Youth Division Executive Board Meeting Minutes Myrtle Beach, South Carolina October 15, 2011

The meeting was called to order at 8:20 am.

Members Present:

Lionel Leach: Youth Division Chair Bob Flint: Executive vice Chair

Sam Germany: Vice Chair of Operations
Dorothy Dawson: Vice Chair of Administration

Linda Phelps: Immediate Past Chair

Kim Haines: USATF Board of Directors Representative

Linda Ellis: Division Secretary
Norine Richardson: Legal Advisor
Kenneth Ferguson: Law and Legislation
Inez Finch: South Zone Representative
Mark Jones: Midwest Zone Representative

Henry McCallum: Regional Coordinator Representative

Karen Krsak: Associations Representative

Tricia Floyd: Associate Director, Grass Roots Program

Members excused from meeting:

Ron Mascarenas: West Zone Representative Bruce Long: Northeast Zone Representative

After Roll call a quorum was established.

Review of minutes from March 2011 board meeting. A motion was made and properly seconded to accept the minutes with corrections. The motion passed unanimously.

Board of Directors (BOD) Update: Kim Haines

Kim informed the board that the search for a Permanent CEO is on hold until after the 2012 Olympic Games. Three committees have been formed by the BOD. The Strategic Planning Committee chaired by Jack Wickens, Sponsorship Committee will be chaired by Steve Miller, and the Operations Committee will be chaired by Willie Banks. Kim Haines is on the Operations committee and is chair of the Finance Committee.

Kim informed everyone that it is important that we look at updating technology and office space for personnel working at the National Office.

National Office Update: Tricia Floyd

Personnel Changes: There have been a few shifts and changes in personnel at the National Office. Ivan in marketing is gone and Jared Slendy is the Communications Manager. Tyran Fakes will work as an intern under Tricia and Lori Byrd is the new Ashley in membership. A new sports performance manager has been hired.

World Youth Recap: The World Youth Team was comprised of 22 females and 19 males. The athletes were doing a personal best each time they stepped on the track. Tricia compiled a worksheet with statistical data and a recap of athlete performances. The October 2011 issue of Track and Field News has a youth athlete on the cover and articles and youth athletes in the magazine.

Tricia showed highlights of our World Youth Athletes. Lionel stated the video is approximately an hour long and would like to show the video at the youth workshop. He stated there is a lot of good footage of our American team in France.

Lionel thanked Tricia for putting together the statistical data for the meets which shows what our athletes are doing. He also thanked Kim Haines for getting the message to the BOD. Lionel thanked Sam Germany for being a part of Men's and Women's Track and voting to help youth coaches participate in their program.

Youth1.com: This organization covers youth sports and they are planning to come to Myrtle Beach to give the USATF Youth Program some exposure. This group is the competitor to ESPN Rise.

Hershey Partnership: The Hershey youth program has reached out to establish a partnership. They are interested in exchanging athletes between the two programs. It would not be beneficial for the USATF youth athletes to cross over because our youth program is more competitive for the athletes.

Health of Youth Athletics: Tricia did an analysis of our year to year club and individual memberships. *Handout provided with membership data for the past two years.

The worksheet provided information on the growth/loss of participation in the Junior Olympic (JO) Program.

Athlete of the Year: Lionel stated there were 29 athletes on the roster for athlete of the year. There are a lot of quality athletes on the roster. Athletes who won the award before were on the roster. The question was raised regarding a male and female athlete of the year but our youth budget cannot accommodate that based on flights and hotel rooms for the athletes and a family member.

Dorothy made a motion that an athlete can only win the award one time. The motion was seconded by Linda Phelps. Roll call vote, 4 in favor, 2 were opposed, and 1 abstained. The vote passed.

As a board we are in agreement that some criteria needs to be established to the athlete of the year will be based on accomplishments and not become a popularity contest.

Lionel suggested a subcommittee to come up with criteria and bring the information back by our 2012 board meeting. The subcommittee will consist of Norine, Dorothy, Linda E., Bob, and Henry.

The 2011 Youth Athlete of the Year is Ajee Wilson.

Junior Olympic Cross Country Update: Tricia handed out a sheet that listed all of the Associations and if their Cross Country dates were listed on the calendar and the logo they planned to use.

Chairman's Report: Lionel Leach

Lionel traveled to the National Office and met with Tricia and Legal. A lot of ground was covered. There was also some discussion regarding the Florida's lack of participation in the USATF Junior Olympic Program. It was embarrassing in Wichita, KS to see the Florida region with only three athletes.

Lionel spoke with Tricia and Andy Martin and they all agree that we should waive any athlete that wishes to compete in our Cross Country National Championship in December 2011. It is not fair to the athlete to let a person block the Florida athletes from participating.

Dorothy mentioned a gentleman by the name of Harold Leonard who is an official in Florida but might consider stepping up and possibly assisting with the program.

Lionel has considered rearranging the region but we would need an Association for the other region.

Dorothy made a motion and it was properly seconded by Sam that we waive Florida athletes to the National Cross Country Championship in Myrtle Beach and the National JO Track and Field Championship at Morgan State University.

The vote passed unanimously in favor of allowing the athletes to advance straight to the National Championship.

Bob asked the question if the athletes can come from the street to the National's. The athletes will get their membership online and their date of birth verified at the national office.

Fine Design: Lionel Leach

After the Texas logo situation, there has been a settlement and a written agreement in place. USATF now has the generic logos in place. If an Association chooses to use a different logo they must first get a waiver.

Fine Design is suspended for one year. Tricia made a list of Associations that currently have a contract with fine design.

If Fine Design is contracted to do a National JO Track and Field Championship, they must pay the National office \$5000.00 and the money will belong to the Youth Division.

The Association and the National office need to have an agreement in writing for a small percentage or a flat fee if the USATF truck shows up at a Regional Meet.

At the National Championships the merchandise truck must pay a fee to get prime space. There will be membership appreciation day at the JO meet.

The All American hats were part of the deal and will be issued to the All American athletes at the Cross Country Championships.

Lionel spoke with Mike McNeese (interim CEO) regarding a McDonald's sponsorship. McDonald's wanted to sponsor youth specifically they did not want elite athletes.

The National office put together a document about the youth program without consulting anyone from the youth program. The end result was McDonald's pulled back.

Ken stated there has been continued resistance from the National Office to work with the youth to get the big sponsorships. The youth program has another opportunity at trying to get the McDonald's sponsorship and it is a multimillion dollar deal.

The presentation was not successful because it was geared more toward the elite athletes.

Background Checks: Lionel Leach

A motion was made and passed at Convention 2010 that the Youth Division continues to use TC Logic for our background screening. Lionel and Tricia attended a meeting that indicated that USATF wants to change the company that provides the screening. Presently there are three companies in use. The Youth use TC Logic, The Coaches and International use two different companies. Lionel informed the group that the Youth Division has a contract with TC Logic through December 2011 and we cannot and will not change companies before that time.

There was a request for proposal put together for background screening. Lionel appointed Norine as our gatekeeper. The document was received approximately a week ago and they want a decision now. Lionel informed Terry Crawford that we are not ready to sign until our

current contract expires. Norine stated it was the youth program that initiated background screening in the USATF program.

The youth division will put some specifics in the proposal to meet our needs and protect our youth.

Lionel wants a joint committee letter from the Associations and the Youth Division.

Norine feels we should stay with TC Logic because they have done a lot for our program over the years to meet our needs financially and otherwise.

Tricia stated at the National level it does not make sense to have a splintered background screening program. They want one screener for good customer service.

Bob brought up the point that we are requiring our coaches, volunteers, and officials to have background screenings and if we increase the price to \$35.00 we will probably lose our volunteers.

It was mentioned that the staff the Youth Division brings in to work the National Championships must have their **annual** background screening clearance to work the meets.

Inez made a motion and it was properly seconded by Dorothy that all youth championships identified in regulation 15 must use the same approved background screening agency approved by the Youth Executive Board. The vote passed unanimously.

The meeting adjourned for lunch at 12:10. The meeting will resume at 1:00pm.

The meeting convened at 1:03pm

During the lunch break Lionel, Norine, Ken, and Karen had a telephone conversation with Terry Crawford.

Norine informed Terry that the Youth Division is happy with the Agency that does our background screening and will not participate in the Request for Proposal. Karen stated she will have the Associations support the Youth Program. Terry stated a letter needs to be submitted to the BOD informing them of our plan.

Ken stated he will write the letter speaking on behalf of the board. We will stay with TC Logic because they have lowered their fees and adjusted to our needs.

Webcast Update: Report submitted by Ron Graham

Lionel read the report and will make copies and hand out later.

The webcast viewing increased 31% from 2010 to 2011. We used a new webcast crew and the DVD production became a problem. Next year Ron Graham will probably take a step back. He came on board to assist in getting our webcast program up and running.

This year we paid the announcers and brought them in all expense paid with a \$100/day stipend. Last year we made \$23,000 and this year we made \$44.000. We were able to get some sponsorship from Fine Design and Gatorade. In the future the budget for webcasting will be \$30,000 and the rest will have to come from webcasting itself.

2012 Junior Olympic Track Schedule: Lionel Leach

We need to move to a seven day schedule to adjust to our increased number of National advancements.

Lefty Martin was tasked with adjusting the track side of the schedule to meet the needs of our increased participation. Lefty reached out across the country and asked for input from coaches with large clubs. Together they came up with a schedule that was handed out.

Norine pointed out that on Thursday the 200m, 400m, and the 800m races are on the same day and may be too much for the athletes that double in the 200m/400m and the 400m/800m.

Bob requested we add information letting athletes know in advance if there will be a semi-final round. That can only be addressed after the athletes are clerked in.

Marc wants to know when the schedule will be posted. Lionel can put the schedule out but it needs to be posted that it is subject to change.

Bruce drove to Morgan State University and met with the facilities folks to work on the field event schedule.

A motion was made by Linda P. and seconded by Marc to move to a 7 day schedule for the Junior Olympic Track and Field Championship Meet. The meet will start on Monday and end on Sunday. The vote was approved unanimously.

Bob also commented he wants Lefty to take a look at the racewalk to ensure they stay on the Monday Tuesday schedule.

Inez stated the Youth Outdoor Championships will remain on a 6 day schedule.

Lionel inquired about the cost of getting a chip in the bib number like the chips for Cross Country. The reason was because in Wichita we missed some athletes but some were tardy clerking in. It was stated the chip process may be difficult due to multi events because with Cross Country it is just one race.

Linda P. handed out a schedule similar to what Lefty developed this summer with age group breakouts for staggered clerking in times. We will pass this information on to Lefty to incorporate into his schedule.

Youth Workshop Update: Inez Finch

Inez updated everyone on the workshop progress. She provided the topics that will be covered and a listing of sponsorships. The workshop will begin on Wednesday morning, the banquet will be held Wednesday night and the workshop will finish up on Thursday morning. She informed the board the workshop is coming together and requested a brief meeting on Sunday morning to tie up a few loose ends.

Region 7: Lionel Leach

Lionel received a call from the new President of the Indiana Association. They feel there is a problem with Indiana and the Illinois Association regarding the treatment of the Indiana athletes. Lionel stated the two Associations need to talk and get their differences resolved.

Marc explained some of the issues when Mary was Regional Coordinator and Patrice was the Youth Chair, Illinois took the meet from Indiana and now Indiana is back in the rotation due to Patrice helping them out. Marc also stated before each Association/Regional meet there is a coaches meeting.

Lionel stated he would like to use the members-at-large via conference call to help the two Associations work through their differences.

Dorothy stated the problem started with the two Associations put on a National Championship meet and the Indiana Association "cheated" the Illinois Association out of \$21,000.

2011 USATF Junior Olympic Cross Country Championship Update: Linda Ellis

The LOC and the South Carolina Association have been meeting Monthly preparing for the upcoming Championship. We will host our Region 16 meet on November 12th and do a self evaluation. We will then do a "dry run" of how we want the meet to run for the National meet. We will have two opportunities on the course before the December 10th date.

Announcement of Region 9 Coordinator: Lionel Leach

The Region 9 Coordinator will be Ervin Wyatt. Ervin is very active in our Youth Program. The announcement will be made on Monday and there will no longer be co-chairs for this position.

Update on the 2013 Bid Process: Bob Flint

Bob inquired about the earliest date we can start the championship bid process. All of the bids had to be in by August 5^{th} . The process was opened back up and a new date of September 2^{nd} was established. The bid requests are going out on May 1^{st} . Tricia is the person who reviews the bid packages before they go out.

JO Championship which makes it difficult to give attention to both with the demands of the JO Championship Meet. Linda Phelps recommended the emails with intent to bid have a new deadline of June 15th.

USATF Youth Indoor National Championship: Marc Jones

The Indoor National Championship will be held on March 10th and 11th at Illinois State University in Bloomington, IL.

Ron Mascarenas sent in a suggestion we add the racewalk to the indoor meet. Darlene Hickman will be asked to assist with providing language to enable us to combine age groups for the indoor competition if the decision is made to add the event.

The 2012 Zone Championship Update (Location and Date): Zonal Reps

South Zone: Birmingham, AL, February 19, 2012 Northeast Zone: Toms River, NJ, February 26, 2012 Midwest Zone: Proviso, IL, February 11 & 12, 2012

West Zone: Flagstaff, AZ, February 19, 2012

At each indoor championship the same events will be run. The top 6 qualifiers will advance to the National Championship.

The High School section is separate and they can be waived in.

Marc proposed a sprint medley with a 200m-200m-400m-800m.

Annual Meeting/TA: Lionel Leach

For housing at the convention you must book your own room and get reimbursed. The same applies to flights to the convention.

Annual Meeting Check-in: Karen Krsak and Lionel Leach

The new check in procedure will be a barcode on the name tag. The barcode will be scanned as you enter. Jimmy Stewart will be handling the officials.

It will initially be used to track attendance for your group. You will still need to use the delegate voting paddles.

Bob covered the annual convention schedule. Linda P. asked if we will have time from 10:30 to 11:00 to register delegates and hand out voting paddles.

Review of the Youth Committee Annual Meeting Needs: Tricia and Lionel

The food and beverage request are due by November 11th.

Audio Visual will require just a screen.

There will be an Awards Luncheon to present the Frank Seveign and Bill Hargrove Awards.

The Schedule for the convention can be found in the document library.

2011 Budget: The 2011 budget was provided for the board members review. The overall budget was provided in ledger form. The Regional Coordinators budget was broken down by region and expenses.

2012 Budget: The 2012 budget was handed out for the board's review. Tricia noted that she increased the number of medals at the Regional level from 3 to 5. We now advance 5 from the Regional meet to the National Championship.

New Business:

Athlete: Inez Finch

Inez stated there were athletes who competed in the National JO Track meet in the wrong age group. Denzell Oates competed in the Intermediate Boys high jump and placed 8th and should have been competing in the young men's division. Dorothy made a motion that was properly seconded by Marc to disqualify Denzell Oates and remove him from the results. The vote passed unanimously.

Foundation Grant for Youth Level 2 Coaches: Karen Krsak

The Youth Level 2 Coaching School in Wichita, KS had poor attendance. They needed 50 coaches and only had 35 so the program lost money. Matt Lydum and Dave Shrock wrote a proposal to the Foundation requesting grant money to assist with Coaches attending the Youth Level 2 School which is held following the National JO Championships.

Youth Foundation: Lionel Leach

The first day in Wichita the Youth Division co-sponsored a Golf tournament with the LOC. There were 20 teams and the tournament went well. Lionel wants to get the Youth Foundation up and running and would like to appoint Joe Gentry, Norine Richardson, and Dorothy Dawson to that committee.

Youth Chair Awards: Lionel Leach

The following Individuals have been nominated for the 2012 Youth Chair Award Henry McCallum

Inez Finch

Clif McKenzie

Matt Lydum

Ken Ferguson

Norine Richardson

Martha Watson

Derrick Calhoun

LaTonya Sheffield

Donna Zirgibel

Susan Petrelli

Marilyn Turner

CoachO Contract:

Sam stated CoachO has done a great job and we need to look at extending the contract with them. Lionel stated that Sam, Henry and Norine can work together to accomplish this. They can take a look at the contract.

Inez asked if there is a way to add the athletes who go to the Junior National Meet into the CoachO system. Lionel stated he prefers to have someone physically on site to speak with the athletes if they have questions and collect the required paperwork.

Karen stated the table for the waivers should be easily assessable at the Junior Nationals.

Norine collects the money and paperwork and turns the paperwork to Henry. He sends the information to the Regional Coordinators. Henry then enters the athletes into the meet.

Bob asked why the Regional Coordinators need copies. Tricia stated it is in the rule book that they receive a copy.

Henry stated athletes can run unattached in the Junior Nationals and come back and run for a club.

Motion made to adjourn at 5:08pm.

Minutes Respectfully Submitted by, Linda E. Ellis Youth Division Secretary