
New England WSO Board Meeting

Thursday, 05.26.2022

Attendees

- Travis Cooper
- Carla O'Brien
- Katherine Greisdorf
- Ken Toal
- Lauryn Ginsburg
- Amy Richardson

Not in Attendance

- Stephanie Jefferson

Reports from Members

- Travis - USAW Level One at Lynx Fitness May 14-15 in Boston, Mass.
- Carla - Meet at District Athletic Club
- Ken - USAW Level One in CT! Went well.

Agenda

Communication to Members

1. Social Media
 - a. Instagram - 524->621, Amazing work, this continues to be our best outlet, thanks team!
 - b. YouTube - 23->24, this work has been at a stand still currently
 - c. TikTok - 7->11, slow still a work in progress
 - d. Website - In progress, Stephanie has been helping and we are almost at the point of completing the WIX site for review.
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- e. Email Templates - Sent out one template so far. We need to do some improvements to keep emails from going to spam, setup info@newenglandweightlifting.com to help.

Competitions

1. Kilos for K9s - 0->16, not a WSO meet, but will put a couple more ads up so they can hopefully draw a few more competitors.
2. Bay State Games - Sold out at 140 competitors for one platform with a waitlist. Will probably run one platform unless group is really passionate about running a two platform meet here.
3. New England WSO Championships - 23->59, working on getting content created to build a bit of hype, but meet in gaining traction and selling spots at a steady pace!
4. Others - CJ Strength and Conditioning - Rockport, ME Oct 23?, Arkitect Fitness (no date, waiting for a few international meets to be announced to find the right date.)

Other Events

1. Social at District Athletic Club - August 6th

Youth Development and Recruitment

- Joe Black and Bryan Polsonetti are in contact. I need to catch up with them to see if they have come up with any initiatives yet. I tried calling this week and did not get in contact, but will hopefully have a follow-up to this in email soon.

Old Business

- Youth Development and Recruitment - would like to possibly vote on something to make it official - Co-directors of this initiative (Joe and Bryan) passes 6-0

New Business

- N/A

Action Items

1. Create List of Nationals Week Competitors from NE WSO