

Minutes
USA Triathlon Board of Directors
July 16, 2021
Long Beach, CA

Board Members Present:

Henry Brandon
Dr. Tekemia Dorsey
Gabriela Gallegos
Chuck Graziano
Kevin Haas
Monica Paul
Joel Rosinbum
Keri Serota
Scott Sternberg

Board Members on the phone:

Ben Collins
Susan Haag
Allysa Seely

Ex-officio

Jacqueline McCook

USAT Staff in Attendance:

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

The meeting was called to order at 9:02 AM PST.

Opening Remarks – *Joel Rosinbum*

Motion to approve July 16, 2021 meeting minutes. Motion made by Chuck Graziano, 2nd by Gabriela Gallegos. Motion carried.

CEO Report – *Rocky Harris*

- 2021 Balancing Act – stabilizing the business, operating the organization, rebuild the sport, advancing long-term priorities
- Significantly enhancing service is top organizational priority
- AGNC will have largest turn out in USAT history (over 6,000 athletes)

- Utilize our platform to bring DEIA awareness, educate our community to make necessary improvements, provide the support for those being discriminated against and take action to address the issue
 - Commitment, training and actionable change
- USAT and Running USA joining forces to broaden the reach of the Together We Thrive Summit and develop and launch an industry leading DEIA Certification Program
- Utilize the collegiate recruitment program model to develop a high school recruitment program to get younger and more diverse swimming and running athletes into pipeline
- Tokyo United – utilize storytelling and community engagement to harness excitement among the multisport community, inspire new fans and athletes

Treasurer's Report – Henry Brandon/Katie Willemarck

- Membership revenue (one day and annual) both exceeding projections
- At the halfway mark for the year we are just slightly under budget in revenue but optimistic for where the year will end
- Significantly under on expenses to date, as events begin to occur that will go up slightly but predict that we will remain under for the year
- Finance liaison model in place to help staff across all business units
- Cash position very good as compared to what was predicted
- Asset allocation changed slightly; cash decreased to maximize earnings

Membership Systems Update - Katie Willemarck

- New membership system launched June 1
- Phase 1 – introduce it, get folks into system, working thru bugs
- Phase 2 – slightly delayed, includes enhanced event calendar

Business Development Update – Victoria Brumfield

- Substantial growth in cash sponsorships
- 2021 sponsors: Compeed, RaceX, Base Performance, Perspective Fitwear, Manscaped, Trueform
- BOA to become Official Salt Blast Partner, launching at AGNC

BOD Liaison Committee Updates – BOD Liaisons

- Athletes Advisory Council (Joel Rosinbum) – AAC focused on Tokyo, looking at election process and USOPC 33.3% athlete representation requirement
- Ethics Committee (Chuck Graziano) – No update
- Finance & Audit Committee (Henry Brandon) – added William Huffman, an athlete to the committee
- Nominating & Governance Committee (Henry Brandon) – looking to add a male for gender diversity and ideally someone with an HR background
- Age Group Committee (Tekemia Dorsey) – World Championship location changes, Endurance Exchange subcommittee has been formed, identified a representative to

communicate with RDC and Multisport Committee to ensure alignment across committees

- Collegiate Committee (Allysa Seely) – 2021 championship location nearly finalized
- Hall of Fame Committee (Monica Paul) – August 15 is date for new class to be confirmed
- International Relations Committee (Joel Rosinbum) – no update
- Marketing Committee (Scott Sternberg) – Focused on Tokyo United, RFP process for new website/digital platform, alignment between various campaigns
- Multisport Committee (Chuck Graziano) – very active committee, Tim does a great job servicing and responding to the group, trying to keep accurate information flowing to athletes, information call with Team USA was successful and appreciated
- National Coaching Committee (Keri Serota) – working on E2 topics
- Race Director Committee (Gabriela Gallegos) – working on E2 topics, business development sessions needed, cross pollination between race directors and coaches, focused on rebuilding businesses post COVID, RD certification levels and pertinent information for each level, new value topics vs. refresher topics
- Women’s Committee (Susan Haag) – focused on driving people to the WC Facebook page, increasing traffic with Facebook Live events

Athlete Representation on Committees Update – Nellie Viner/Joel Rosinbum

- Requesting 0% of athlete representation on Age Group Committee and Multi-Sport Committee
- Requesting 20% of athlete representation on Collegiate Committee and International Committee
- Expand definition of “athlete” on Non-Designated Committees (Ironman World Championships and Ironman 70.3 World Championships)

2021 Annual Election Update – Nellie Viner

- Open Directors positions (general 1, athlete 2, independent 1* (*not part of the ballot process))
- Ballots distributed 9/15, Election Results announced 10/31, Election Results Certified 12/16
- Newly elected members will be invited to December board meeting

Policy Discussion – Joel Rosinbum

- Policy Meeting to be led by Chuck Graziano and will include Keri Serota, Tekemia Dorsey, Monica Paul and Nellie Viner

Misc & Wrap Up Discussion – Joel Rosinbum

- What skillsets are missing on board so we can provide information to NGC as they begin to look at independent director spot

Motion to enter Executive Session. Motion made by Keri Serota, 2nd by Scott Sternberg .
Motion carried.

Motion to exit Executive Session. Motion made by Gabriela Gallegos, 2nd by Chuck Graziano.
Motion Carried.

Motion to adjourn the meeting. Motion made by Gabriela Gallegos, 2nd by Chuck Graziano.
Motion Carried.

Meeting adjourned at 3:27 PM PST.