



United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

USBSF Board of Directors
Meeting Minutes
March 17, 2009
Conference Call

In attendance:

Board: John Donovan, John Ball, Curt Tomasevicz, Valerie Fleming, Marci Francis, Doug Bagley

Staff: Darrin Steele, Lisa Carlock

Call to order at 6:02 a.m. MST.

Budget

- Original budget had net income of -58k, currently only 5k worse for the year with projected -63k net income
- Haven't needed to utilize line of credit yet
- Projected to finish year with 84k cash on hand, assumes receipt of 110k from board in fundraisers, without fundraiser money will be -26k cash on hand at year end with -173k net income
- Board fundraisers budgeted for 55k in each of May and June
 - Marci – Vail fundraiser, needs promo video from Darrin
 - Ted – Arizona and Baltimore events
- Funding for Summit not budgeted, possible reallocation of USOC PPA funds to National Team Camp and support by sponsors (Under Armour), not enough United VIK left to cover airfare

Summit

- Scheduled for weekend of June 26-28, 2009, Annual Assembly to take place on Sat, June 27 (must be held prior to June 30 per bylaws)
- Skeleton athletes will be at CO OTC for two week training camp (one week prior, one week after Summit) and bobsled athletes to participate in Summit followed by one week camp
- Will have to be conscious of budget constraints during planning of event as we don't have El Pomar funds supporting the event this year
- Include invites to stakeholders of USBSF

Motion by John Donovan to approve dates of Summit as June 26-28, 2009 with Annual Assembly on June 27.

Seconded by Doug Bagley.

Unanimously approved.

Marketing and Sponsorships

- KOM
 - Completed research and prep work for hard core sales segment of campaign
 - New tag lines "America's coolest sport" and "Push the edge"
 - New style guide
 - Helped partner deal with All Custom Apparel, 4k in sales during World Championships, USBSF to make 10% through web site sales and 12% at events or retail shops, completing merchandise agreement with Under Armour to sell their products as well
 - Pursuing partnerships with USOC sponsors and NASCAR, to attend series of NASCAR events this summer
 - KOM to produce marketing piece on USBSF for Board to distribute?
- Lake Placid apparel manufacturer
 - Relationship established via Avian Jordan



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- Apparel has vintage 1905-1925 look
- Beginning in September will put apparel in college campus bookstores
- Marci's "Gold Rush" plan for fundraising
 - John Ball to find times compatible with John Rosen's schedule to arrange for weekly or bi-weekly calls to keep everyone on track
- Under Armour
 - Officially under contract through 2014, includes cash, VIK and incentives
 - Are coaches' incentives a portion of athlete incentives or percentage on top of athlete incentives?

Team Morale

- Marci and John Rosen to speak with Darrin to provide feedback on athlete morale
- Face challenges because of athlete personalities, competitiveness entering Olympic year and limited resources
- Darrin and John Ball were approached by athletes at Nationals with concerns about morale, conducted mid-season survey to assess
- Ethics Committee to conduct surveys, collect and disseminate information, will allow athletes to feel comfortable being completely honest
- Is Federation catering too much to top athletes? Negative drama affecting USA 3, preventing other athletes from reaching full potential

Committees

- Budget Committee – Kevin's position to be filled by Curt
- Sponsorship/Fundraising Committee – to be run by John Donovan and Marci
- Board terms
 - John Ball and Marci's terms need to be addressed, John and Marci to communicate interest level in remaining on Board
 - Nominations to potentially be handled at Summit, need to check bylaws for nomination process

Motion by Doug Bagley to adjourn.

Seconded by John Donovan.

Unanimously approved.

Adjourned at 7:10 a.m. MST.



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