USA Triathlon Board of Director's Meeting
Wednesday – Thursday, July 26 – July 27, 2006
USOC Presidential Room
Colorado Springs, CO

Present:

Board of Directors:

Brad Davison, President
Rob Kasper, Vice President
Celeste Callahan, Secretary
Jim Donaldson
Fred Phillips
Mike Plumb, Treasurer
Tom Reilly
Chuck Graziano
Joe Umphenour, Pro/Elite
Gina Kehr, Pro/Elite

Absent: Michael Smedley

Staff:

Kelley Baer, Marketing Manager
Katie Baker, National Team Program Administrative Manager
Sharon Carns, Executive Coordinator
Linda Cleveland, Coach Education Coordinator
Charlie Crawford, Officials
Bryan Doerer, Sales Manager
Jeff Dyrek, Owned Events Director
Catarina Farrow, Intern
Skip Gilbert, Executive Director
Jason Halley, Membership Rankings Project Coordinator
Lindsay Jensen, Intern
Steve Kelley, Athlete Development Coordinator
Susan Kovarik, Event Services Assistant
Alan Ley, Coach Education Manager
Kathy Matejka, Event Services Director
Kim Matz, Intern
Angie Murphy, National Events Assistant
Kathy Menck, Controller
Jason Mucher, Communications & Media Relations Manager
Jennifer O'Day, Membership Manager
Nick O'Malley, USOC Intern
Helen Reusch, Membership Services Assistant
Scott Schnitzspahn, Sport Performance Director
Chad Siebert, Membership Services Assistant
Troy Stiles, Team USA/Duathlon Coordinator
Elizabeth Tucker, Event Sanctioning Coordinator
Amber Van Mason, Membership Services Assistant
Terri Walters, Event Sanctioning Coordinator
Jun Yamaguchi, Intern

Gina Zaccagnini, National Events Assistant

Commission & Committee:

Jack Weiss, Race Director Commission
Candy Cheatham, Regional President, Regional Committee
Alison DeWall, AAC
Paul Harris (telephone), Collegiate Commission

Guests:

Chris Vadala, USOC
Rachel Nakamura, USOC
SmithBarney, David T. Surofchek

Note: Information may be reported according to topic and not necessarily in the chronological order of discussion.

Presiding: Brad Davison

Call to Order – Brad Davison 8:30 am

<u>President's Opening Remarks</u>

Brad Davison welcomed everyone to the BOD meeting and thanked the staff as well as the Board for all of their contributions to USAT.

<u>Executive Director's Opening Remarks</u>

Skip Gilbert acknowledged the staff and Board for their hard work, and introduced the new employees since the last BOD meeting as well as the interns that compliment the staff.

Approval of Minutes:

Approval of the March 31 – April 01, 2006 was tabled until Thursday morning (July 27th) due to the extensive material of the 'draft' minutes that required further review by the Board.

<u>Commission and Committee Reports</u>

Race Director Commission:

Jack Weiss reported that the Race Director Commission (RDC) is working on a contingency plan. Currently the plan consists of many ideas, suggestions and plans that have not reached fruition to date. Another project that the RDC has been working on is the Race Director Certification program.

Age Group Commission:

Chuck Graziano, Board liaison for the Age Group Commission (AGC) reported. The complete report is attached to the original of minutes.

Collegiate Commission:

Paul Harris reported by telephone for the Collegiate Commission. The complete report is attached to the original of the minutes. In addition to the report Paul addressed the Board regarding the Collegiate Nationals Venue Selection Standards. Brad Davison suggested that the ideas and information gathered for the selection process be put in proposal form so the BOD can review it in its entirety.

Action item: Upon completion of the Collegiate National Venue Selection Standard proposal Paul Harris will email to Brad Davison and in turn Brad will email to the Board as well as the Race Director Commission Chair (Jack Weiss) for input.

Athletes Advisory Council:

Alison DeWall with the Athletes Advisory Council reported (AAC). The complete report is attached to the original of these minutes. In addition to the report two action items were discussed:

Action item: Because Michael Smedley (Elite/Pro) stepped down from the Board the AAC will appoint a replacement to serve through December.

Action item: The AAC will compose a resolution for the Board's consideration regarding disciplinary action against an athlete.

Recess: 9:45 am
Reconvene: 9:50 am

Business Unit Presentations

Kathy Matejka, Event Services Director, presented. The complete presentation handout is attached to the original of these minutes.

Bryan Doerer presented on behalf of Tim Yount, Senior Vice President of Marketing and Communications, who was in Corner Brook, Canada for the Duathlon Short Course World Championships. The complete presentation handout is attached to the original of these minutes.

Jennifer O'Day, Member Services Director, presented. The complete presentation handout is attached to the original of these minutes.

Jeff Dyrek, National Events Director, presented. The complete presentation handout is attached to the original of these minutes.

Scott Schnitzspahn, Sport Performance Director, presented. The complete presentation handout is attached to the original of these minutes.

USOC Sports Partnership – Chris Vadala

Chris stated that opening ceremonies for the summer games will begin on August 8, 2008. The Olympic assembly last month in La Jolla was a major meeting that helped in the strategic planning for the USOC. This plan will be introduced in an all day planning retreat on 8-8-06. All USOC employees and one representative from each NGB will be invited. Chris mentioned the following projects:

- Budget process for 2007 is close to being finalized
- More time, energy and resources will be spent on International relations
- Looking forward to completing the Olympic trials agreement

Recess: 11:45 am
Reconvene: 11:50

<u>Financial Update</u>

David Surofcheck with SmithBarney gave an update on the financial position and investments of USAT. The question was asked how often USAT should be reviewing its portfolio; David stated that quarterly is enough.

Action item: Brad Davison stated that the Investment Committee needs to have a conference call with Dave on a quarterly basis to review USAT's portfolio.

Recess: 12:45 pm
Reconvene: 1:45 pm

<u>Race Director Certification Program Presentation</u>

Kathy Matejka, Events Services Manager and Liz Tucker, Race Director Certification Coordinator presented several viable options for this program. The complete presentation handout is attached to the original of these minutes. In addition to the presentation, Kathy acknowledged Jack Weiss, Chair of the RDC and Jim Donaldson, Board liaison to the RDC and their contributions to this program. Also, discussion occurred regarding class size, cost and timeline. Kathy explained the program is in development and will be officially launched in January 2007.

Fred Phillips motioned and Rob Kasper seconded to endorse the Race Director Certification program, timeline, and option 1.

Motion passes unanimously.

<u>Membership Structure Presentation</u>

Jennifer O'Day, Membership Services Director presented three potential options to the Board. The complete presentation handout is attached to the original of these minutes. After lengthy Board discussion regarding the pros and cons for each option as well as considering the staff (membership) recommendation for option 1 and 3; the Board decided that more work needs to be done before they can make a decision.

Action item: Brad Davison will appoint a taskforce to gather ideas and compile financial data to help the Board make an educated decision.

USAT Elite Series

Jeff Dyrek, National Events Director and Scott Schnitzspahn, Sport Performance Director presented. The complete presentation handout is attached to the original of these minutes. In addition, discussion revolved around exposure for athletes, USAT sponsors, and the barriers that the pro athletes face.

Action item: Staff will put together a strategic plan to elevate elite efforts.

USOC Team Leader

The USOC asked Skip Gilbert to put in a recommendation to the Board for the purpose of appointing a Pan Am team leader. The USOC defines a team leader as an individual that;

i. Has the ability to work effectively with the USOC.
ii. Fulfills all the duties and requirements of the USOC.
iii. Available for the entire duration of the Pan Am Games.
iv. Must be a USAT certified coach or USAT staff.
v. A Team Leader must have experience with all facets of team Organization by having previously served as a National Team or Coach or Team Leader at an ITU World Cup, World Championship, or Major Games.

Skip Gilbert recommended Scott Schnitzspahn for team leader. The Board unanimously supported this endorsement.

Other Business

Rankings:

This year USAT went from ranking 3 races down to 2, however, next year USAT would take this back up to 3 races. Brad Davison recommended that before this change is implemented the Board will need to weight the pros and cons.

Action item: Jennifer O'Day will put together an analysis to establish whether it's better to rank 3 races as opposed to 2, and present to the Board at a later date.

Complimentary Membership Program

On 6-2006 a resolution passed that offers a complimentary membership to Commission Chairs and Regional Boards who have served for at least one year. The Board clarified this resolution will be effective for 2007 as it reads.

Athlete Penalties

Due to an athletes recent conduct Crawford (Official) explained the two rules (not inclusive) that apply to athlete conduct; Article II 2.3 and Article III 3.3b

Joe Umphenour motioned for adjournment. Rob Kasper seconded.

Meeting adjourned at 5:00 pm.

Reconvened Thursday, July 27, 2006

Meeting called to order at 8:30 am by Brad Davison

Approval of the Minutes
Motion was made by Celeste Callahan , seconded by Joe Umphenour to approve the March 31 – April 01, 2006 minutes as corrected.

Minutes approved unanimously.

Grand Prix Series

Jeff Dyrek, National Events Director, presented. The complete presentation handout is attached to the original of these minutes. Following the presentation the Grand Prix Series Committee; Chuck Graziano, Mike Plumb and Celeste Callahan referred the Board to their written recommendation located in the Board packet:

SUMMARY OF GRAND PRIX SERIES RECOMMENDATIONS
FOR 2006 AND 2007

Presented to the USAT Board of Directors by
Chuck Graziano, Mike Plumb, Celeste Callahan
July 11, 2006

Members of the Board:

The Committee appointed to make recommendations on the Grand Prix Series has spent a significant amount of time reviewing information, exchanging ideas and attempting to crystallize our thoughts into a series of succinct recommendations that we are now prepared to make for Board endorsement. We recommend:

1. While recognizing that only limited changes can be made for 2006, every effort should be made this year to increase visibility of the series as well as understanding by the membership of what the series is and what it means to them.
2. That a ~~permanent committee~~ ad hoc committee be appointed to develop ideas and monitor success of the Grand Prix Series.
    a. This committee should be constituted by 2 members of the Board, 1 member of the Age Group Commission, 1 member of the Duathlon Commission and 1 member of the Race Directors Commission.
    b. The Committee should review the terms of the Memo of Understanding that is to be used for the series and work with staff to insure its clarity.

3. The Series should be reduced in scope for 2007 to incorporate only the * ~~Olympic~~ Intermediate Distance Triathlon, Short Distance Duathlon and Long Distance Duathlon. ~~This totals fewer than 30 events, less than half of the current schedule.~~
4. The “Grand Prix Series Year” should begin on the day following the National Championship and continue up until the championship in the following year.
5. That the following be developed:
   a. A point-score system be developed by staff. ~~to award prizes to those age groupers who accumulate the highest total number of Grand Prix Series points, thereby encouraging travel from one event to another. A good spectrum of prizes should be developed, which might include high-quality polo shirts (possibly different colors for different races, and embroidered with the GP Logo) to be awarded to top finishers in each category, and other prizes that can be garnered from our product sponsors.~~
   b. ~~A higher rating of GP Series races for National rankings be explored so that the GP Series, National Rankings Program, Athlete of the Year Awards, and conduit to Team USA and National Championships be primarily through the series.~~
6. ~~The current budget included $164,842.00 for the Grand Prix Series. Of that sum, $46, 292 is for payroll and payroll related expenses (taxes/benefits). The Board and Committee should work with staff to understand the allocation of salaries to this program with the object being to insure that the appropriate level of resource is being dedicated to the program to assure its success.~~
7. Staff will develop ‘brand’ and form marketing plan. ~~There should be a high level of “branding” developed for the series so that it rapidly become recognized as an important member benefit, as well as an exciting national series.~~
8. ~~That work be expedited on the details of the 2007 program so that races can be confirmed and announced prior to October 1st. This date should be used as the annual deadline for announcing the following year’s events.~~

Respectfully submitted,

Grand Prix Series Committee
Chuck Graziano
Mike Plumb
Celeste Callahan

The Grand Prix Series Committee asked that this recommendation be voted on by the Board.

After discussion Brad Davison suggested that this recommendation be tabled until after lunch; Mike Plumb agreed to table.

Recess: 11:45 pm
Reconvene: 12:45 pm

The Board offered the following friendly amendments:

#2 - Strike permanent committee and replace with ad hoc committee. Following 'be appointed' add 'with staff liaison'.
#3 - Strike last sentence 'This totals fewer than 30 events, less than half of the current schedule'.
#5a - Keep 'A point-score system be developed by staff'.; strike the remainder.
#5b - Strike
#6 - Strike
#7 - Change to read 'Staff will develop 'brand' and form marketing plan.
#8 - Strike

Mike Plumb motioned. Celeste Callahan seconded to accept the recommendation to reflect friendly amendments.

Note: The above Grand Prix Series Recommendation has been modified to reflect all friendly amendments.

Motion passes unanimously.

*** Note:** In a previous Board of Directors meeting (9/2004) a resolution "Race Distances Defined" changed the wording of International and Olympic distance to read Intermediate for consistence. Therefore, in the Grand Prix Series Recommendation the word Olympic has been changed to read Intermediate. All members of the committee accepted this correction.

2007 Budget

Kathy Menck, Controller, presented a first draft of the 2007 budget. The complete presentation handout is attached to the original of these minutes.

Recess: 1:15 pm
Reconvene: 1:25 pm

25th Anniversary

Kelley Baer, Marketing Manager, presented ideas for USAT's 25th anniversary originating from a June staff think tank session. The complete presentation handout is attached to the original of these minutes.

Winnercomm

Sanctioning, membership, and marketing provided the Board an update on Winnercomm as well as a navigational demonstration on the USAT website.

Action item: Skip Gilbert will provide the Board with monthly progress reports on Winnercomm.

USAT Foundation

Skip Gilbert provided an update:

- Launch mid to late 2007
- Pull private fund raising programs
- Use NGB's specifically Skiing as a model
- Tie into the 25th Anniversary

Action item: Skip Gilbert will have a USAT Foundation strategic plan draft by November 2006.

Adjournment: The meeting was adjourned at 3:15 pm

Executive Session / closed 3:15 pm