

Minutes

Board of Directors Meeting
February 26-27, 2012
Lake Placid, NY
4:30 – 7:30 pm; 8:00 – 11:30 am EST

A meeting of the Board of Directors (the “Board”) of the United States Bobsled and Skeleton Federation (“USBSF”) occurred on February 26th and 27th, 2012. The Chair called the meeting to order at approximately 4:32pm. The following members of the Board were present at the meeting’s commencement: John Rosen, John Donovan, Ted Offit, Curt Tomasevicz, Don Schaaf, Elana Meyers, Dave Nicholls, BJ Hybl, and JR Hoffman. Pete Piechoski was excused from attendance. The above members constitute a quorum of the Board under Bylaws Section 6.17. On the second day of the meeting, JR Hoffman was excused and BJ Hybl had to leave around 10am.

Present for the meeting from the USBSF staff were: Darrin Steele and Haley Smith. On the second day of the meeting, additional attendees included Tony Carlino and Rebecca Dayton from the Olympic Regional Development Authority (“ORDA”), and Scott Carroll from the International Sliding Sport Museum.

The minutes were recorded by Haley Smith, USBSF Operations Coordinator.

1. Call to Order

The chairman called the meeting to order at 4:32pm, noting that timelines will be strictly adhered to for committee reports. The board then gave a standing ovation for Curt, Elana and all the outstanding performances of the athletes during the 2012 World Championships.

2. Management Review

The management review was given by Darrin Steele, CEO.

a. Athlete/Coaching Update

Steele began by noting the different feel of the World Championships as compared to the event held at the same venue in 2009. The coordination between ORDA, the venues, the USOC, and the USBSF staff made it an outstanding event. He noted that the participation of the Red Lions and FDNY made the event even more special for the athletes and families. Steele then opened the floor to the athletes to give their thoughts about the World Championships.

Curt began by noting that the USOC involvement was much higher than in 2009. The OTC and Medical team made sure that the athletes had everything that they needed to succeed. He felt that that was really important to the success of the team in the competition. Elana said that all the personnel were dialed in and everyone working together in such a seamless way allowed the athletes to focus on competing. She also noted that the atmosphere felt more like a World Championships where in the past the race has just felt like another World Cup race.

Steele then reviewed the results of the races; four World Championship titles in Women’s Skeleton, 2-man and 4-man bobsled, and the team event, also both Men’s skeleton athletes in the top 10 and a bronze medal for the Women’s Bobsled



program. He then noted that there is a severe advantage of being on home ice. Every year since 2005 the home team has won the 4-man race.

b. Technology Update

PROTOSTAR received an additional grant from the USOC. The USOC recognized the need for the skeleton program to have something similar to the BoDyn project.

Darrin updated the board on the technology agreement with Designworks and Aria, and on the progress they had made towards the development of a new two-man sled.

Jay Hoffman asked Curt as an informative question, how much of the results can be contributed to the sled. Curt says that it varies from track to track but it is a combination of the sled, driver, and push.

c. FIBT Update

Steele announced to the Board that the FIBT Congress will be held in Russia, June 7-12, 2012. The exact location has not been decided on. He also noted that the VP of Communications for the FIBT was granted a leave of absence by the Executive Committee to deal with accusations of financial impropriety.

Steele is on the Special Advisory Committee, which is working on proposals for the Congress in June. Rosen and Steele are working with Ben Sanford to see how North America and the smaller nations can position themselves for greater involvement in FIBT leadership.

Don Schaaf asked Darrin why Park City hasn't held a World Championships, if it was partially because of housing. Darrin responded that there just hasn't been the financial backing to host a World Championships in Park City, but with the potential bid for the 2022 Winter Olympic Games, they might become more interested in hosting larger events.

Finally, Darrin talked about the three efforts with the FIBT that are the most important to the USBSF influence: small nation support, driving schools, and North American representation. Supporting small nations in everyway we can, without hurting our athletes, is really important for the development of the sport. Two ways he suggested were hosting the international driving schools and opening up the tracks for training. It creates a more competitive America's Cup circuit and develops our athletes more through the pipeline.

d. Sponsorships

Potential future sponsors include 3M, VMWare and John Deere.

e. Financial Update

Board members were provided with copies of the cash flow, variances, and balance sheet for the 2011-2012 season. Darrin noted that we set lofty goals at the beginning of the year and we are under on membership and fundraising. The Board has exceeded their goal for contributions and we received an additional donation from Oscar Tang from KOA.



Don Schaaf asked about merchandising. He noticed that the store at Mt Van Hoevenberg had several USBSF pieces and was curious to see where that money went. Darrin informed the Board that money from those items goes directly into the development programs. Schaaf believes there are more dollars to be made through a merchandising program.

f. Other Important Topics

USOC Update. The High Performance Plan is due April 15th, 2012. Darrin hopes to hear back from the USOC by May as to our funding allocation. We're going to ask for quite a bit of funding. We reached many of our goals for the 2011-2012 season and key Sport Performance individuals were here in Lake Placid to see it. We already asked for an advance on next year's technology funding and they were able to do that. We were also informed that there may be some additional funding to push towards skeleton for this year.

Increased International Influence. John Rosen discussed with the Board the importance of our relationship with friendly nations and in assisting other nations in making the tracks more accessible to small nations. Commitments from ORDA and the Canadian tracks have been obtained to offer discounted ice time to select small nations. This would help the America's Cup races become populated and full points races. Rosen would like to see at least some of our budget allocated to helping athletes from small nations. He reinforces the idea that we need to establish relationships with other nations to partner with the US on important FIBT votes.

3. Sponsorship Policy Proposal

The Chairman introduced an idea of a Sponsorship Policy Proposal, the question being should the USBSF have a standard or a policy as to what sponsors it chooses to work with.

The Board then engaged in a brainstorming session to determine if this was a policy document that should be created. It was decided that a document would be overly restrictive and if any Board member is close to reaching a sponsorship deal they will consult the other Board members via email and potentially a conference call to discuss the merits and drawbacks of the sponsorship. The Board agreed that there should always be a natural partnership between the sports and the sponsorships and that the sponsor should be something that resonates with the athletes and other constituents.

4. Fundraising/Sponsorship Events

Don Schaaf gave the update on Fundraising and Sponsorship Events. He would like to do a case study on the National Guard activation during the 2012 World Championships. They really got the most out of their sponsorship and other sponsors should see exactly what can be done at one of our events. Secondly, he is going to build out sponsor profiles to be distributed to the Board. This will better assist the Board in brainstorming and reaching out to new sponsors. Another thing that needs to be considered is activating sponsorships through other promotional efforts. Getting news outlets to cover our athletes and sponsors so both the sport and the sponsor get the coverage. Finally, before next season the pitch book, videos, case studies, databases, and mailings will be updated with this season's successes.

An important fundraising event that we need to take advantage of are hosted events. There is no athlete involvement at all. US Ski and Snowboard hosts these events all throughout the country, i.e. cocktail parties that are hosted by individuals. There is a cost to attend the party and that money goes right to the Federation. Schaaf would like to see three of these events per year to start. He committed to host one in DC at the end of the summer/early fall. He also noted that it was still important to have a larger event based fundraiser and that the Board of Trustees was still an important fundraising initiative.



5. Committee Reports

a. Alumni

JR Hoffman gave the report for the Alumni committee. He is still trying to get in touch with Bethany Hart. For the next meeting, he was charged with developing some framework proposals on how to capture the athletes at the end of their bobsled/skeleton career.

b. Officials Development

John Rosen gave the Officials Development Committee Report. Two individuals were nominated to take the FIBT Jury exam and as a testament to the work of the committee some people were rejected as not being ready to take the exam. Rosen said it was important to nominate people who are prepared and will do well on the exam. The jury exam has been combined to a 100 question test for both bobsled and skeleton. He also noted that the jury administration by the FIBT has become better. They are updating their list of jury qualified individuals and reengaging people who left the sport for one reason or another. The FIBT is also starting a continuing education program for Jury Members.

6. Adjourn first day of meeting

The first day of the meeting was adjourned at 7:13pm.

1. Call to Order

The Chair called the meeting to order at 8:12am EST on Monday February 27th, 2012. The meeting was opened by addressing some agenda changes. The ORDA presentation was moved from Sunday to Monday and an additional presentation by the International Sliding Sport Museum was also added.

2. Paralympic Update

John Rosen gave the Paralympic update, which was a mixture of exciting developments and challenges. The first international bobsled and skeleton school for disabled athletes was held in Park City. Seventeen athletes from 6 nations representing 4 continents participated in the school. Most of the athletes tried out both sports. This school was a good test logistically and organizationally as to what items are necessary to run a Paralympic school/program. The second school will be held in Igls the week of March 5-12, 2012.

The next step in the program is to work on classifications and criteria for participation in the sport. Doctors have said that they are able to set a baseline safety level but they haven't been comfortable doing so on anything other than a case-by-case basis. There is a conference call scheduled for next week with a doctor and Julie O'Neill from the USOC. O'Neill has agreed to be the point person for classification in the emerging sport. The Paralympic program is not at the point where rules are being established. In the sled development process, the Canadians are working on building sleds that are built to suit each of the athlete's abilities. An exo-skeleton device has also been developed to assist the skeleton athlete in holding the sliding position.

The challenging development is that there was a crash at the Utah Olympic Park during an adaptive sliding session. The sled was destroyed and in analyzing the crash it appears that the roll bar was both a blessing and a curse. It protected the athlete but it may have also contributed to the sled damage. The information from the crash has been shared with the sled



manufacturers to hopefully find something that is more efficient for protecting the athletes and not destroying the sleds in the process.

For bobsled and skeleton to be added to the Paralympic program, 8 nations have to participate in a series of competitions and a World Championships has to occur before the Games. The FIBT has formed a Paralympic Committee, which John Rosen is a member of. The USBSF hosted the first international school but the FIBT is hosting the second one. In order for the program to move forward in Lake Placid the USBSF or FIBT will have to take ownership and finance the program.

3. ORDA Update

Tony Carlino began the update by saying that the USOC, ORDA, and the USBSF cooperation was incredible during World Championships and the level of the event could not have been elevated if it weren't for the cooperation of all players involved. Tony then had to leave the meeting to assist with sled shipping at the track. Rebecca Dayton continued the update. She thanked Elana Meyers and Jazmine Fenlator for their hard work during the summer on World Championships.

Dayton continued the update with the Development program. Skeleton nationals held February 27-March 5 had 50 sliders, many of whom began sliding in Lake Placid just three months prior. In March, all programs are focused on development with the domestic and FIBT driving schools and the final America's Cup race of the season. She noted that the program will continue to focus on bobsled in an attempt to build that side of the program.

Some of the struggles the ORDA Development program faces as a whole is coordination with the UOP development program. They have been working to create a common fee structure but with the different business models for the two venues it has been difficult. Communication between the programs has been less than ideal as well. Finally, the program needs newer sleds. Some of their sleds are completely falling apart and will not last much longer.

The Board was curious about the Ice House that Dayton reported on in the June 2011 Annual Meeting. She updated the Board that they are trying to find a way for the Ice House to be a revenue stream. In order for ORDA to make the investment there needs to be another use other than elite athlete training. There is a vision for where the Mt Van Hoevenberg facility is going, and that includes an Ice House.

4. International Sliding Sport Museum

Scott Carroll informed and updated the Board on the Sliding Sport Museum. The museum is currently in its development phase and is approximately 18 months from reality. It will give sliding sports a home and will showcase the backlog of artifacts that are in the Olympic Museum. Carroll was most interested in capturing stories before they are lost, the oral history of the sport. There will also be multi-media projects on technology, history, and introduction to the sports. They are looking into a travelling Hall of Fame in a digital form focusing on athletes from each of the countries on the World Cup tour. All of the features will be removable for events like World Championships. The future for the Mt. Van Hoevenberg track is to have each of the buildings along the track tell part of the history of the venue, with the Lamy Lodge being the largest piece of the puzzle. This would allow people to have something to do when there are no events or rides going on at the track. The museum is seeking donations and is looking for an honorary board member. The honorary board member would be more of a figure head and help endorse the project.

5. Committee Reports

a. Report on the USBSF Trust



John Donovan and Ted Offit gave the report on the trust. This year the USBSF asked for \$75,000 instead of the regular \$50,000 disbursement, however the trustees felt that only the regular disbursement could be made. Brian Pelkey maintains the trust and the formula for disbursement has been awkward for the trustees to manage. Per the trust agreement the USBSF can get 85% of the annual earnings from the investments in the trust. The trustees cannot properly manage the trust because they are having to sell securities at a loss.

As it is written the trust cannot be amended but it can be terminated. To terminate the trust, there must be unanimous consent of the trustees, agreeing that the trust has served its purpose. Donovan and Offit suggested two alternatives. First, the trust could be terminated and all the money (approximately \$1.2 million dollars) goes into the USBSF Operating budget. Alternatively the trust would be terminated and a new unitrust would be created, giving the USBSF 4% annually from the total sum in the trust.

Both the Chairman and CEO were supportive of the unitrust plan. The reason we still have the money to make a decision with is because the money was invested conservatively. Rosen commented that he has seen a lot of well-intentioned NGBs go broke because of their spending. He feels that for the longevity of the sport the best choice is to invest conservatively.

Ted Offit is going to work with the trust lawyers in his firm to prepare a memorandum of understanding on the new trust to present to the current trustees.

b. Ethics/Judicial

BJ Hybl reported for the Ethics and Judicial Committees. The Judicial Committee had nothing to report. The Ethics Committee had a complaint about the adaptive group. The Committee had two findings. First, the committee found that it did not have jurisdiction over the complaint and second they found that if they did have jurisdiction over the complaint the violation did not rise to the level of an ethics violation. Hybl noted that the Bylaws do need to be clarified as to whom the USBSF Code of Conduct applies. If we are going to hold individual members to the Code of Conduct there needs to be a field on the membership form that says, "I have read and agree to abide by the USBSF Code of Conduct."

c. Fundraising

John Donovan gave the report for the Fundraising Committee. The Committee has not yet met and Donovan asked Haley Smith to send him the list of athletes that are on his Committee so he could reach out to them. The Committee will work with Don Schaaf on the aforementioned events in three cities over the course of a year.

For June Donovan hopes the following can be accomplished: meet with the athletes to determine their level of participation; prepare a fundraising activity during the Annual Meeting in June; foster a relationship with Amy Tomasevicz to help sell her artwork; and create a letter that can be sent out twice a year asking for donations.

d. Compensation/CEO Performance

[Staff was excused from this portion of the meeting.]

e. Audit and Legal Affairs

Ted Offit gave the Audit and Legal Affairs committee report. There was no new business in this area.



f. Nominating and Governance

BJ Hybl gave the report for the Nominating and Governance Committee. He began by handing out a self-evaluation to the Board that needed to be completed and returned to him. Hybl was charged by the Chair to come up with a plan for Board Member staggering so there is not a large turnover. To do that he should email all members to get an understanding of when they believe their terms end.

g. Strategic Plan

Ted Offit gave the strategic plan update. Ted would like to have another break out session similar to the one done two years ago when the strategic plan was created. This session should move from the initiatives to the implementation of the plan and what that looks like approaching 2020. An additional international relations initiative was added to the plan. John Rosen will head this initiative.

h. Marketing/Branding/Web

Don Schaaf gave the update for the Marketing/Branding/Web committee. First, thank you's should be sent out to the sponsors with a photo or some sort of tangible item from the World Champions. Some ideas that were suggested were a photo of all the medalists signed by them, or a collection of the trading cards ORDA created signed by the athletes.

Schaaf then turned to what sled wraps can be sold for the 2012-2013 season. The FDNY sled and Sliding for Hope sleds were 1 year contracts so both of those are available. He would like to approach the Village of Lake Placid about sponsoring a sled. He also wants to explore involving the colleges that the athletes attended or are attending in a sponsorship role.

i. Clubs

Dave Nicholls gave the update for the Club Committee. To begin, all objectives from the October meeting were met. The clubs determined who the voting member within their group was and they were able to get communication flowing between the clubs. Each club submitted membership information to the USBSF office and they shared their mission statements. Nicholls instituted a monthly conference call to increase communication between the clubs. The Utah Olympic Park G-Force program is the newest USBSF Club.

The clubs had a discussion about the election of the Club Board Member. They discussed the language for a new Bylaw change as to what would happen if there were a tie in the election. The Board agreed that the language was excellent. Next, Nicholls will submit a formal proposal for a bylaw change to the Chairman.

The meeting was adjourned at 11:34am to allow the Board to catch their flights in Albany. Not all topics were concluded in this meeting.

6. Action Items

- a. BJ Hybl will email the Board the self-evaluation form and get an understanding of when each Board Member believes their term is up to facilitate a staggering plan.
- b. Ted Offit is going to work with the trust lawyers in his firm to prepare a memorandum of understanding on the new trust to present to the current trustees.
- c. John Donovan and Don Schaaf will work on the fundraising events mentioned above.
- d. Dave Nicholls will submit a formal proposal for a bylaw change to the Board.





United States Bobsled and Skeleton Federation

National Governing Body for the sports of Bobsled and Skeleton

This document constitutes a true and correct copy of the minutes of the meeting of the Board of Directors of the United States Bobsled and Skeleton Federation.

A handwritten signature in black ink that reads 'Haley Smith'.

Haley Smith
Acting Secretary

March 21, 2012
Date



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