

Minutes
USA Triathlon Board of Directors
Zoom Board Call
December 4-5, 2020

McCook called the meeting to order at 1:00 PM MST on Friday, December 4th.

Board Members Present (via zoom):

Ben Collins
Chuck Graziano
Gabriela Gallegos
Henry Brandon
Jacqueline McCook
Joel Rosinbum
Keri Serota
Kevin Haas
Monica Paul
Tekemia Dorsey
Allysa Seely (portion of Bylaws discussion only)

Ex-officio:

Barry Siff

Board Members Not Present:

Susan Haag

USAT Staff in Attendance:

Rocky Harris – CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – HR and Governance Assistant Manager
Nellie Viner – Senior Counsel
Katie Willemarck – Controller

Others:

Dave Patterson - USOPC Associate Director, NGB Governance (Bylaws discussion only)

Presidents Opening Remarks: Jacqueline McCook

- Motion to approve meeting minutes – Motion by Chuck Graziano, 2nd by Monica Paul. Motion carried.
- Congratulations on a very successful World Triathlon Election
- Impressed with Tim and team on NCAA efforts

Bylaws:

- Discussion and review of Bylaws, redlines, comments etc. Several sections were conditionally approved recognizing that updated version will be shared with the full board after continued revision and consultation with Dave Patterson, the AAC and others
- Motion to approve Bylaws Sections 1-5 – Motion made by Joel Rosinbum, 2nd by Gabriela Gallegos. Motion carried.
- Motion to approve Bylaws Section 6 – Motion made by Henry Brandon, 2nd by Joel Rosinbum. Chuck Graziano opposed; Motion carried.
- Motion to approve Bylaws Section 7 – Motion made by Kevin Haas, 2nd by Henry Brandon. Motion carried.
- Motion to approve Bylaws Section 8 – Motion made by Joel Rosinbum, 2nd by Henry Brandon. Motion carried.
- Motion to approve Bylaws Section 10-17 – Motion made by Chuck Graziano, 2nd by Henry Brandon. Motion carried.

CEO Report: Rocky Harris

- Impact of COVID on staff, finances, overall organization
- Successful World Triathlon elections/reelections – Gabriela Gallegos (Executive Board), Gale Bernhardt (Constitution Committee), Victoria Brumfield (Audit Committee), Doug Hiller (Medical Committee), Christine Palmquist (Paratriathlon Committee), Tim Yount (Multisport Committee)
- Safe Return to Racing – “Race Locally, Compete Nationally”
- Recognized as Best Places to Work by Outside and Front Office Sports
- Secured a record number of new corporate partners in 2020
- New membership system set to launch in Q1 of 2021
- 4 NCAA programs were added in 2020
- 2021-2028 Strategic Plan completed
- Business Development/Major Gift Officer to be hired and report to Vic with 50% of their time focused on securing major gifts for USAT Foundation
- National event strategy to change to create fewer, larger-scale events
- DEIA initiatives progressed from ‘what we did’ to part of our culture

2021 Proposed Board Meeting Schedule: Sandra Cook

- Board Call (Elections) on January 27, 2021 @ 3pm PST/4pm MST/5pm CST/6pm EST
- April meeting in Tempe, AZ with Collegiate Club Nationals on April 9, 2021
- July meeting in Long Beach, CA with Legacy Triathlon on July 16, 2021
- December Budget meeting in Colorado Springs, CO on December 3-4, 2021

Meeting adjourned at 4:56 PM MST

**Minutes
USA Triathlon Board of Directors
Zoom Board Call
December 4-5, 2020**

McCook called the meeting to order at 8:30 AM MST on Saturday, December 5th.

Board Members Present (via zoom):

Ben Collins
Chuck Graziano
Gabriela Gallegos
Henry Brandon
Jacqueline McCook
Joel Rosinbum
Keri Serota
Kevin Haas
Monica Paul
Tekemia Dorsey

Ex-officio:

Barry Siff

Board Members Not Present:

Allysa Seely
Susan Haag

USAT Staff in Attendance:

Rocky Harris – CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – HR and Governance Assistant Manager
Nellie Viner – Senior Counsel
Katie Willemarck – Controller

Other:

Dave Patterson, USOPC Associate Director, NGB Governance (Bylaws discussion only)

Bylaws:

- Discussion of Section 18 in proposed Bylaws
- Motion to amend Section 18 to include a posting period of 30 days prior to a Bylaw vote being official with *best efforts* of notification to, and feedback from, the membership –

Motion made Ben Collins, 2nd by Gabriela Gallegos. Chuck Graziano and Tekemia Dorsey opposed; motion carried.

Budget: Consolidated Overview and new Expense Policy – Katie Willemarck

- Sale of building moving forward and should be completed by end of 2020, USAT to remain on 2nd floor of the building
- 2020 revenue is down 40% - (canceled national events and decreased membership make up 80% of this variance)
- 2020 expenses are down 34% (travel, contract/professional fees, athlete entry fees and insurance make up more than 68% of this)
- 2021 will continue to be very conservative on expenses with some additional initiatives that could be funded dependent on the trajectory of the year

High Performance Update: John Farra

- 2021 Major focus is supporting athletes in reaching their personal goals in Tokyo, while identifying, supporting and developing Paris 2024 athletes
- Park City, UT has become a new training opportunity for HP athletes

Marketing and Communications Update: Thomas Lenneberg

- 2020 highlights include Power Within Campaign, storytelling related to COVID, BLM, Pride and more
- Consistency in branding and packaging programs & initiatives
- Increased diversity across all media assets
- 2021 priorities include further develop brand of the sport, communicate and reinforce the purpose of USAT

Sport Development Update: Tim Yount

- 2020 highlights include developing Safe Return to Multisport resources, continued virtual education and redeveloped coaching education pathway, virtual racing support, launched DEIA plan
- 2021 Priorities: Proactively position USAT as service leader, provide useful return to sport resources, empower the triathlon/multisport community to implement DEIA on the local level, reach 40 NCAA programs

Foundation Update: Dave Deschenes

- 2020 highlights include Endurance Exchange/Hall of Fame Gala, COVID related grant program, CO over COVID bike ride, PTO & Challenge Daytona sweepstakes program
- 2021 priorities include building reserves for the foundation and major gifts (5K and above)

Vote on 2021 Budget and Marketing Committee Resolution:

- Motion to approve the 2021 budget – Motion made by Keri Serota, 2nd by Tekemia Dorsey. Motion carried.

- Motion to approve Marketing Committee Resolution including the amendment of a 6-year time frame– Motion made by Joel Rosinbum, 2nd by Monica Paul. Motion carried.

Business Administration Update: Katie Willemarck

- 2020 accomplishments include financial stability, HR, Safesport and USOPC compliance
- 2021 priorities include financial stability and accuracy, consistent financial reporting processes

Motion to go into Executive Session – Motion by Joel Rosinbum, 2nd by Gabriela Gallegos. Motion carried.

Motion to exit Executive Session – Motion by Chuck Graziano, 2nd by Henry Brandon. Motion carried.

Business Development and Strategy Update: Victoria Brumfield

- 2020 accomplishments include 2028 Strategic Plan, biggest sales year to date (includes new and renewals), media partnership
- 2021 priorities include:
 - Growth of Sport – recover, retain and acquire members of community
 - Ensure Financial Strength – maximize existing revenue streams
- Strat plan to be refreshed every two years, includes some very aspirational goals

Motion to approve 2021-2028 Strategic Plan with suggested edits, Motion made by Gabriela Gallegos, 2nd by Joel Rosinbum. Motion carried.

Thank you to Jacqueline McCook for her service to the Board and as President of the Board, as she terms off at the end of the year and moves to an Ex-Officio role

Motion to adjourned, Motion made by Chuck Graziano, 2nd by Henry Brandon. Motion carried.

Meeting adjourned at 2:40 PM MST