

Minutes

Board of Directors Meeting
December 14, 2014
Lake Placid, NY
8:30 am EDT

A meeting of the Board of Directors (the "Board") of USA Bobsled & Skeleton occurred on Sunday, December 14, 2014. The Chair called the meeting to order at approximately 8:30 AM EDT. The following members of the Board were present at the meeting's commencement: John Rosen, Curt Tomasevicz, John Donovan, Elana Taylor, Pete Piechoski, Hal Pittman, Matt Roy, Bree Schaaf, Jennifer Donnelly, and BJ Hybl. The above members constitute a quorum of the Board under Bylaws Section 6.17.

Also participating in the meeting were USABS CEO Darrin Steele and staff members Lisa Carlock and Ashley Walden, Ex Officio members Jay Eichelberger, Javier San Miguel (by phone), and H. Mac Riley, as well as Tony Carlino and Rebecca Dayton of ORDA and Marc Norman of UOLF.

The minutes were recorded by Lisa Carlock.

1. Call to Order

The chairman called the meeting to order at 8:30 AM EDT. He extended congratulations and appreciation to ORDA for the great job they did in hosting the World Cup event.

2. Consent Agenda

Prior to the meeting, revisions to USABS financial policies and procedures were distributed to the board. A motion was duly made and seconded to approve the revised policies and procedures. It was unanimously approved.

Pete Piechoski gave an Audit Committee report on the 2013-14 external audit conducted by Waugh & Goodwin. The auditor's report provided a clean opinion with no recommendations made to USABS. A motion was duly made and seconded to approve the 2013 990. It was unanimously approved.

3. Management Report

Mr. Steele first updated the board on PyeongChang 2018 and the recent IOC meetings held in Monaco. Forty recommendations were put forward including the option to host sliding events at venues outside of PyeongChang itself. This would allow the sliding events to take place at any of about 12 Olympic-level sliding centers around the world. A PyeongChang track inspection revealed that development is well organized, however future management and timelines are areas of concern. The next inspection will be in March of 2015.

An update on the National Team confirmed that USABS experienced its largest turnover of athletes after a Games and the majority of this season's push athletes are rookies. USABS will continue to recruit and develop athletes while striving to build a culture of team camaraderie. New this season is the inclusion of female athletes in 4-man bobsled and both Elana Taylor and Kallie Humphries (CAN) have qualified to compete.



In USOC news, Mr. Steele has been named to an NGB task force for the Safe Sport initiative. They will be reviewing the funding model for NGB contributions, among other things. The USOC has approved an additional allocation of \$50,000 to USABS' technology program. Also, the USOC board will be naming a new AAC director at its upcoming meeting Dec 15-16, a position for which Steve Mesler is a candidate.

The FIBT will hold an executive committee meeting at World Championships at which it will address its strategic plan, render a decision on the monobob, seek approval of WADA rules, and finalize the 2015-16 schedule.

Ms. Carlock presented the financials thru Nov 30, noting USABS' need to generate still a significant amount of sponsorship revenue this year. A request was made to adjust membership fees for technical members, a category largely populated by volunteers for UOP and ORDA. Mr. Rosen offered to work with Mr. Steele and Ms. Carlock on promoting the supporting membership program.

4. Foundation Board Update

The USABS Foundation has a March meeting planned in New York City. They have one new prospect for a director position. Mr. Steele has been asked to provide a short list of items he would like to see funded for the Foundation to consider.

5. Advancing the Strategic Plan – New Working Model

Mr. Rosen reiterated USABS' need to remain board governed and staff managed. One suggestion for adhering to this guideline is identifying a staff member to serve as lead for each project involving the board. At meetings, targeted deliverables should be defined with most work then being completed outside of the meetings themselves.

Ms. Donnelly presented a matrix for measurement of progress towards strategic initiatives and deliverables. Management should populate the matrix dashboard. Four deliverables are to be identified for the March meeting.

6. CEO Compensation

The board held an executive session from 10:50-11:20 AM.

7. Advancing the Strategic Plan – cont.

The four deliverables identified for the March meeting are:

- a. Long term capital plan (ice house – locations, costs, maintenance, revenue opportunities, non-ice options)
- b. Growth of sports (What would it take to grow athlete participation? Potential focus on growth not requiring a sliding track; i.e. youth, camps, para athletes.)
- c. Revenue options (membership, donors, board outreach/fulfillment, Foundation management, lead generation for sponsors and donors)
- d. Olympic solidarity amongst USOC/IOC/FIBT/USABS (increase number of competing nations, increase female competitors, develop coaches from developing nations, offer best practices for national federations of developing nations, transition retiring athletes into coaches, expansion of Lake Placid Advanced Driver's School and NAC race)



8. Youth Programs/Youth Olympic Games

Mr. Pittman reviewed the criteria for athletes to qualify for the Youth Olympic Games and the funding anticipated to be provided by the USOC for athletes and team officials. It is suggested that the YOG coaches be included in the coaching curriculum during the National Team Camp. Mr. Riley will assist Mr. Pittman on this initiative with Ms. Walden serving as the USABS point of contact.

9. Membership Program

USABS' largest resource for membership is the passenger ride program. Mr. Donovan suggested revamping the lowest supporting membership category to be included in the passenger ride package and also reducing the rates for other categories. ORDA is initiating a new online waiver system for their passenger ride program this season, which will enable them to provide USABS with electronic lists of riders for USABS to recruit as new supporting members. USABS needs to establish a process for cultivating its membership base.

10. Sponsorship

Mr. Steele updated the board on the current sponsorship landscape, which includes signed agreements with KOA and Century 21, and with causes Project Play, Classroom Champions and It's On Us. Additional sponsorship contracts are pending. The board can assist USABS thru lead generation and several companies were discussed. Also, USABS is considering offering sponsorship packages for specific events, i.e. Lake Placid World Cup.

11. Social Media

Mr. San Miguel presented on the need for more coordinated, tactical efforts between athletes and USABS in social media. He has proposed meeting with athletes at the next National Team Camp to discuss ways of accomplishing this.

12. Board Make-Up and Transition Strategy

Mr. Hybl reviewed board terms and confirmed that three are ending in June 2015. As well, Ms. Jones has resigned due to her inability to attending meetings leaving one seat currently vacant, and one additional seat will become available in 2019. It is suggested that every board member who is appointed begins a four-year term, regardless of the timing of his or her appointment. Mr. Offit will draft a bylaws amendment to be voted on at the next meeting.

The board discussed what skill sets it will be in need of and it was suggested that a legal committee be created. Also, the board would like to consider sport at-large positions in place of constituent positions.

13. Retired Athletes' Committee

Mr. Tomasevicz has offered to assist in chairing the committee. The committee needs to identify what categories of retired athletes it would like to target and then develop a set of initiatives that will lead to mutually beneficial interaction between USABS and its athletes that extends beyond the term of sliding careers.

14. Trust Update

Mr. Donovan informed the board that the Trust held a meeting on the preceding Friday at which he and Mr. Offit were reappointed to the Trust board for 4 years. USABS will be receiving a distribution of 5% of the Trust's year-end assets.





USA Bobsled & Skeleton

National Governing Body for the sports of Bobsled and Skeleton

15. Board Meeting Schedule

The March board meeting will be held in Park City, UT. The meeting will be on the afternoon of Fri, Mar 27 and morning of Sat, Mar 28. A fundraising dinner with approximately 20-30 guests is proposed for the evening of Sat, Mar 28.

The June board meeting/Annual Assembly will be held in Colorado Springs, CO. The board should plan to arrive on Thurs, June 25 with the board meeting all day on Fri, June 26, at which the first action item will be to elect a new chairman. The Annual Membership Meeting will be the morning of Sat, June 27 and the gala will be held that evening. A strategic planning meeting will be held on Sun, June 28.

16. Review of Meeting Including Action Items

Board members provided feedback on positive and negative aspects of the meeting, highlighting the maturation of meeting content and meaningfulness of contributions by all members, in addition to the need to improve board-wide communication between meetings. Action items from the meeting were reviewed for all participants.

17. Adjournment

The meeting was adjourned at 4:37 PM EDT.

This document constitutes a true and correct copy of the minutes of the meeting of the Board of Directors of USA Bobsled & Skeleton.

Lisa Carlock

Lisa Carlock
Corporate Secretary

February 9, 2015

Date



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