

SPMS Executive Committee Meeting
September 8, 2021
Minutes

The Executive Committee Meeting was called to order on September 8, 2021, at 6:07 p.m.

All Executive Committee Members were present:

- Mark Moore, Chair
- Kenny Brisbin, Vice Chair
- Kris McPeak, Treasurer
- Diana Dolan LaMar, Secretary
- Becky Cleavenger, Member-at-Large

Old Business

1. Revise, Update, and Recommend the Job Description for Fitness Results/Records Appointed Position
 - a. An updated job description is presented in the 9-16-2021 agenda

2. Review the SPMS Marketing Proposed Expenditures
 - a. Develop the *big picture* for the SPMS Marketing Plan
 - b. Describe the specific marketing goals and how are they are measured
 - c. Provide a better description of how requested promotional items will be used
 - d. Describe the return on investment for existing membership and for growing membership
 - e. Prioritize the requested items
 - f. Appoint Kris McPeak as an ad-hoc Liaison member to the Marketing Committee
 - g. Information shared at the 9-16-2021 meeting

3. Annual Meeting
 - a. Request received to change the format of the Annual Meeting
 - b. Discussion. An Annual Meeting Committee will be formed. Item is on the 9-16-2021 agenda

The meeting adjourned at 6:20 p.m. The Executive Committee moved into Closed Session to discuss confidential issues.