

Minutes

Board of Directors Meeting
April 2, 2022
Conference Call

A meeting of the Board of Directors (the "Board") of USA Bobsled / Skeleton occurred on Saturday, April 2, 2022. The Chair called the meeting to order at approximately 9:00 AM ET. The following members of the Board were present at the meeting's commencement: Bob Bergbauer, David Best, Ryan Bosch, Rusty Buchanan, Sherry Cushman, Ann Gaffigan, Brock Kreitzburg, Nic Taylor, Chris Kinney, Jean Prahm, Paul Pogge, and Tristan Gale. The above members constitute a quorum of the Board under Bylaws Section 6.17.

USABS CEO Aron McGuire, staff member Lisa Carlock, Advisory directors Randy Aliment and Javier San Miguel, and AAC members Elana Taylor and Lauren Gibbs also participated in the meeting.

Lisa Carlock recorded the minutes.

1. Call to Order

Mr. Bergbauer called the meeting to order at 9:02 AM ET. He extended congratulatory remarks to Ms. Taylor on becoming the first female bobsledder to win two Olympic medals at the same Olympic Games. Mr. Bergbauer next introduced new advisory director Randy Aliment who was recently named to the board by the Nominating and Governance Committee. Mr. Aliment shared a brief biography and his areas of expertise.

2. Management Report

- a. Athlete Development & Well-Being – Mr. McGuire reviewed the season schedule and the challenges the team faced for the second consecutive season due to another all-European World Cup tour. Despite the challenges the team earned a total of 74 medals across all levels of competition and secured several new recruits. Mr. McGuire also described the challenges of the Olympic Games, citing a continual adjustment of plans due to COVID exposures and protocols, media headlines that drew unideal attention, and a challengingly monotonous daily routine. He highlighted the team's Olympic successes including Gold and Silver in the inaugural monobob event and Bronze in women's bobsled, Katie Uhlaender's 5-time Olympian status, Ms. Taylor's nomination for both Opening and Closing Ceremony flag bearer and the fact that all 4 athletes that previously tested positive for COVID were able to compete. Discussion ensued on how we prepare our team to compete against the Germans, particularly with their competitive advantage in sled technology.

Mr. McGuire next addressed USABS' communications plan, noting the critical importance of staying in touch with the athletes throughout the post-season. Following the Olympic Team announcement in St. Moritz, coaches connected with every athlete on the national team that was not selected. Mental health resources were shared, and post-season touch points were planned with the goal of reaching every athlete in the development through Olympic Team pool. Mr. McGuire noted that he made himself available to schedule one-on-one meetings, which to date, 24 athletes had accepted. A post-season all-athlete meeting was conducted, and a team camp is being planned for June in Colorado Springs.



Mr. McGuire updated the board on the collaborative safety research project between USABS and the USOPC. This season we collected the initial round of data for the USOPC to review. Next, we will pursue multi-national collaboration to increase the sample size and duration of the study.

- b. Resource Growth & Sustainability – Mr. McGuire reviewed several new corporate sponsorships and the benefits associated with each. He provided an historical overview of sponsorship revenue from 2018-19 to present and noted the amount currently secured for next season. He also informed the board that USABS has been authorized by several current sponsors to begin pursuing replacement sponsors as they are not renewing next season. Discussion ensued regarding preparations for the pursuit of new sponsors.
- c. Organizational Effectiveness – USABS is currently working on several policy updates as well as a sport funding matrix to provide clarity to athletes on who is responsible at the different levels of competition for funding the various components of training and competition throughout a given year, as well as the approximate budgets associated with each. Also, USABS is scheduled to undergo a USOPC compliance audit in 2023.
- d. Sport Awareness & Continued Engagement – Mr. McGuire reviewed Olympic television ratings, noting that bobsled was definitively the most-watched event, due in large part to the inaugural monobob race following the Super Bowl. With 26.5 million viewers watching live, USABS experienced a 17% increase in social media followers.

3. Financial Report

Ms. Carlock reviewed the financial reports distributed to the board in advance of the meeting which included actual figures through Feb 28 and projections for the remainder of the fiscal year. She first addressed the restricted budget, noting sources of, and increases in, funding levels, and the uses of these funds throughout the season. She noted variances to budget in athlete support stipends and rental vehicle expenses, and the current unknown totality of Olympic Games expenses. She also reviewed AirBNB VIK usage for 2021 which afforded \$43K in savings to USABS and \$63K in savings to the athletes.

Ms. Carlock next discussed the unrestricted budget, noting increases in revenue from sponsorships, the Trust and full forgiveness of the PPP round 2 loan, and expense overages most notably a result of attorney fees surrounding an open claim against USABS.

Mr. Bosch provided input on behalf of the audit committee, noting that they were unable to conduct a meeting in the week prior to the board meeting, but that the committee will meet in the following week and will respond in written form to the board. He expressed appreciation for the thoroughness of the financial reporting and the conservativeness and caution with which we operate. He highlighted the line item of unrestricted funds support in the restricted budget as the board's efforts to support athlete needs and noted excitement for pursuing additional sponsorships. Lastly, the audit committee will shortly be working with Ms. Carlock and Mr. McGuire on the 2022-23 annual budget.

Ms. Prahm noted the need to ensure that the audit committee is aware of the commitment level of the Foundation and Foundation activities.

4. Foundation Board Update

Fran Kirley and Ceil Folz joined the meeting at 11:00 AM to provide a Foundation update. They began by highlighting new directors signed in 2021, Lauryn Williams and Bryn Sherman, and in 2022, Alexis DeJoria and Adam Aron. The Foundation is still awaiting its 501c3 approval but is tracking to begin operating as such on July 1 of this year.



They recapped activities conducted in 2021, sharing statistics of total event revenues, number of donations received, and campaigns launched. They reviewed the February 2022 Park City and New York City events, as well as total revenue goals for calendar year 2022.

Lastly discussion was held on NGB versus Foundation fundraising and the procedure for funds moving between the two organizations. The Foundation's goal is to increase its level of funding and to begin a grant program whereby USABS can request support from the Foundation. Once the 501c3 status is approved, all individual donations will go to the Foundation.

5. AAC Update

Mr. Kinney reviewed the composition of the AAC, its vision and its mission. He noted that elections will take place in the coming season. The committee is currently reviewing bylaws to ensure best practices, reviewing criteria with USABS' High Performance Director particularly in regards to Elite Athlete Health Insurance and stipends, and working on identifying a new member for the selection committee.

Ms. Taylor briefed the board on several USOPC AAC topics. The first was Steve Mesler's term limit on the USOPC Board being reached and the nomination period for his successor being open. The USOPC AAC body will fill this position this fall. She addressed the continuing work on the Russian doping case which is likely to extend an additional 6 months. She informed the board of a new women's health task force being created with specific focus on high performance for which athletes can apply for involvement in. She noted Jesse Beckom, former USABS athlete, joining the USOPC Ethics Committee, and that the USOPC AAC annual meeting will be held in June in conjunction with the USOPC Annual Assembly.

Ms. Taylor next updated the board on IBSF AAC issues, first and foremost the lack of prize money for monobob final season rankings. The IBSF AAC is looking for more athlete representation on the executive committee as there is currently only 1 athlete seat. They would also like to see athlete representation on the IBSF sport committees.

Ms. Gibbs shared athlete feedback regarding in-season tour operations, noting athlete misunderstanding on how race combinations were determined, a lack of debriefing throughout the season, concerns over "relationship maintenance" with hotel partners without Lenny on tour, concerns over some athletes' lack of adherence to COVID protocols, and the need to continue evolving coaching strategies to adequately support athletes at all levels. USABS also needs to address a maternity policy and transgender policy.

6. Committee Reports

- a. Special Committee – Mr. Kreitzburg educated the board on a new committee formed to evaluate the objectivity, transparency, and integrity of the performance and selection criteria. The seven-member committee has met twice to date and has set a goal of providing recommendations to the board at the next meeting in June.
- b. Alumni Committee – Ms. Prahm thanked the Foundation for its willingness to support building connections with alumni through engagement at their events. She noted these events as being the first time USABS has made a concerted effort to utilize the alumni body to fundraise. The committee is looking for additional ways to engage alumni beyond social media. Also, a new committee chair is being sought.
- c. Hall of Fame Committee – Ms. Prahm noted the possibility of holding the 2020 induction ceremony during the team camp in June. A new chair is being sought for this committee as well.

7. Executive Session





USA Bobsled / Skeleton

National Governing Body for the sports of Bobsled and Skeleton

The board entered an executive session at 12:21 PM ET. Topics addressed included: insurance matters, compliance requirements and deadlines, board contributions, the para program, future meetings, and chair succession.

8. Adjournment

The meeting was adjourned at 1:04 PM ET.

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

Lisa Carlock

Lisa Carlock
Corporate Secretary

June 3, 2022
Date



1631 Mesa Avenue, Copper Building – Suite A
Colorado Springs, CO 80906
P: 719.636.1513 | F: 719.520.3212
visit us at bobsled.teamusa.org



Member, U.S. Olympic Committee