



Minutes

Board of Directors Meeting
June 11, 2022
Colorado Springs, CO

A meeting of the Board of Directors (the "Board") of USA Bobsled / Skeleton occurred on Saturday, June 11, 2022. The Chair called the meeting to order at approximately 8:00 AM MT. The following members of the Board were present at the meeting's commencement: Bob Bergbauer, David Best, Ryan Bosch, Ann Gaffigan, Brock Kreitzburg, Jean Prahm, Paul Pogge, and Savannah Graybill. Sherry Cushman, Chris Kinney, and Tristan Gale participated remotely. The above members constitute a quorum of the Board under Bylaws Section 6.17.

USABS CEO Aron McGuire, staff member Lisa Carlock, AAC members Elana Taylor and Lauren Gibbs, and Chair Emeritus John Rosen also participated in-person, and Advisory director Javier San Miguel participated remotely.

Lisa Carlock recorded the minutes.

1. Call to Order

Mr. Bergbauer called the meeting to order at 8:01 AM MT.

2. Management Report

a. Athlete Development & Well-Being

Mr. McGuire presented the 2022-2023 IBSF World Cup schedule and recapped the significant work involved in securing three North American races during the first half of the upcoming season. He also highlighted the World Push Championship event that will showcase the new Lake Placid ice house. Brief mention was given to scheduling an in-person board meeting during either the Park City or Lake Placid World Cup events, as well as planning the Hall of Fame induction ceremony and an alumni event.

Mr. McGuire discussed the growth in development programming afforded by partnerships with the Utah Olympic Park (UOP) and the Olympic Regional Development Authority (ORDA). Historically operated independently by both parks with no official pathway to enter the USABS program, local programs will now be integrated into USABS' overall development plan. Both UOP and ORDA have committed to hiring development coaches and to providing support for training in between formal USABS programs. Mr. McGuire is currently working on the written agreements and formalizing expectations.

Cost and distribution of bobsled helmets has continually been a topic of debate. Mr. McGuire informed the board of the new arrangement with Arai whereby Arai will provide a helmet safety course to all athletes once per year, will provide free helmets to the national team, and will offer a discounted rate for helmet purchases by all other athletes. It was suggested that the helmet safety course be a training prerequisite for all athletes entering USABS'



program. Additional discussion surrounded retired athletes donating helmets back to the program and conducting a fundraiser such as “Fund-A-Helmet”.

Mr. McGuire educated the board on the new partnership with the NSCA that is focused on helping recruit new athletes to USABS. USABS will provide a short virtual course for NSCA-certified coaches to obtain continuing education credits, while enabling coaches to function as recruiters for the program.

b. Resource Growth & Sustainability

Mr. McGuire reviewed new partnerships secured recently. Discussion of NFTs as a possible revenue source ensued.

c. Organizational Effectiveness

Mr. McGuire informed the board of a Mental Health First Aid course completed by all USABS coaches and staff, noting that the USOPC is looking to expand the course offering to athletes as well. Several USABS policies, to include Conflict of Interest, Gifts and Entertainment, Whistleblower and Anti-Retaliation, Grievance, Code of Conduct, and select bylaws, are currently being updated in advance of the next USOPC audit and board approval of these revisions will be sought shortly. Coverage of social media activity in the Code of Conduct was discussed and will be reviewed.

d. Sport Awareness & Continued Engagement

The IBSF Congress will be held July 13-16 in Lausanne, Switzerland. Darrin Steele was nominated and will run for reelection as VP of Sport. Topics that USABS is looking to address include insuring that World Cup races are held annually in the United States, increasing the number of athlete representatives on the IBSF Executive Committee, sport sustainability and areas for cost savings, and increased sport awareness in the United States. Significant discussion was had on the internal process for nominating U.S. representatives for IBSF committees, as well as how to collect and consider athlete priorities for issues to be addressed with the IBSF. Mr. Bergbauer noted that action steps will be taken to address both points.

3. USOPC Update

Sarah Hirshland, USOPC CEO, joined the meeting to offer insight and updates from the USOPC. She began with congratulatory remarks for USABS’ success in Beijing, acknowledging the difficulty of the Games and noting the learning and growth that took place in overcoming the presented challenges.

Ms. Hirshland expressed optimism for the USOPC’s current position, following the most significant reforms the organization has ever faced, post-pandemic, and after tackling a difficult summer and winter Games cycle. She feels the upcoming LA Games presents huge opportunity for the United States and the 6-year timeframe leading to LA will offer valuable experience that can then be applied to a winter Games.



The USOPC is focusing on three pillars – athlete excellence, sport advancement, and community growth. Discussing each briefly, Ms. Hirshland first explained that the USOPC is seeking to support athletes holistically with off-field support and application of technology and innovation to enhance performance and prevent injury. To advance sport the USOPC is considering how they are creating and providing a fair and safe environment, what gender identity and expression means for sport, and how to balance fairness with inclusion. Lastly, with the U.S. Olympic movement being one of the only in the world that is privately funded, the USOPC needs to determine best methods for content distribution that will allow them to grow community, increase fan engagement, and secure brand loyalty in the younger generation.

Ms. Hirshland offered an opportunity for the board to ask questions, which led to discussion on USOPC support for Salt Lake City's bid to host the 2030 Games.

4. Management Report cont.

d. Sport Awareness & Continued Engagement cont.

Mr. McGuire discussed USABS' social media presence, noting significant increase in activity likely attributable to monobob viewership during the Olympic Games. USABS ranks fourth in followers compared to all winter NGBs. He lastly reviewed the process undergone to update USABS' logo, including surveying athletes and staff for feedback and suggestions on how to modernize. He unveiled the new logo and discussed elements and representations of the sports and organizational core values found within the new mark.

5. Financial Update

Ms. Carlock, who distributed reports to the board in the week prior to the meeting, first reviewed the May 2022 financial statements which included a projection of finances through the end of the fiscal year as well as estimated adjustments for year-end, non-cash audit entries. The board discussed Foundation support and carry-over of current year funding to next season versus offsetting athlete expenses from the 2021-2022 season, and how to best capitalize on the USOPC Digital Media Agreement. On behalf of the Audit Committee, Mr. Bosch shared a positive opinion of the current year finances and the improvements to budget that occurred during the year.

Ms. Carlock next reviewed the proposed budget for the 2022-2023 fiscal year, highlighting its draft status as the USOPC grant award amount is currently still unknown and the IBSF season schedule is not finalized. The USOPC award amount should be communicated in the next few weeks and will allow USABS to firm up the budget and plans for the season. A long discussion ensued on how the USOPC determines its award amounts for NGBs, how USABS currently allocates funding, and what quota spots are funded. USABS will discuss "customized" training and competition plans for athletes that will afford each the best pathway to success, and may involve funding at different, and potentially less expensive, tours, thus allowing financial support to reach more athletes. Discussion on the unrestricted budget focused on the currently projected shortfall in revenue. The proposed budget deficit is a top line issue as the expense side is lean with no room for cuts. Mr. Bosch confirmed the audit committee's recognition of the proposed deficit budget, as well as their belief that it is presented appropriately and accurately and expressed the committee's support. Management will seek and the board will vote on formal approval of the 2022-2023 budget via email by June 30.



An inquiry was made on when and how USABS will discuss supporting athletes with unrestricted funds. Ms. Gaffigan agreed to lead a committee to address this topic.

Mr. Bergbauer initiated a board team challenge to generate corporate sponsorship leads for USABS as a means to help close the projected top-line gap.

6. AAC Update

Ms. Taylor began with updates from the IBSF AAC, informing the board of athlete representative elections pending after the IBSF Congress, work being done to add an additional athlete representative to the IBSF executive board, and current topics being addressed such as social media censoring, transgender athletes in bobsled and skeleton, and a potential shift to rolling starts.

USOPC AAC updates included the search for a new athlete representative on the USOPC board to replace Steve Mesler who has reached his term limit, for which Ms. Taylor is a finalist, and information regarding a bill being pushed by the State of California to provide free tuition to athletes.

The USABS AAC is currently involved in athlete end of season surveys, the USOPC compliance investigation, collaborating with the Director of Sport Performance on selection criteria and stipends, and a maternity policy. The AAC completed a bylaws review and update last year. Conflict of Interest remains an issue for athletes on the AAC and ideally more retired athletes would become involved in the AAC to help alleviate this problem. Discussion ensued on challenges the athletes faced this season and the rights and treatment of P credential athletes. Five positions are up for re-election to the USABS AAC, with Ms. Taylor and Mr. Kinney remaining in place. Ms. Taylor informed the board of her involvement in the USOPC's NGB Resource Allocation Committee that is reviewing things such as NGB grant awards, the Operation Gold program, and the concept of consistency in stipend criteria across NGBs.

7. Committee Reports

a. Alumni & Hall of Fame Committees

Ms. Prahm informed the board that some alumni would be attending the reception that evening. She briefly discussed holding the Hall of Fame induction ceremony during the Lake Placid World Cup and that she would like to see an alumni event planned for Lake Placid as well. It was suggested to consider other categories of alumni (i.e. board).

b. Special Committee

Ms. Gale reported on the special committee's recent efforts to address athlete concerns such as lack of trust, utilization of subjective selection criteria, and lack of documentation to support performance and pairing decisions. The committee provided five recommendations that she reviewed in detail. Discussion surrounding the recommendations and their degree of helpfulness ensued. Mr. McGuire, the coaches and the AAC will work collaboratively through the recommendations and provide an update at the next board meeting.



8. Executive Session

The board entered an executive session at 1:16 PM MT. Topics addressed were insurance matters, compliance requirements and deadlines, ethics and conflict of interest forms, fiscal year '22 contributions, future meeting dates, bylaw revisions and chair succession.

9. Adjournment

The meeting was adjourned at 2:58 PM MT.

This document constitutes a true and correct copy of the minutes of the Board of Directors meeting of USA Bobsled / Skeleton.

Lisa Carlock

Lisa Carlock
Corporate Secretary

Date