I am writing to follow-up with everyone regarding our initial meeting conducted on January 11, 2024:

**Initial Committee Meeting  conducted on Thursday January 11, 2024**

**Meeting called to order at 8:32 PM**

In attendance:

Janyce Rogers (Bulldog)

Ava Ward (RAC)

David Heller (UNAT)

Excused due to Prior Commitment – Stefan Weber (RAC)

Dave Heller expressed the thanks and appreciation of CT Swimming to the attendees for their interest and willingness to serve on this committee.

Initial discussions involved formulating and agreeing upon the committee’s goals, purpose and mission statement.

Discussed how to access and utilize CT Swimming social media platforms.

Discussed the educational opportunities available to the committee on the USA Swimming website under education pertaining to marketing and publicity.

Discussed efforts to schedule meeting between the committee and a USA Swimming marketing staff member.

**To Do List**

Janyce & Ava to take USA Swimming Marketing Course # 3 prior to the next meeting.

Ava to follow-up with Stefan regarding his interest in participating with the Committee

Dave to communicate with Henk Jansen regarding access to and usage of CT Swimming social media platforms.

Dave to communicate with USA Swimming marketing staff member in Colorado Springs regarding assistance from USA Swimming with our Committee.

**Meeting concluded at 8:56 PM**

**Next Meeting Monday January 22, 2024 at 8:30 PM via TEAMS.**

Submitted by: David M. Heller