

Minutes
USA Triathlon Board of Directors
Zoom Board Call
July 17, 2020

McCook called the meeting to order

Board Members Present (via zoom):

Alyssa Seely
Chuck Graziano
Gabriela Gallegos
Henry Brandon
Jacqueline McCook
Joel Rosinbum
Keri Serota
Kevin Haas
Monica Paul
Susan Haag
Tekemia Dorsey

Board Members Not Present

Ben Collins

Past President

Barry Siff

USAT Staff in Attendance:

Rocky Harris - CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – Executive Assistant & Governance Assistant Manager
Nellie Viner – Senior Counsel
Katie Willemarck – Controller
*Thomas Lenneberg – Director of Marketing
*Megan Ritch – Manager of Diversity, Equity, and Inclusion and Team USA
*Joined for a presentation to the board

Meeting Convenes/Roll Call – *Jacqueline McCook*

- McCook called meeting to order at 9:05 AM CST

Past President – *Barry Siff*

- Resigned as CEO of Team Handball and will remain focused and committed to USA Triathlon
- ITU Update – hosting events still presents major issues worldwide, event in Cuba going to CAS, Korean elite athlete suicide lead to additional Safe Sport conversations and measures, looking into revitalizing winter triathlon in 2021

Motion to Approve Meeting Minutes

- Dr. Dorsey motioned, Alyssa Seely second, unanimous approval

CEO Update – Rocky Harris

- Working hard to support the staff during this time especially with 18 less staff
- Supporting our multisport community in multifaceted approach
- Corporate Partner Impact – Active & Roka
- Virtual Du support made huge impact on our community
- Creative Partnerships including VIK from TalkSpace for mental health services for elite athletes through end of year, awarded \$25,000 grant from Elk Grove Village
- National Guidelines & Recommendations for Safe Return to Multisport been well received
- Signed 3 additional schools to NCAA program (Denver, Wingate, Delaware), expecting to see attrition in current schools
- Enhancing Constituent Communication
- Diversity, Equity & Inclusion Strategic Plan in the works & Advisory Group being developed
- National Triathlon Week succeeded with innovated ideas
- 2020-2028 Strategic Plan moving forward despite Covid-19 Impact
- Increasing communication and partnerships with government agencies which provides real value to our race directors
- Opportunities in virtual/tech, DE&I, various multisport and social experiences
- Relook/rethink National Events, what can we do to make these more impactful/profitable/sustainable
- Looking into restructuring the Foundation
- Hiring a Chief Revenue Officer

Finance Update and Treasurer's Report – Katie Willemarck & Kevin Haas

- Accurate and timely financial reporting is #1 priority
- Building is listed for sale as of this week
- Updating travel policy
- Planning RFP for audit/CPA firms
- Investment account is down 4.7% through 6/30 and some recovery still projected thru year end

2020 Revised Goals and Introduce Strategic Plan Draft – Victoria Brumfield

- Current situation, staff reduction etc. required revision of goals with input from team members

Strategic Plan Draft Review – Victoria Brumfield

- Remote sessions were viewed as very valuable

- Diversity, equity and inclusion (and possibly access) added as a guiding principle in addition to service, excellence and collaboration

#PowerWithin Brand Campaign – *Thomas Lenneberg*

- Brand Attributes will allow us to effectively tell our story
- Framework to communicate and educate around our identified challenges
- Lots of tools to communicate our why

Diversity, Equity and Inclusion – *Megan Ritch*

- One of only NGB's to have a staff in the role of DE&I, have had someone in this role for 3+ years
- DE&I internship to begin this fall coming from one of our HBCU partners
- Many efforts around Women's Engagement
- 2nd year for Pride Month
- Transgender policy is one of most progressive among NGB's
- 1st NGB with a gender nonbinary policy
- Hosted 10 Diversity, Equity and Inclusion roundtables as a result of BLM post and call out
- Guiding principles include: Representation Matters, Inclusivity Starts With Us, Accessibility & Impact, A Community Focus
- Dedicated DE&I landing page is in the works

Athlete Update – *Joel Rosinbum*

- Mental health concerns for athletes
- 2020 racing calendar
- USOPC AAC hired an Executive Director

Foundation Structure and Bylaw Discussion – *Nellie Viner*

- Recommendations for some structural changes and alignment suggested including reporting relationships, committee development and fundraising priorities
- Conversations will continue surrounding structure, relationship, function between the Foundation and USAT

Misc. & Wrap Up Discussion – *Jacqueline McCook & Rocky Harris*

Meeting Adjourned – Meeting was adjourned at 4:45 PM CST.