

USBSF Board of Directors  
Meeting Minutes  
June 20, 2008

In attendance:

Board: Doug Bagley, John Rosen, Ted Offit, John Donovan, John Ball, Marci Francis

Staff: Darrin Steele, Lisa Carlock/Adelle Anderson

Other: Jay Warwick

Call to order at 9:12 a.m.

CEO Review

- Board to meet with Darrin on Saturday to discuss

Board Review

- Need to simplify meetings, become more structured, keep on task

CEO vision

- First year was period of observation
- Board hasn't hit storming phase yet (forming, storming, performing, norming), everyone is too reserved, need to be confident enough to clash in board room and walk away stronger
- Fundraising – have lots of ideas but need to move to action phase, two untapped areas – soliciting grants and hosting fundraisers
- Priorities/philosophy/mission – need to be in line, mission is to bring home medals but all discussions tend to be focused on development, Board has never asked if we're doing everything we can for elite athletes, elite athletes are what earn our funding, we need to take care of top athletes who will bring home World Championship and Olympic medals, will increase revenue from USOC and sponsors, then can support lower level athletes, let lower athletes know they will receive support when they make it to upper levels

Budget

- \$1.4 million from USOC, awaiting approval of reallocations, additional \$288,000 in athlete stipends
- Potential to increase membership revenue, opportunities from passenger ride programs, online registration
- No money budgeted to increase staffing, no marketing position, High Performance Director supported by USOC
- Need for trainer/strength coach on tour with athletes? 40k salary needed to support but not budgeted for
- Sepp Plozza promoted to head coach of USA program, best leader as rated by athletes, great technical knowledge
- Have not budgeted for High Performance Director to go on entire tour, only a few stops, depending on strengths/focus of individual will determine whether or not they'll go on tour
- Short funding for men's bobsled USA III, no funding for Cortina and St Moritz World Cups for men's or women's bobsled
  - Possible 40k for 2 men's bobsled teams to go to other two world cups
  - Possible ???k for 3 women's bobsled teams to go to other two world cups
- Board recommends including marketing position in this year's budget
- Primary focus of budget is to support elite athletes
- BOD wants to approve a balanced budget, cut unnecessary expenses and create a wish list, as money comes in spend it on wish list items, Darrin to itemize wish list, not BOD, no guarantee on how much money to expect coming in
- Board to commit to \$100,000 in fundraising, if money is not raised, BOD owes \$12,000 each



- Can Bodyn give USBSF money (like last year when they paid for Curt to go to Calgary)? Ask Bodyn to fund USA III on tour this year
- Can we ask USBSF Trust for additional money to fund USA III?

#### Bodyn Project

- Presentation by Dan Goodwin

#### Relationship between Board and CEO

- Need to establish expectations between parties, need to put pressure on each other
- USBSF relies too heavily on USOC for monetary support
- USBSF hires marketing director and gets sponsors, BOD works on fundraising
  - Fundraising ideas
    - Create wish list with cost per item and send to membership to solicit support
    - Have people donate frequent flier miles
    - Traveling exhibit of bobsleds with athletes for photo opportunities
    - Create different levels of membership
    - Have a way to donate money online
    - Reach out to alumni, event run by alumni
    - 4 events per year to raise money (summer, fall, winter, spring), maybe link with Bodyn, have a Winter Fest in Park City, have push championships in Park City at same time as testing combine, reception/auction at World Cups, events at push tracks, preseason evening (slide show, wine & cheese, silent auction)
    - Package Olympic tickets (sell at Bodyn auction or other auctions)
    - Sell athletes as entertainment at corporate events and private parties (speakers, meet & greets)
  - Board assignments
    - John Donovan asking companies for straight up cash
    - John Rosen and Doug Bagley working on Park City event
    - Doug Bagley joint venture with malls and Kiddie Corner
    - Ted Offit will do a private dinner (athletes as entertainment), maybe first week in October
    - John Ball will do a private dinner
    - Marci Francis will work with Ted on Bodyn Challenge event
    - Make summit an annual event (will be held in June next year)
    - Consider creating auxiliary board that just raises money

#### UOP Letter of Intent

- Win-win situation for USBSF and UOP
- BOD will sign

Adjourned at 3:15 p.m.

