

USATF BOARD OF DIRECTORS MEETING
Eugene, Oregon – Valley River Inn
Tuesday, June 26, 2012 – 8:30 a.m. – 12:00 p.m.

ATTENDANCE: Stephanie Hightower, Philip Dunn, Kim Haines, Dr. Evie Dennis, Ken Taylor, Elizabeth Phillips, Bob Hersh, Aretha Thurmond, Willie Banks, Jeff Darman, Mickey Carter, Jackie Joyner-Kersey, Robert Hersh, Darlene Hickman, Larry James Attendance via Conference Call: Eve Wright / Absent: Steve Miller

USATF Staff: CEO Max Siegel, COO Renee Washington, Jill Geer, Gina Miller, Benita Fitzgerald Mosley, Norman Wain, Lynn Taeger

Guests: John Chaplin, Christina Corl, Jon Drummond, Sue Humphrey, David Katz, Vince Peters

A quorum was present and the meeting was called to order at 8:35 a.m. Pacific Time

A. Approval of the May 29, 2012 Meeting Minutes

MOTION (Hickman): Approve the May 29, 2012 meeting minutes as submitted. No discussion. **Motion Approved**

B. Chairman/President's Report **Stephanie Hightower**

Stephanie Hightower acknowledged the pride and excitement of having the USATF Alumni present for the trials. She encouraged the staff to maximize the effort and leverage the involvement of the alumni in events going forward. She stressed the need to continue to keep our alumni engaged.

C. Introduction of Consent Agenda **Renee Washington**

Renee Washington introduced the concept of using a Consent Agenda, explaining that its use is meant to allow the board meetings to be more efficient. It is the intent of the national office to supply the board with meeting materials 10 days in advance of a board meeting either electronically or hard copies. Discussion ensued regarding sending documents electronically and staff promised to talk to IT about the best ways to send out materials to the Board.

MOTION (Hightower): Approve the use of a Consent Agenda going forward. No further discussion ensued. **Motion Approved.**

D. CEO Report **Max Siegel**

- **SMART GOALS:** Renee Washington, Gina Miller and Jed Cornforth are working on business unit analysis; Renee is framing up the operational impact of our business goals. The Executive Team has revamped Smart Goals that were developed earlier in time, but never implemented. The goal is to distribute the Smart Goals to the staff to develop action steps in the next 30 days. Finalized goals and action steps will be distributed to the Board.

- **Membership:** Reviewing where we need to be in terms of increasing our membership. Goals and sub disciplines have been set under the revenue generation.
- **TV Strategy:** Reviewing our current TV strategy going forward and setting a current TV schedule. There is a goal for popular engagement which includes everything from web traffic to ratings on our television programs.
- **Capital Reserves Policy:** Gina discussed what a reasonable level of operating reserves should be for USATF to be a healthy company. Currently aggressively focusing on short term five (5)year goals as well as long term goals and diversifying our revenue stream. Will have a discussion with the foundation to collaborate closely with the USATF Foundation in the goal setting process. It will take some time to build our reserves; we will discuss our operational objectives and report different strategies and work toward our goal. Will discuss our analysis with the board within the next 30 days.
- **2016 Olympic Trials:** Proposal is on the table for 2016 Olympic Trials. Have some issues to clear up with the LOC and the prior administration for the trials. A counter response will be going back to the Eugene LOC when the 2012 trials conclude. A copy of the current proposal will be distributed to the board.
- **Collaboration with USA Gymnastics:** Max met with Steve Penny of USA Gymnastics and discussions are underway to collaborate on a multi sport junior event. They have hotel room deals that are lucrative and make economic sense for combining and marketing our events for other cities and venues. There is interest out there from other cities, recent meetings have shown that cities are willing to step up and make the economic commitment to improve the infrastructure to host USATF and other sporting events. We will do a thorough economic analysis for each event going forward and will present to the board for review.
- **USATF Marketing Rights:** Meeting with Nike to work through issues with marketing rights per each contract for merchandise sales.
- **Outreach:** Working toward making a conscious effort with outreach. Max is committed to schedule calls with every board member at least once a month to address issues. USATF is also reaching out to athletes to engage them in the process to get their input and do what is in the best interest of the sport.

E. Committee Presentations:

John Chaplin – Chair, Men’s Track and Field

- The USATF organization needs to clean up the qualifying process. Make a policy starting with the NCAA events that make sense and lessens our legal exposure. Bob Hersh added that this is a rules year and the competition rules should be addressed.

Sue Humphrey, Chair – Women’s Track & Field

- Rules need to be clarified; the A/B standard qualifying process is complicated, people don’t understand that all athletes who make it to the podium at Olympic Trials will not be going to the Olympics due to the A/B standard rules.
- USATF has to raise revenues and make the marketing of our brand a priority. High Performance and development has to have monies for developmental projects. What you are seeing at this meet is years of development and high performance programs. Our philosophy has been and will continue to be like a triangle and every quadrennial we have to start build our base again and work our way to the peak of 2016. Our athletes have to be able to hit the Olympic A standards, without help from sponsors we won’t reach our goals; we are already seeing this in events that don’t have three A standard qualifiers now. Have to continue building and maintaining Olympic athletes from the bottom of the pyramid.
- Max shared that USATF has a fully integrated executive staff that works together. There is a plan in place to integrate the High Performance plan and we will raise resources that can be reinvested into developmental programs.

Meeting suspended for a break at 10:07 a.m. and resumed at 10:27 a.m.

David Katz, IAAF Technical Committee

- Stephanie introduced David Katz, appointed by the board to the IAAF Technical Committee. David gave a brief background of the role the IAAF Technical Committee plays for USA Track & Field. Stephanie added that the board now has the responsibility of selecting and electing the members who represent us at the IAAF level. We selected, David and other committee members to represent USATF. Stephanie added that she plans to invite other elected members, who represent us at the international level, address the board to give us a report and stay connected with the USATF Board of Directors.

Vince Peters - Chair, Race Walk Committee

- Vince Peters addressed the board on behalf of the Race Walk Committee’s current funding shortage. The Race Walk Committee is currently suffering a funding shortage and is unable to send its top junior athletes to the USA Junior Nationals in Toronto, Canada. There is a concern at the junior development level for the Race Walk event. USOC does not fund Race Walk; it is not recognized as an Olympic event. Max added there have been discussions with High Performance on how to develop and fund Race Walk events beyond direct funding from USATF. Max asked board member Philip Dunn if he would commit to meet with Benita to help support and develop the Race Walk sport. Vince Peters also offered his support and help as well. Discussion ensued.

MOTION: (Hightower): Review the USATF budget for the emergency allocation of \$7,500 so that USATF can send a full USA Junior team to the USA Junior Nationals to Toronto, Canada in August of 2012. No further discussion ensued.. **Motion Approved**

F. Financial Report Ken Taylor

- Copies of the 2011 final Financial Report and the 2012 Interim Financial Report were distributed to the board. Ken discussed and summarized details for both years. The bank is requiring a board resolution to delete former CFO, Mike McNees and approve the addition of Max Siegel and Renee Washington as bank signatories for the USATF bank account.

MOTION (Taylor): Remove Mike McNees as a signature agent and add Max Siegel and Renee Washington as signature agents to the USATF bank accounts. No discussion ensued. Motion carried.

G. High Performance Report Benita Fitzgerald Mosley

- Benita presented an overview of the 2012 Olympic Games in London, including:
 - Training plans and facilities in Birmingham, England and London
 - Relay team training plans in Monaco
 - Training camp security plans
 - Olympic team processing on site in Eugene at the Hilton
 - Mile End - The USOC will also provide a credential that allows access to the housing at East London University (all single rooms at the preferred USOC rate) and access to the Miles End track (USATF's High Performance Training Facility) for a limited number of personal coaches and medical.
- The High Performance staff created a booklet of information about London. The booklet was distributed to the Board and will be presented to each track & field athlete that qualifies for the London 2012 Olympic team.

H. Integrated Communications and Marketing Report Jill Geer

- Discussed product placement for Olympic trials and Olympic Games
- Presented sponsorship revenue generation and issues which have surfaced at the trials

I. Board Committee Updates

Operations Committee

Willie Banks

- The Operations Committee will have a short meeting following the board meeting. The committee is poised and ready to give the CEO and COO more support. Willie Banks raised the issue of the continued necessity of separate legal representation to the Board of Directors and USATF. Discussion ensued.

Strategic Positioning Committee

Deena Kastor

- The Strategic Positioning Committee has been waiting for the executive staff to finalize their Smart Goals and will work with the staff to create a plan going forward. Stephanie has asked Max and Deena to decide when the board needs to meet to have a Strategic Planning session.

Management Committee

Steve Miller

- Management Committee Chair, Steve Miller was absent from this board meeting but Stephanie shared that Max touches base with Steve and Stephanie as issues arise on a daily basis.

Audit Committee

Kim Haines

- The Audit Committee met on June 15, 2012. The audit came out with a clean bill of health.

J. Legal Report

Norman Wain

- Midyear legal update was distributed to the board. Norm and Larry have spoken and all open issues have been addressed.

K. Annual Meeting Update

Renee Washington

- Renee has met with Adam and she is going to be very involved in the planning process of the Annual Meeting. Will be following the same format but plan to make things more exciting. Max discussed additions to the normal format and everyone is excited and looking forward to the planning process.
- Benita discussed an Athlete Summit that is being planned on the heels of the Annual Meeting in Orlando.
- Norm and Renee need to engage Darlene Hickman and Judge Murphy regarding the lay of the land for the 2012 Annual Meeting election process.

MOTION (Hersh): Resolution to confirm the Olympic Trials event held every four years is USA Track & Field's National Championships. No discussion ensued. **Motion Approved**

Meeting adjourned to Executive Session at 12:00 p.m. Pacific Time