



United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

USBSF Board of Directors
Meeting Minutes
January 30, 2011
Park City, UT

In attendance:

Board: John Rosen, John Donovan, Ted Offit, Doug Bagley, BJ Hybl

Staff: Darrin Steele, Lisa Carlock

Guests: Elana Meyers, Jazmine Fenlator, Nicole Magner

Call to order at 8:47 am MST.

Management Report – Darrin Steele

- Financials – Current income statement looks okay but does not portray likely scenario thru end of fiscal year. Trending towards negative cash flow and negative net income. Fallen short on revenue generation thru new sponsorships, resigning of current sponsors, grants, and board fundraising.
 - Cari Campbell has submitted 11 grant applications of which 8 are still pending responses. Nothing materialized to date but relationship building may prove to be successful/beneficial in future. Board to see what they can do to help encourage approval of requests.
 - USBSF Trust payout structure is still 85% of realized gains (securities sold, income and dividends).
- FIBT update – New leadership in place. FIBT wants USBSF to take the lead in promoting North America.
- Technology update – Meeting in LA with BMW Design Works. Can conduct 3-D modeling and lofting and will work with Exa to tweak sled designs. Will provide new testing capabilities.
- Geiger Media – Helped initiate sled wrapping. Signed Alamo for remainder of 2010-11 season.
- Annual Report – Planning to unveil new annual report at 2011 Annual Assembly.

990 Audit Review – Ted Offit

- 990 report was reviewed by Audit Committee. Findings were reported to Board as required by published procedure.
- Will be posted on Guidestar and USBSF website.

Ethics Committee Update – John Donovan

- New committee was appointed but has not received any orientation. Will set date/time for orientation of new Ethics Committee within next 2 weeks.

Judicial Committee Elections – John Donovan

- Leanne Parsley is stepping down from committee. Currently no applicant to fill athlete rep vacancy. John Rosen to put out focused announcement on website looking for athletes wishing to serve on Judicial Committee. Applications to be sent to John Donovan.
- All other members intend to continue involvement.
- Motion duly made and seconded to reappoint current Judicial Committee members (Carol Smith, Robert Hofbauer, Kevin Simon and Marty Krolewski) to new two-year term. Unanimously approved.

AAC Update –

- Bylaws published Dec 10, 2010. Provide structure/direction for athlete communication of issues to USBSF and improve likelihood of successful resolution. USOC is using as model for other NGBs.
- Darrin on USOC committee to enhance relationships of AACs to NGBs.



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Member, U.S. Olympic Committee

Anucha Browne Sanders Status Update – John Rosen

- Discussion on value added to USBSF Board despite limited ability to attend meetings due to professional commitments. Ideal to have as many board members in attendance as possible for maximum exchange of ideas but her experience and insights are beneficial to board.
- Can board create mechanism to keep her involved but not in current role as a director? Create advisory board to utilize on content-specific basis?
- Consensus is to not ask for resignation. Ask Anucha to make the decision on what her commitment will be. If she can't fulfill the position, to be offered an ad-hoc advisory role.

Nominating and Governance Committee Startup –

- Eric Parthen will continue as a member of the NGC.
- One remaining position available for individual self-nominated from general USBSF membership. John Rosen to create write-up of what committee does, allocate short window for self-nomination (30 days), direct nominations to be sent to himself, and either arrange a board meeting via conference call to select or have Eric Parthen select.
- Ideally all new board members will be elected in time for attendance at June meeting. All outgoing and incoming members to attend. Will elect new chairman at June meeting.
- Discussion on appropriateness/applicability of constituency group director positions (club, technical, national). Constituency membership of board does not serve board needs.
 - Doug to communicate to USBA the board's preference for removing club director position and replacing it with an at-large director. Requires club consent to change. Process will be getting consent, sending proposed bylaw change to board, after 60 days holding board conference call to approve bylaw change, and having new board member elected for June meeting.
 - Following June meeting John Rosen to send message to technical community of board's recommendation to remove the technical director position and replace it with an at-large director.
- Within 30 days announce board positions to be filled.

Meeting our Fundraising Challenge –

- Membership program update – John Donovan
 - New website is essentially ready to go. Need to arrange a call with Brandon Fix, John Donovan, Darrin and Shannon to initiate launch. Need to determine URL.
 - Within one week of phone call, start distributing to passenger ride participants fliers that direct them to website to activate general membership. Initial membership will be free and good thru June 30. Will receive messages thru Constant Contact reminding them to renew.
 - Need to merge current membership into Constant Contact, to be handled by Shannon.
 - Site should be available for new members by March 1. Invoices for membership renewal to go out on June 1.
- Park City attempt/lessons learned
 - Difficulty with invitee list, need someone to provide base.
 - Facility pricing was too high, would have been ideal to negotiate with venue up front and create partnership in event.
 - Need cash sponsor for event to cover facility and meals.
 - Start planning earlier, 11 to 12 months prior to event.
 - Need to provide dollar value to attendees.
 - Need attendees who understand this is a fundraiser and anticipate spending money.
 - Need a dedicated staff member for event, possible intern/marketing project.
 - Need a key draw for people to come see.



- Ideal location? Colorado Springs may be optimal.
- We have very little appeal to people who don't know us. Either need to get people with emotional connection to us or sell something else.
- Next steps
 - Texting programs
 - Collegiate programs competing with our athletes at events
 - Promote creation of foundation board
 - Athlete speaker program for luncheons – John Rosen to establish program structure.
 - Board to get involved in recruiting foundation members
 - Annual Assembly – BJ to work with Colorado Springs BMW dealer for fundraising event during welcome reception.

Annual Summit Schedule and Plans –

- June 24-26, 2011
- Arrive Thursday, board meeting Friday, reception Friday night, annual meeting Saturday, gala Saturday night, Sunday morning hold new board orientation.
- Have new board members in attendance at meeting. Hold election of new chairman.
- Friday night reception possible location at BMW dealer with auction event.

Board Retrospective –

- Need to pick fundraising strategy and give it a chance to work.
- Need participation of key groups at meeting location (i.e. UOP, ORDA).
- More specific board tasks should be delivered prior to meetings.
- Trending towards more productivity at meetings.
- Difficulty with board members not being present. Can't really fix lack of athlete reps presence unless change scheduling of meetings (COS annual assembly in June, team trials, LP World Championships possible for next year).
- Open meetings are good but open discussions with guests are not necessarily.

Action items –

- Darrin to discuss with new sponsors options for additional perks for staff/constituents (i.e. Alamo employee pricing).
- John Donovan to inquire with Cari Campbell if there is anything the board can do to help encourage the approval of grant requests.
- Doug to provide Darrin with contact info for Avery Dennison regarding sled wraps.
- John Donovan and Darrin to set date/time for orientation of new Ethics Committee within next 2 weeks.
- John Rosen to create website announcement for Judicial Committee athlete rep position. John Donovan to collect applications.
- John Donovan to communicate to Judicial Committee members their reappointment and also inform them of the athlete rep vacancy and plans to fill the position.
- John Rosen to discuss with Anucha plans for her future involvement.
- John Rosen to create announcement for vacancy in NGC.
- Doug to call meeting of USBA within the next week to determine future of club director position.
- John Rosen, following June meeting, to send message to technical community to give recommendation of replacing technical director with at-large director.
- BJ within 30 days to announce board positions to be filled.





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- John Donovan to schedule conference call with Brandon Fix, Darrin and Shannon to initiate launch of new membership website. Finalize membership rollout details within 2 weeks, have site available for new members by March 1 and invoice for renewals on June 1.
- Shannon to merge current membership into Constant Contact.
- Ted and Anucha to see what they can do to promote/help with creation of foundation board.
- John Rosen to give definition/structure to athlete speaker program for fundraising.
- Doug Bagley to create design for cookie sale fundraiser.
- BJ to plan fundraiser in Colorado Springs in conjunction with Annual Assembly. John Rosen to follow up with BJ in 30 days about plans.
- Pending from Sept meeting – Check on CO Workforce/Unemployment programs to obtain free labor.
- Darrin to determine timing for Park City board meeting in fall.

Adjourned at 2:22 pm MST.



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