

Minutes

Board of Directors Meeting
March 21 - 22, 2014
Park City, Utah
1:00 PM MDT, 8:00 AM MDT

A meeting of the Board of Directors (the "Board") of USA Bobsled/Skeleton occurred on March 21 and 22, 2014. The Chair called the meeting to order at approximately 8:00 AM MDT on March 21. The following members of the Board were present at the meeting's commencement: John Rosen, Duane Bailey, John Donovan, Elizabeth Jones (via phone), Elana Myers, Ted Offit, Pete Piechoski, Matt Roy, Don Schaaf, Bree Schaaf and Curt Tomasevicz. The above members constitute a quorum of the Board under Bylaws Section 6.17.

Also participating in the meeting were USBSF staff member Darrin Steele and Ex Officio members Jay Eichelberger, H. Mac Riley, Javier San Miguel, Rebecca Dayton (ORDA) and Colin Hilton (UOLF). Board members Jennifer Donnelly and Hal Pittman attended portions of the meeting via phone as did USBSF staff member Lisa Carlock, and RJ Shannon (UOLF-Guest) also attended the meeting.

The minutes were recorded by Nancy Rosen on behalf of Lisa Carlock, Corporate Secretary.

1. Call to Order – Day 1

The chairman called the meeting to order at 1:05 PM MDT. He then acknowledged the medal-winning success of our two Sochi Games athlete reps on the board of directors.

2. Action Item Review

The chairman reviewed the list of actions from the December 2013 board meeting and noted three incomplete actions which will roll over to the action item list for this meeting. He also informed the board that a tracking of action items will be included at the beginning of all future board meetings.

3. Management Report

a. Athlete/Coaching Update

Darrin Steele provided the board with a summary of athlete results at the Sochi Winter Olympics, highlighting the overall medal count (6) and the historic accomplishment of earning at least one medal in every event. A question was raised as to whether athlete stipends are tax free and Mac Riley volunteered to research the issue.

b. USOC Update



The presentation date for the High Performance Plan for the quad is April 29th. Funding allocation decisions will be announced by May 30th. USBSF expects to do well relative to other NGBs based on the Sochi performance (top performing Winter NGB) and the perception of the strength of the federation going forward.

c. FIBT Update

The next international FIBT Congress will be held at the end of May and all positions on the Executive Committee are up for election. It appears that all current incumbents will self-nominate for re-election to the committee.

Darrin described the MonoBob program and its desired role to satisfy the tri-level use of Youth Development, ParaSport and new-athlete development. A decision on the selected MonoBob manufacturer is expected very soon.

The discussion turned to 4-woman bobsled events. Darrin presented this at the FIBT meeting in Sochi and the idea did not garner a great deal of support. Bree Schaaf will lead a committee that includes Elana Myers and John Rosen to determine potential next steps. The proposal will be presented at the next USBSF board meeting.

d. Financial Update

Darrin and Lisa Carlock presented a financial update. The finances for USBSF are currently strong due to better-than-budget success in sponsorships and board fundraising. Included in this were individual board member contributions in excess of \$65,000 and a board-directed fundraising event which raised an additional \$220,000. This will be helpful in managing the financial stability of the organization during this upcoming transition year from Olympic to post-Olympic sponsorship and fundraising efforts.

It was noted that although the board had previously approved a capital loan of \$200,000 to acquire the six new BMW bobsleds, this action did not appear in prior minutes from the August 2013 board meeting. The board therefore voted and formally reaffirmed approval for this action.

e. Foundation Board Update

The Foundation Board continues to need an increased level of engagement and support from USBSF. Ted Offit volunteered to spearhead this effort, initially with a face-to-face meeting among the Foundation Board members, Ted Offit, Darrin Steele and John Rosen.

4. Paralympic Update

John Rosen provided an update on the Paralympic initiative both within the FIBT and USBSF. Attendance at the Paralympic Winter Games provided very important networking and educational opportunities. It is anticipated that this coming season will see the first official international races for these sports, most likely in conjunction with their able-bodied counterparts during the Europa Cup and North America Cup circuits. An extensive discussion ensued around this topic culminating in the board reaffirming support for the initiative, but continuing its strong caution that resources for this initiative cannot be dilutive of those for the able-bodied programs. Jay Eichelberger volunteered to work with John Rosen on structuring revenue options that accomplish this criterion. A comprehensive written further update of the program will be provided to board members following the next meeting of the FIBT Parasport Committee at the end of March.



5. Adjournment

The meeting was adjourned for the day at 5:00 PM MDT.

1. Call to Order – Day 2

The chairman called the meeting to order at 8:01 AM MDT. The attendance for Day 2 was identical to that for Day 1, which constitutes a quorum of the Board under Bylaws Section 6.17.

2. 2020 Vision Strategic Plan

Jennifer Donnelly led a discussion of the 2020 Vision Strategic Plan imperatives, the gaps in details for some of these imperatives, and the proposal for more directly incorporating monitoring of progress against these imperatives as part of the standing USBSF board meeting agenda. Jennifer will work offline with Darrin and John to reaffirm the five imperatives and will then work individually with USBSF staff and board members to complete the missing detail prior to the next board meeting at the end of June.

Jennifer and John Rosen will also communicate prior to the June board meeting to review plans for the targeted planning session to progress towards our 2020 Vision. It is likely that the June 29 2020 Vision Strategic Planning session will once again utilize external facilitation.

John Rosen will send background information of prior work on our 2020 Vision to all board members for their review prior to the June meeting.

3. CEO Compensation and Review Committee

Pete Piechoski led a discussion of metrics that will be used for the objective portion of CEO performance review going forward. Pete, John Rosen and Jennifer Donnelly will conduct a comparison compensation study against other NGBs and then Pete and John Rosen will meet with Darrin prior to the June board meeting to discuss proposals for a renewal contract. A proposed renewal contract will be presented to the board in June during an Executive Session.

4. Youth Program/AAU Update

Hal Pittman updated the board on the approved partnership of USBSF and AAU for Combine and Feats of Strength and provided details around the upcoming Jr. Olympic Games July 27th at Drake University. He also described his initial meetings with the Utah Olympic Park staff which have volunteered to spearhead our 2016 Youth Olympic Games planning efforts on behalf of USBSF.

5. Track Venues



a. Lake Placid

Rebecca Dayton provided an update on activities at the LP track including the report that they have received between 8 – 900 requests for information since the Sochi games. Both the skeleton and bob development programs are doing well. Receiving “pass-down” sleds from the USBSF elite program has helped significantly.

One of the biggest challenges is fielding a large enough group of competitors for the NAC races to qualify for full points.

b. Park City

Valerie Fleming reported on activities at the UOP which is currently focused primarily on skeleton driving schools.

In addition Colin Hilton provided an update on affordable athlete housing at the UOP. The land has been acquired and he is now attempting to raise the required capital to build the facility which is expected to accommodate 100 beds.

6. Sponsorship Committee

Don Schaaf led a comprehensive discussion documenting the research he conducted on existing sponsorships and USBSF – athlete agent relationships. Don made a series of recommendations for improving our efficiency/effectiveness in recruiting and retaining sponsors. Javier San Miguel will meet with a targeted board marketing group that includes Don Schaaf, Elizabeth Jones, Duane Bailey, Darrin Steele and Elana Myers in preparation for leading an expanded discussion of proposed improvements to our sponsorship recruitment/fulfillment/retention processes during the June meeting. This will be one of the major topics for that board meeting.

7. Fundraising Committee

John Donovan reported on the results of our Microgiving campaign to our current 3000 members. It is clear that this type of fundraising will only be effective for USBSF when we have an order of magnitude greater membership than we do currently.

John also proposed the creation of Planned Giving/Endowment Society in New York. The concept was approved, but a discussion ensued about the correct most effective location(s) for the fund. John will meet with Mac Riley and Jay Eichelberger and make a formal proposal to the board at the June meeting.

Surfacing from the Endowment Society discussion was consideration of a CEO Succession Plan for both planned and unplanned vacancy of this position. Darrin Steele and John Rosen will draft a proposed succession plan document for review by the board at the June meeting. Management of the succession planning process on an ongoing basis will become part of the CEO Compensation and Review Committee.

8. Review of Meeting Including Action Items

Board members provided feedback on positive and negative aspects of the meeting. Action items from the meeting were reviewed for all participants and include;

John Rosen - Distribute profile of Chairman role for all members



John Rosen/Matt Roy – Develop a plan for migrating the existing constituency-based director positions to At Large positions.

Hal Pittman – Develop a proposal for a small nations program that can be presented to FIBT.

AAC – Name a replacement athlete rep for the USBSF position.

Mac Riley – Investigate tax-exempt status for athlete stipends. Also provide National Guard contact introduction for Darrin Steele.

Bree Schaaf/Elana Myers/John Rosen – Develop a proposal for next steps in advocating for 4-women bobsled

Lisa Carlock – Include membership counts by category in all financial reports going forward

Ted Offit – Initiate Foundation Board “restart” meeting

John Rosen/Jay Eichelberger – Create sales pitch proposal for donors to Parasport program

John Rosen – Provide board with comprehensive Parasport update following planning meetings in Latvia

Jennifer Donnelly – Facilitate and manage the process of completing Strategic Imperative planning documents and integrating regular review of these Imperatives into the USBSF board meeting agendas going forward

Pete Piechoski – Investigate Key-man policies and report findings and recommendations to the board

Pete Piechoski/John Rosen/Darrin Steele – Draft CEO renewal contract for board review at June meeting

Darrin Steele/John Rosen/Jay Eichelberger – Develop CEO succession plan document for review by board

Javier San Miguel, Don Schaaf, Elizabeth Jones, Duane Bailey, Darrin Steele, Elana Myers – Prepare to lead comprehensive (~2 hour) discussion at the June meeting on maximizing the efficiency and effectiveness of our sponsorship recruiting, fulfillment and retention efforts and for maximizing the coordination between USBSF and individual athlete agents

Don Schaaf/Ted Offit – Finalize preparations, documentation and proposed artwork required to formally change the name of United States Bobsled and Skeleton Federation (USBSF) to USA Bobsled/Skeleton

John Donovan/Mac Riley/Jay Eichelberger – Develop Proposal for optimal method and location(s) to structure Planned Giving and Endowment Program for USBSF

John Rosen – Investigate improved technology to support remote participation at meetings, set up Dropbox for sharing board documents.

9. Adjournment

The meeting was adjourned at 12:40 pm MDT.





USA Bobsled/Skeleton

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 "Nancy J. Rosen". The signature is written in a cursive style and is positioned above a horizontal line.

Nancy J. Rosen for
Lisa Carlock
Corporate Secretary

04-21-14
Date



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