is to be considered, in order for project to be funded outside of CSLSA line item budget.

7. Committee discussed proposal from LA Riptides Lacrosse team for potential partnership, group discounts to lacrosse games, etc. Committee did not see major benefit to CSLSA in regards to reaching a targeted audience with beach/ocean safety information considering time commitments, etc. Suggestion was made to encourage LA Riptides to take out a paid advertisement in CSLSA magazine offering discount coupons to lifeguards. Bill Humphreys will follow up with LA Riptides to convey the committee recommendations.

Respectfully submitted,

Bill Humphreys, Public Education Chairman