



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

Robert C. McGowan
President

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

Charlotte M. Graham
Vice President

Membership Committee Report

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Attendees: Jon Menzies, Rob Gibson, Richard Godino, Gordon Gray, Dave Peden, Rich Hidalgo, Mike Topping, Jeff Gillott, Matt Hayes, Mark Erickson, Nick Sullivan, Scott Diederich, Joe Bailey, Margie Evans, Rob Veria, Chris Pierce, Nick Giugni, Charlotte Graham - Chair

Robert A. Moore
Past President/Advisor

Jon P. Mitchell
First Executive Delegate

William J. Richardson
Second Executive Delegate

Mareen T. Boyer
Third Executive Delegate

Alex K. Peabody
Fourth Executive Delegate

- The committee discussed the offer from American Income Life as a “paper” benefit which would expand the value of Association membership. A motion was made and passed unanimously to contact Mr. Rothman of American Life and put this offer into effect for this membership year. The committee recommends that the Board approves this effort.
- Representatives from our two new potential chapters, the Santa Barbara County - Campus Point Lifeguard Association and the North Island Lifeguard Association, attended the meeting. Clarifications were made about their apps. The final step in the process is for a CSLSA Chapter Review committee to meet with the two chapters for an inspection and review. I will request the assistance of a few other Board members to complete this step. The conditional approval of both chapters should continue, and both will begin to sign-up members for this membership year.

- The committee discussed at length the change in the dates to the membership year. The committee understands that the change at the national level necessitates the change at our Regional bylaws, but the committee also wants our Board to understand that this change is not universally supported. There was a motion at committee to reduce the 09-10 membership fee for all returning members to $\frac{3}{4}$ of the \$30 cost, since they lose 3 months or $\frac{1}{4}$ of their membership year as a result of this change. The motion was defeated.
- The committee would like our Region to propose to the USLA Membership Committee that perhaps the bylaws of the USLA could be amended once again so that each Region of the USLA sets the membership year dates that are best for them, with the USLA bylaws simply stating a date upon which each Region's final membership is due for voting purposes each year (currently October 1st).
- Committee members discussed ways in which their chapter encouraged membership in the CSLSA/USLA, including not allowing their lifeguards to take advantage of their own chapter pro deals unless the guards signed up for CSLSA/USLA. The committee continues to encourage chapters to push for 100% of their agency's roster to become members.
- The committee decided that for the Fall CSLSA meeting each chapter will bring suggestions from 5-10 of their members as to what they would like to see in the membership kits. Membership committee delegates are encouraged to bring samples of items or price quotes for items that the committee can vote on for the next membership year to forward to our marketing director.

Respectfully submitted,

Charlotte Graham
Membership Chair