

San Diego Junior Lifeguard Foundation
Strategy Session; June 18, 2009

Those present:

Corey McClelland, Byron Wear, John Sandmeyer, Bryan Chadwell and Barb Greenhalgh

Others present: Greg Buchanan and James Murphy

Those absent:

Kevin Eslinger and Tom Martinez

The Board had a strategy session with Greg Buchanan and James Murphy on what the needs are for the San Diego Junior Lifeguard program as well as Outreach and Educational programs. Here are the ideas that were discussed in the meeting.

FUNDRAISING MECHANISMS

IMMEDIATE NEEDS:

OB Pier Day t-shirt sponsors. Need to obtain FIVE sponsors to cover the costs of the t-shirts. This will be \$300.00 per sponsor. The sponsors will have their logo displayed on the back of the t-shirts as well as a banner over the pier of "Jump Day".

JG Kickbacks for Hawaii Day: Need to get prizes to "reward" the JG's who raise the most money for Hawaii Day. Need to solicit the local business for prizes.

Equipment donations: List of Menus those donors can choose to either donate or provide funds for JG gear

SPRING/SUMMER 2010

Pay to Jump the pier

Theme Day Sponsors for: Competition Day, Cove Day and BBQ Day

Banners, Signs and Uniforms

Membership (to the foundation)

Adult JG Program:

Raft Races

Dinner Auction (to kick off summer 2010)

Swim a thon/Hawaii Day

Aquatic/Surf Rummage Sale

LONG RANGE PLAN:

Stimulus Grant Money
Corporation Sponsors
Scholarship Endowment
Matching Funds for donors
Grant Writing

Another strategy the Board discussed was the Operating needs of the Junior Lifeguard Program in conjunction with the Foundation:

OPERATING NEEDS:**IMMEDIATE NEEDS:**

Lifeguard Equipment
Reserve funds
Junior Kayak Club Coach
Outreach and Educational Programs (Bridge the Beach, Learn to Swim for free)
Hawaii Day Volunteers
NEW P.A. System
Website (For foundation only)
Logo for foundation
Marketing programs

SUMMER 2010 AND BEYOND NEEDS:

Mobile Expansion Unit for South Mission Beach; this would provide more space to expand the Junior Lifeguard Program. This can be a storage unit or RV
Beach quads/mules
Video/Media Documentation
Marketing programs for both (JG's and Foundation)
Partnerships with YMCA's, Kroc and others
Pool Junior Lifeguards
Continued Volunteer Program
Junior Lifeguard Headquarters; This is refurbishing the existing Rec Center and new building). This is long Range plan
Educational slide, media, book
Utility truck
Administration Staff
Staff such as retired lifeguards
Transportation for the JG program (scholarship)