USATF BOARD OF DIRECTORS CONFERENCE CALL
Wednesday, November 9, 2011

ATTENDANCE
Stephanie Hightower, Jack Wickens, Ken Taylor, Philip Dunn, Jeff Darman, Kim Haines, Willie Banks, Deena Kastor, Bob Hersh, Larry James (non-voting Counsel), Darlene Hickman (non-voting Secretary), Elizabeth Phillips, Dr. Evie Dennis, Steve Miller Absent: Aretha Thurmond, Steve Holman

USATF Staff: Mike McNees, Benita Fitzgerald Mosley, Norm Wain, Gina Miller, Jill Geer, Lynn Taeger

Meeting had a quorum present and started at 5:10 p.m. (EST)

S. Hightower was boarding a flight for Monaco, J. Wickens, Vice Chairman, headed up the meeting after Hightower's departure.

EUGENE 2014 JUNIOR WORLD CHAMPIONSHIP BID Bob Hersh

The Board talked in detail about the Eugene 2014 Junior Championship Bid.

The U.S. has not bid or held a major event since 1992 with the World Cross Country Championships in Boston. A formal bid application was filed in August, 2011. We have a Guarantee from the University of Oregon Foundation and we have a corporate resolution authorizing that commitment by the President of the University.

The Guarantee supports the budget as necessary but it includes some elements of value by the IAAF. It convinces us that it is enough to assure that we don't have to draw upon any USATF funds. We agreed we could contribute a modest amount that represented the savings that we as a federation would have with not having to send a team abroad.

Hightower, McNees and Hersh have discussed in the past a need to establish a working relationship with the local organizing committee for the Oregon track club. McNees and Miller of USATF will take seats on the LOC to monitor finances; there will be regular budget and financial management reports within the organizing committee to assure they stay within budget.

We have the letter from counsel saying that the authority is there. The USOC will assist in the visa entry matters when a participant may have to travel to another country in order to obtain a visa. The USOC offers both their organizational resources in state department contacts and some modest financial assistance, international relations grants and support on individual events.

A letter of understanding documenting this relationship between USATF and LOC and the University of Oregon Foundation has been drafted and as soon as the board approves the supporting resolution there will be signatures memorializing this event.

MOTION (Hersh) to approve the resolution circulated by McNees. Motion APPROVED

APPROVAL OF PAST MEETING MINUTES

MOTION: (Wickens) - Approve the October 1, 2011 meeting minutes as published, with the following adjustment: Motion to increase athlete participation from 20 – 25% was withdrawn, this amendment was not withdrawn. **APPROVED**

MOTION: (Taylor) Approve the October 5, 2011 meeting minutes as published. **APPROVED**

FINANCE REPORT **Ken Taylor**

Taylor is traveling to Indianapolis to work on the 2012 Budget. A copy should be sent to the board by November 18 for review. There will be a more detailed report in St. Louis.

AUDIT **Kim Haines**

Miller has scheduled meetings with the external auditor for January and April of 2012.

NGB COUNCIL MEETING **Dr. Evie Dennis**

The council had a conference call on November 8, 2011. USOC said they had a successful athlete's forum in Colorado Springs. They discussed the USOC and IOC problem with money. USOC should have their budgets complete for their December 14, meeting in San Francisco.

They discussed the Pan Am games and 10 sports qualified for London, pleased with the USA team's success.

USOC Ethics and Safe Sports Handbooks were distributed to NGB's.

A task force has been assembled to discuss what they can do to add value to foundations and how to connect with foundations; a progress report will be distributed this spring.

U.S. Paralympics and Olympic assembly will be meeting in Chicago next week, if you have any feedback on the assembly please contact D. Hessey at USA Swimming as soon as possible.

INTERIM CEO REPORT **Mike McNees**

Pan Am Games follow-up: USA won 16 medals. We had a handful of Daegu athletes there. It is a useful outing for us from an experience standpoint and it's important to our relationship with the USOC. The USOC was appreciative of our presence there. Great experience for our younger athletes!

Athlete Summit – Las Vegas: The summit was very well received and successful. AAC Leadership and the Chief of Sport Performance did a great job on the agenda. High profile legends of the sport made presentations and participated in the summit. The athletes were engaged, on time and focused, the meetings were productive. This is a very valuable summit for the athletes that should continue on a yearly basis.

Update on Intellectual Property Issues: There was another incident at the New York Marathon that has brought more focus to the issue of sponsorships and individual athlete sponsorships. Wain updated everyone on specific incidents with athletes where we are seeking some enforcement regarding IP infringement.

A structured meeting between the manufacturers and the athletes is planned for Friday, December 2 from 3:00 – 5:50 p.m at the Annual Meeting to discuss the issues regarding individual athlete sponsorships, corporate sponsorships, the IAAF rules and regulations and what drives them.

MARKETING ACTIVITIES AND THE MSI RELATIONSHIP **Jill Geer**

A detailed report outlining the progress with MSI was sent to the board prior to the meeting. Main focus on the sponsorship side at this point is to strengthen and repair relationships we already have.

BMW - Relationship is in good shape

Nike – Geer and Siegel of MSI, Inc. met in NYC with Nike on Sunday. Had a productive meeting, they mentioned that they are happy that we are communicating with them. They expressed enthusiasm for our branding campaign and a desire to help us out.

Visa – Proactively Siegel of MSI, Inc. wants to meet with Visa ASAP as their contract is up for renewal in January. Planning to meet with them in January and we are optimistic.

P & G – Siegel and Geer met with Gillette, it was a productive meeting.

Nationwide Insurance –Max to have a follow up call next week, a draft agreement was sent a couple of months ago, we want to wrap this up sooner than later.

MEETING ADJOURNED – 6:10 p.m. Eastern Standard Time

NOVEMBER 9, 2011 MOTION SUMMARY:

MOTION (Hersh) to approve the resolution circulated by McNees. **APPROVED (Motion attached to minutes)**

MOTION: (Wickens) - Approve the October 1, 2011 meeting minutes as published, with the following adjustment: Motion to increase athlete participation from 20 – 25% was withdrawn, this amendment was not withdrawn. **APPROVED**

MOTION: (Taylor) Approve the October 5, 2011 meeting minutes as published. **APPROVED**