



California Surf Lifesaving Association

Y

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee Minutes – Spring 2009 April 10, 2009

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Jon P. Mitchell
First Executive Delegate

William J. Richardson
Second Executive Delegate

Maureen T. Boyer
Third Executive Delegate

Alex K. Peabody
Fourth Executive Delegate

During the Public Education Committee the following was discussed:

1. Public Education Matrix- Still valuable as an online resource. All attendees were encouraged to keep their departments informed as to the location and the capabilities of the matrix.
2. Action Sports Retailers Expo- CSLSA operated a booth for the 2009 ASR in San Diego with excellent results. Our committee discussed the future costs associated with maintaining this relationship (costs include: electricity to booth, parking fees/meals for volunteers). Prior to Fall 2009, we hope to have established a final cost of continuing education at this venue.
3. Beach Safety Week- We continue to stress the importance of recognizing Beach Safety Week within our communities. All members are reminded of the online template for a proclamation that can be utilized and sent to local governments. Many agencies also use this week to hold an "Open House" for their department to not only educate the public on beach safety, but also to showcase the professionalism associated with lifeguarding.
4. Display Booth- Our CSLSA booth is currently missing one panel (of four) and will soon need minor upgrades. We discussed the idea of replacing several of the more "dated" photos with current ones, as well as the possibility of adding a TV/DVD player to the booth configuration. The display booth is one of the most regularly used tools within our Public Education resources, and requires regular maintenance in addition to the upgrades discussed. At the Fall 2009 meeting, we hope to have a more detailed concept of what we would like to do to the booth, along with the costs associated.

Bill Humphries was unable to attend this meeting, so the meeting was moderated by CSLSA members John Moore and Chris Pierce.

Respectfully Submitted,

John Moore & Chris Pierce