



# United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

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USBSF Board of Directors  
Meeting Minutes  
October 2, 2009  
Baltimore, MD

In attendance:

Board: John Rosen, John Donovan, Ted Offit, Curt Tomasevicz, Doug Bagley, BJ Hybl  
Staff: Darrin Steele, Lisa Carlock, Amanda Bird  
Other: Brent Toleman, Dr. Ann Morgan, Skip Connor (Strategies)

Call to order at 1:20 pm EST by John Donovan as Interim Chair.

Motion duly made and seconded to approve minutes of 6/25 and 6/26/09 Board meetings; unanimously approved.

Audit Report – Ted Offit

- Draft reports for 08-09 audit received via email, official review with auditors pending
- Recommendations include notice of Form 990 changes and reporting procedures for 1042S
- Will report further following review with Waugh & Goodwin
- Best practice is to not have long term relationship with same auditors, but would not recommend changing as this time, next year consider plan going forward
- Will distribute reports to Board

Financial Report – Darrin Steele

- Share the Ride program – behind from revenue projections
- Unfavorable Euro exchange, currently estimate to be down \$30,000-40,000

Motion duly made and seconded to add Darrin Steele and Lisa Carlock as authorized signers on Community Bank safe deposit box; unanimously approved. To report back on contents of box.

Athlete Update – Darrin Steele

- Selection races in Lake Placid and Park City to take place mid to late October
- Push Championships were a successful event, best group of athletes we've seen
- Oct 24 team to be named in Park City
  - Selection Committee – Darrin Steele, Sepp Plozza, Brian Shimer, Scott Novack, Lorenzo Smith and Jean Prahm – will attend races in Park City, committee names push athletes to teams for first half, can be changes for second half, not naming Olympic team at this time, coaches will assign push athletes to drivers
- 3 alternates for each of men's and women's team
- Steve Holcomb and Shauna Rohbock have byes to team based on last year's results
- Jan 20 Olympic team will be nominated after race in St Moritz
- Skeleton selection racing in Lake Placid and Park City, ranking determines who is on National Team
  - Selection Committee – Darrin Steele, Sepp Plozza, Greg Sand, Scott Novack, Lea Ann Parsley and Chris Soule
- Pending waiver for Katie Uhlaender
- Races are to be conducted as close to official FIBT races as possible, jury officials prepared to work races
  - John Rosen is one of jury officials scheduled to work races, concerned of potential conflict of interest but none perceived by Board



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Member, U.S. Olympic Committee



- Board should anticipate seeing grievances by push athletes not named to team, Board members need to be well versed on grievance process, process details to be emailed to Board

#### USOC Foundation Board Update – Darrin Steele

- Scott and Tom, contractors with the USOC, are heading up effort
- Pursuing NASCAR connections, met with Geoff Bodine in Charlotte and Boris Said in California
- Boris Said agreed to head program
- Looking for people not interested in getting anything back, \$25,000 commitment per year for 4 years
- Funds will be directed by auxiliary board to specific purposes, won't necessarily relieve budget but will expand capabilities for support

#### Marketing Report – Darrin Steele

- Potential sponsorship of \$250,000 to paint fleet of sleds red and be branded by sponsor, would include \$200,000 to USBSF and \$50,000 incentive pool to athletes
- KOM changed to 776 – Jim Scheer is new CEO, Daryl Sieble, Grimes – all former USOC employees
  - Pitching \$25,000 deal to Amtrak
  - \$75,000 deal being negotiated with 24 Hour Fitness
- Looking to create “Tour of Champions” event post-Games in Lake Placid and Park City
- Knotts Berry Farm
  - Will post information about Share the Ride program
  - 3<sup>rd</sup> weekend in March will hold Olympic Day at park
  - Fundraising Committee to devise plan to monetize sled at park

#### Share the Ride Program

- KOM on commercial side expected 25 quick sign-ups, none to date
- Not making progress as expected, only about 25 individuals signed up
- John Rosen tasks Board to send out at least 20 requests to personal contacts
- Information to be resent to membership and athlete families, original invite to be resent to Board

#### Share the Pride Program

- Fundraising program for immediate post-Olympic period
- Targeted at local community governments, capitalize on glow of Olympics and sense of patriotism
- Opportunity to put name of city on sled for 4 years leading up to next Olympics, city to “adopt” team
- Hinges on athlete perception in media
- John Rosen sent proposal to Board
- Potentially priced at \$2,500 per year, designed to be low enough to not compete with community resources

#### Election of new Board Chairman – conducted by Corporate Secretary

- Open to nominations from the floor
- John Rosen nominated by Ted Offit, seconded by John Donovan, nomination accepted
- Ted Offit nominated by Valerie Fleming, seconded by John Rosen, nomination declined
- Vote of unanimous approval for John Rosen as new Chairman
- John Rosen requests that John Donovan continue chairing for remainder of meeting

#### 2009-2010 Board Meeting Schedule

- Jan 8-9, 2010 in Lake Placid during Bodyn event





- Mar 12-13 or 19-20, 2010 in Park City during Tour of Champions
- June 24-26, 2010 in Colorado Springs for Annual Assembly

#### Strategic Planning 2011-2014 – Darrin Steele

- Topics that need to be addressed – top athletes (who are we identifying as medal potentials for Sochi), development programs & youth Olympics, sponsorship/marketing/membership, staff/coaching turnover, skeleton & bobsled technology programs, board members/structure

#### Board Member Updates/Issues

- BJ Hybl – expresses gratitude for retreat and fundraising functions, sees places to contribute on Board
- Ted Offit – thanks staff from Strategies for support, has sponsorship packets for Board to distribute
- Curt Tomasevicz – concerned with money previously reported as available to spend on push track in Chula Vista or another location, spent on Lake Placid instead but improvements didn't prevent injury (per Darrin – accident accounted to weight being taken out of sled, washers on wheels to stabilize sled removed to improve speed, sled ran too deep – don't need to spend more to ensure safety, just need to follow safe guidelines); stipends – period shortened and amounts not increased, WCH gold medalists getting less this season to increase USA II money (per Darrin – expanded program to include more of National Team, more money put into incentive pool); Under Armour payout for 08-09 not received yet; AAC bylaw provides no structure, use Luge as guideline, to work with Ted, will report at next meeting in Lake Placid
- Doug Bagley – USBA still alive and well, club sliding every Saturday, support to athletes for equipment purchases
- John Donovan – unveils prototype for Joe Benders for bobsled and skeleton, \$3-4 each for production, to sell for \$10-12 each, sell in Lake Placid, Park City and maybe Knotts, viability to be discussed by Fundraising Committee
- John Rosen – Compensation Committee behind on CEO review, performance objectives distributed to committee, committee to provide feedback to John Rosen by Oct 9, executive session to be held at end of meeting to discuss compensation for CEO for 09-10, position as Chair of Compensation Committee to be delegated to another director

#### Board Member Task Force Assignments

- Strategic Planning Committee
  - Ted Offit to chair
  - John Rosen, Curt Tomasevicz
- Fundraising Committee
  - BJ Hybl to chair
  - Doug Bagley, John Donovan, Anucha Browne Sanders, Valerie Fleming
- CEO Review & Compensation Committee
  - Anucha Browne Sanders to chair
  - John Rosen, Curt Tomasevicz, Valerie Fleming
- Committees given one week to respond to John Rosen with next steps for moving forward

#### Review by Strategies – Brent Toleman and Dr. Anne Morgan

- Suggest “functional agenda” as new meeting structure
  - State of the Federation – 5 min overview or report issued prior to meeting
  - Athletics (Ops) – athletes, performance, selection, events, equipment, facilities, safety
  - Financial (Acct) – risk management, legal, insurance, statements, audit, budget, stipends
  - Funding (sales-short term) – individual, corporate, products
  - Marketing (long term) – pr, media, new product development
  - Admin (if rising to Board level) – website, IT, office management (purchasing, personnel)





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- Board self assessment
- Strategic planning committee report?
- When creating agenda star (\*) items requiring a vote
- Types of meetings – information one way, information two way, problem-solving, decision-making, celebrational
- Audit recommendations
  - Don't change firms but have firms rotate staff working on USBSF audit
  - All directors should review tax return

## Other

- Request by Ted Offit for more advanced notice of Board meetings, materials received prior, opportunity to add agenda items
- Request by Doug Bagley to exclude athlete Board members from requirement for annual contributions, or ask for token contribution so can be said that 100% of the Board contributes
- Board member donations to be made in the form of cash rather than in kind donations

Executive session commenced at 4:41 pm EST.



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