

SPMS Marketing and Club Development Report for May 21, 2020

The SCPPOA meeting on May 7 was held on Zoom. Covid-19 complications and possible new protocol for re-opening of pools were topics of interest. There are legal concerns regarding the temperature testing of all who enter to swim. If a person lives in the desert area or Riverside his or her temperature may be elevated simply due to heat or air temperature one pool manager pointed out. What is the value of the temperature check when a person can be shedding virus before temperature elevation and some infected individuals never experience any symptoms? Who checks for fever? Who is liable if the swimmer is let in and has a fever? Is a 16 year old new summer hire going to stop a large confident 40 or 50 year old male Master Swimmer or an 83 year old lady lap swimmer from entering the pool? There will be a detailed check list at pools with new waivers or releases for swimmers and staff to sign and follow. Each pool will require added signage, limit items on deck, hire people to monitor social distancing and enforce compliance to new Covid-19 restrictions. Pool managers need to order PPE and receive before opening. Are lifeguards at risk? Should they wear goggles when in the water? Should swim instructors wear nose plugs and snorkels for safety? Should swim instructors touch students? What happens when there is a Coronavirus case discovered or traced to your pool? What is that protocol? There is a need for new relevant in-service training and a need to hire more employees to work at pools even if there are fewer swimmers because of social distancing requirements. Perhaps June 1 will be the opening date for pools to allow lap swimmers only with limited number per lane. Some of the hourly pool employees are now receiving more money by staying at home and collecting unemployment. They may not choose to return to work when they are safer at home and "earning" more money by not working. What is their motivation? New employees will need to be hired and they will not likely be as well trained. Will lower level lifeguards become the norm at pools as in lowering the standards out of necessity? These are some of the issues that were discussed at the May SCPPOA Meeting. SPMS was thanked for being a sponsor. The next scheduled SCPPOA meeting is in September.

Marketing for membership and club programs has been on hold because of uncertainty of just when pools are to open and what guidelines will need to be followed. There is no confidence in our calendar of events.

When pools re-open for swim practices, I recommend that each swim club have a volunteer ambassador to help with Covid-19 protocol compliance to assist the coaches in making certain swimmers are social distancing and doing whatever it takes to keep our pools open to permit our clubs to hold swim practices and host meets and other swim events. We do not want to lose our privileges and put our existence at risk. It is a crucial time to comply and be smart and attentive.

Hopefully Try Masters Swimming month will occur and Adults Learn to Swim Month will be rescheduled. There is a cure for drowning; it is called learning to swim! We want to market our image by teaching adults to swim at no charge. Please participate in teaching adults to swim.

Hopefully stroke technique clinics and coaches clinics will be rescheduled as well as coach certification courses. We need to offer our members all the benefits they used to enjoy plus more to make up for the "frozen" months. Give USMS/SPMS Membership more value.

I am searching for USMS Membership Benefits to help promote swimmers to join Masters Swim Clubs and benefits to encourage the creation of new adult swim programs at pools in our SPMS area. Swimming is our cure for mental health and physical fitness. Promote it!

The USMS Fitness Committee had a Zoom social on Friday, May 1 which went well. Our next committee meeting on Zoom is scheduled for Wednesday, May 20.

Social media has been a great help in keeping swimmers connected and sharing ideas for fitness and swim specific exercises as well as Zoom meetings and socials.

I am currently in Montana where health clubs and fitness centers opened on Friday, May 15. So, I am now able to swim daily at the Montana Athletic Club in Bigfork which is only a block from my house and where one swimmer per lane is allowed. There are only 3 lanes in this 25 yard pool. There are no reservations, no "Sign up Genius." Members just show up to swim. If there is no empty lane, just leave and try again later.

I need your help in promoting Masters Swimming. We need to grow our membership; we are losing members. Please share your marketing ideas with me and seriously consider my suggestions.

Anita Cole
SPMS Marketing and Club Development
Long Beach Grunions Marketing Coordinator
USMS Fitness Committee Member