

## **Associations Executive Committee Meeting December 3, 2015**

Richard Messenger passed out the Financial Report. Richard advised that we should scan any receipts and expense forms in and email them to him. Motion to accept the Financial Report approved unanimously.

2016 Budget was passed out. The Executive Committee meeting in August will be in Columbus, Ohio. We have funding for 4 people to go to the RRCA convention on March 17-19 in Dallas, TX. We will cover registration, hotel and airfare for Don Lawrence, Thom Confer and Steve Vaitones to attend. Scott Erwin and Dave Shrock will check their calendars and Karen will select one of them to also attend. We again have \$500 for 2016 to give to each Association for marketing items.

Grant in Aid – This is a new grant for 2016 for Associations who are financially strapped. It could be used to bring more delegates to the Annual Meeting, for example. Receipts will be required. Randy Hopkins, Dave Shrock and Jim McKee will form the committee. The funds will be awarded in August, so the committee must make their selections prior to then. The application should be available by the 30th of June.

Websites – Associations will no longer incur any fees to have the National Office host their website. The Associations who are currently using this service will not be reimbursed retroactively, but will no longer pay starting in 2016.

Awards - \$25,000 in the 2016 budget. Attachment included with proposal for new Association Ranking Criteria for Year End Awards. Committee will be Thom Confer, Laura Borman and Scott Erwin. They will develop the exact criteria and report back to the full Committee at the August meeting. Motion: The committee will meet and create a matrix for scoring and a sliding scale for funding to be presented at the August AEC meeting.

Region Meets – The East and West meets will have \$3,000 each for the Region meets. Also Devon Martin has about \$500 in her budget for each Association to increase their club numbers. Solely for the marketing and promotion of club membership.

Grants – Patti reported that she has gotten as far as she can get in past years grant post reporting. Patti has offered to help people write their reports for 2015 if they can't figure out what to do.

Desiree's Report – Exact Target will replace Delivera as the Associations email notification system. Delivera will be shut off on 12/31/15. Exact Target has more capabilities. National Office pays for all Associations to use Delivera. The Clellwade List – a listing of coaches at various levels with some demographic info. This is available to Associations to market geographically through the National Office. For example, you can have the National Office send out a blast to all junior and high schools to market the JO meets. License Agreements expire on 12/31/15 so the new agreements must be returned asap. 32 are still outstanding as of this date. There is a major change making the document auto renewing, so this will not have to be done again. It is important for everyone to understand what our agreement states and how we must represent USATF as a franchisee.

Vin Lananna addressed our committee on behalf of Track Town and the World Championships coming to Oregon in 2021. Track Town is more of a philosophy than just a physical location. They are developing meets across the country.

AEC Workshop will be on 11/30/16 at the Orlando Annual Meeting, which will be at the Hilton at Lake Buena Vista. Instead of having repeating breakout sessions, it was suggested that we just do one session for all attendees. However, we will still do the break outs for another year and decide in 2016. We will also decide on keeping the workshop prior to the Annual Meeting. Karen set a committee to help set the criteria, Monique White, Scott Erwin and Dave Shrock.

L&L – We have submitted a change that the Accreditation Subcommittee comes under the Associations Committee instead of Organizational Services. Karen will have to go to speak on this and Ed will be there, too, to speak against it. There is also the change in how Board members for the committees will be selected. Each committee that has a Board member will now be responsible for how they select their Board member and what the criteria will be. Both committees will vote as one voice. (Karen will send out a memo with specifics).

We will continue the President sessions in Indy with Max in 2016. Karen and Max both thought they were very productive and informative. Good open conversation, with nothing held back.

Karen was asked about the role of Robin Beamon in the Youth Committee. She is really the liaison between the National Office and Lionel. Lionel is termed out next year and there are at least 5 people running for that position.

2016 Elections for AEC – Karen, Jim, Dave and Linda and not running again, so there are many positions open. The new President will also submit 4 at large members.

## **Associations General Session December 4, 2015**

Masters LDR gave a report on how to increase membership and participation of Masters runners. One important strategy is to develop a successful masters circuit, with high quality, affordable races. Be sure to promote the circuit events with running clubs, stores and the general membership, highlighting sponsors and awards. Publish age-graded results on your Association website and local running blogs. It's important to improve coordination and participation with your local clubs. Be familiar with the National Masters Circuit; identify the best events to encourage local participation. Good news is the large Associations are growing at double digit rates. New Jersey has a successful Grand Prix series that is driven by their clubs. Approximately an extra 100 people come out when it is a team event. Age grading is also important.

Association Websites – we will now offer the USATF platform for websites to all Associations at no monthly fee starting in January, 2016.

Communications – The National Office is moving to a new email marketing platform, Exact Target. It is significantly enhanced over Delivera. There are webinars in the Association Resource Center for anyone who was not able to attend informational meetings. In the coming weeks, there will be a Q&A webinar. One of the greatest advantages is that we will be able to synch with the membership database so there is no uploading of our data needed. This is free for all Associations to use. The National Office has licensed the rights to use the Clellwade list, which is a list of middle, high school and college coaches nationwide. It has both mail and email addresses. It can only be used for Association related events, per our licensing agreement. Pacific has used the list for 4 years and has been able to increase their membership through using the list. You can send an email blast to your coaches saying they can increase their season by offering the summer events.

Chair's Awards – Mike Hinz was given an award for all his work with the Wyoming Association and trying to bring them out of their unaccredited status. Steve Vaitones also received an award for always keeping us straight!

L&L – Karen went to the committee to speak to moving the Accreditation Committee from Organizational Services to the Associations Committee. The move was accepted by the L&L committee and will be presented for approval at the closing session. 19 of the other 35 items have been dealt with at this time.

Committee congratulated Jackie Callender on receiving a President's Award at the Opening Session.

Outreach Program from Southern California – Thom Confer presented their outreach, which they developed by tailoring a Run Jump Throw type program to be track and field specific. They went to a school and had event specific clinics. They are also doing this with disabled athletes. Reach out to the colleges in your area. If they have a Sports Management program, you can use the students as interns. They asked for volunteers from the Olympians in their Association; they want to give back.

Club Championships – Two Open Club Championships are held, one on the East Coast and one on the West Coast. We have increased the support to help this event to \$3,000. \$600 in prize money will be awarded for each of the winning teams to travel to the National Club Championship.

Safe Sport – Don't forget to get your Safe Sport done. Starting in January, your club will be turned off until all coaches listed have received their Safe Sport certification. This is a mandate from USOC, so it is not appealable. After January, new coaches will also need to complete the background screening and Safe Sport certification; the

club will be deactivated until these two items are complete. Youth Chairs, Youth Club Coaches, Youth Volunteers and anyone who is substantially involved in Youth events at the Association level must also complete Safe Sport. Safe Sport Certification is good for the 4-year Olympiad.

Coaches Ed - Coaches Ed is no longer a requirement for Accreditation. There are 5 Regional Reps for Coaches Ed. They should reach out to your Association for Level 1 schools. Level 1 is a 21 hour on-site course. If you have not yet done Level 2 and you got your Level 1 recertification before 2013, you will need to recertify at Level 1. Consider offering a scholarship for Level 1 schools for those who cannot afford to attend.

## **Associations Workshop Session - Bylaws December 5, 2015**

It's important to review your by-laws periodically to ensure you are following them. If you're not following them, change them! The words shall, must, would, should, may, etc., must be used very carefully. Shall and must are mandatory. Stay away from would, should, may as they do not necessarily have to be followed. The Governance Manual is available on-line and should be referred to and used as well. The Associations Resource Guide is also available in the Association Resource Center and is a living document. This should be your guide to follow in governing your Association and ensuring your by-laws and Operating Procedures are following National guidelines.

Your grievance policies are an important part of your by-laws. Make sure fees are included in the grievance policy. Voting criteria and whether or not to have a nominating committee must also be spelled out in the by-laws. How you select delegates to the Annual Meeting must also be spelled out in the by-laws. Regulation 7 in the Governance Manual should be referred to when there is any doubt about your by-laws. Consider placing the Ethics Statement, found in the Associations Resource Center, right in your by-laws. Your by-laws should also state how you can change your by-laws.

## **Associations Committee Business Meeting December 5, 2015**

Herb Nichols gave a report from the Accreditation subcommittee. 17 Associations are provisional; the Florida Association is suspended, but has a stay until 2016; Alaska and Wyoming are suspended. Herb answered questions on what suspension was.

Presentation by Tournament Housing Services (THS). Literature handed out to everyone. Comps should be negotiated directly with the hotel. Make sure you understand how the hotel is handling it. Are they carving the comps out of your block of rooms, or are they in addition? There are a lot of landmines in hotel contracts. Look out for rates – make sure they do not book rooms for less than your contracted rate. If you are not occupying about 70% of the hotel, you won't be able to do this. Always ask for Rewards Points. They must be in a person's name, not a company. CVB is a government entity, while a Sports Commission is usually a separate entity.

Max, Stephanie Hightower and Steve Miller, Board Chair – Steve mentioned that he was the head of Special Olympics in Pennsylvania. He wanted to tell us how much he appreciates our volunteer time. Steve advised that we need to say whatever we are having an issue with and get it out in the open. Together we can accomplish great things. Stephanie remarked that we have had great representation from Karen and thanked us for all the support. Max also thanked us and explained that we had to make changes for the better. We increased our resources. We now have 15 new sponsors. Max asked for some concrete priorities on how to make things better. We will look at new ideas like perhaps merchandise sales where a portion of the proceeds go back to the Association.

Branding – The new logo should only use USATF from this point forward. We are dropping the Track & Field in our logos. The Presidents have access to all the logo materials via a portal on the websites. They have added membership ads that we can use in our newsletters and websites and other promotional items. Don't have to use the font if the vendor cannot get it. Chelsey Chang can assist with any of the formatting and design of championship logos.

Jack Wickens – Vice Chair of USATF Foundation. Applications for grants are online. Jack also has a website called <https://www.athletebiz.us/> where you can find the story of the athletes at the Olympic Trials level. They also have a blog and this website gives them the ability to market themselves. We have a deal with Running Warehouse, where the athletes will get a commission on what you buy through the athletebiz website. You also get a discount code. The website is searchable in very personal ways. For example, you can search for athletes that grew up in your area or hometown, or even anyone with an illness like cancer.

Grants – Patti reviewed the process for grants. When you receive a grant, you get a letter from the National Office that you must sign and agree to the requirements. You have to submit a midyear report in June and then a final report at year end. If you do not complete the reports, your Association will no longer be eligible for future grants until your reports requirement is complete.

Linda Bommicino  
Secretary, Associations Committee