

**USATF BOARD OF DIRECTORS MEETING  
CONFERENCE CALL  
Wednesday, March 21, 2012 - 4:00 p.m. – 6:00 p.m.**

**ATTENDANCE:** Stephanie Hightower, Philip Dunn, Kim Haines, Dr. Evie Dennis, Ken Taylor, Elizabeth Phillips, Bob Hersh, Aretha Thurmond, Willie Banks, Jeff Darman, Steve Miller, Mickey Carter, Jackie Joyner-Kersey **Absent:** Darlene Hickman (non-voting Secretary), Eve Wright

**USATF Staff:** Mike McNeese, Jill Geer, Gina Miller, Benita Fitzgerald Mosley, Norman Wain, Lynn Taeger

**Guest:** Christina Corl

Meeting was called to order at 4:13 p.m. Eastern Time

**Chairman/President's Report**

**Stephanie Hightower**

**Indoor World Championships - Istanbul, Turkey**

World Champs was fantastic, our athletes performed outstanding, it was a great opportunity to get our athletes psyched and ready for the Olympic trials. Stephanie had a conversation with the new IAAF CEO, Essar Gabriel; he wants to work close with USATF to have more IAAF Events in the US. Essar assured Stephanie that he will work directly with the board and the national office to plan any events in the US going forward.

**CEO Search Committee:**

The search committee met on Monday, March 19 and they have chosen PMM Agency as the search firm for the new CEO. The job description will be finalized and posted by the end of this week. Interviews will still be conducted on Friday, April 13, prior to the retreat in Colorado.

**Olympic Trials Board Meeting**

The board meeting will take place on Tuesday, June 26, in Eugene, OR; start time is approximately 10:00 a.m. PT. Please begin to make your travel plans accordingly.

**Finance Report**

**Ken Taylor**

**Alumni Association Budget Report**

The board discussed having activities for the Alumni Association in Eugene during the Olympic Trials. Ken has reviewed, approved and submitted a budget for these activities to the budget committee. Budget was also submitted to the Board of Directors and to date he has received no questions or comments.

**Motion (Taylor):** Approve the adoption and revision to the 2012 budget to include \$49,970 for the Alumni Association. **APPROVED**

Stephanie wants to be sure that a point person from the national office is designated to work with Sharieffa Barksdale on the planned activities for the alumni. Have the point person schedule a conference call in the next week with Stephanie, Willie, Sharieffa and whoever Sharieffa may want on the call.

## **Committee Reports**

### **Audit**

**Kim Haines**

The Audit Committee is meeting with external auditors on June 15, 2012 in Indianapolis, IN

### **Operations**

**Willie Banks**

Willie is hoping to have a meeting in conjunction with the retreat, but if not, they will have a meeting the second week of April.

### **Management**

**Steve Miller**

Management Committee has had a couple of meetings which have been based on the bid process. We talked about the indoor meet and the outdoor strategy of bidding. Trying to mitigate our risk as it relates to expenses. The indoor meet was awarded to Albuquerque again for 2013.

Mike McNees added, the biggest obstacle we have for these events is lack of bidders. Mike will be attending the National Association of Sports Commissions (NASC) Annual Meeting in Hartford, CT in April which will take on the process of grooming bidders. This event will put NGB's, with visitors bureaus and sports corporations from all over the country. This will help try to build interest and get some of the bigger cities interested in some of these events. We have to develop a bigger pool, otherwise we bounce back and forth from the same cities and we don't make any gains.

### **Strategic Positioning**

**Deena Kastor**

Strategic Positioning has been waiting for the board retreat to take place so that they can get some priorities in line and begin to start working with Jill and Max to see how they can help with their mission and get some clear direction on where we want to go with our strategic positioning and implementing the current Strategic Plan.

## **Interim CEO Report**

**Mike McNees**

Junior and Senior Cross Country teams were sent to the North American Caribbean and Central American Cross Country Championships (NACAC). We swept gold in all four competitions, men, women, junior and senior. It's a good international competition and good experience for our athletes.

Another big event was the Master Indoor Championships in Bloomington, IN. It was a highly successful event.

We have reconciled the performance pool funding for 2011 with the USOC. Every year we go through a process of sorting out where the money went and making some adjustments in categories and being accountable for everything that was spent under the USOC performance funding. The process has been closed out and the final amendments have been executed.

### **Board of Director Working Calendar**

A master calendar has been created for the board that is board specific. Please send Lynn any events you would like to add, etc. so that this is a good working resource for everyone.

### **Integrated Marketing & Communications Update Jill Geer**

Stephanie wants to be sure we are engaging the athletes and athlete alumni with our sponsors for the Olympic Trials. We need to be proactive on working on the front end, time is of the essence.

Max Siegel has been active in working with Benita and the AAC leadership to be more strategic and proactive in working as a single unit as it pertains to athlete revenue opportunities and how we collectively market athletes in the sport. We are working on putting together a collective strategic plan between the athletes and USATF.

Membership activation at Calle Ocho was more of an experience of reaching out to the Hispanic community. Diversity in our sport is something that we take for granted since we have so much of it but this has opened up our eyes to become more diverse in more categories.

### **General Counsel**

**Norman Wain**

We have 100% compliance from the board on the conflict of interest reporting, it is complete for 2012. We are almost done with the rest of the volunteer staff for USATF, Larry and I are trying to synchronize compliance dates for the conflict of interest reporting.

### **First Quarter Grievance Report**

A first quarter grievance report was submitted.

### **Illinois vs Indiana Association**

This issue stems from 2005, as we track down all the information it seems a second panel remanding it for the board to basically say to go ahead and hear the case on the merits.

**MOTION (Wain):** Accept the NABR panel's recommendation that the Illinois v. Indiana grievance be remanded to a third NABR panel for resolution on the merits. **APPROVED**

### **Ethics Committee athlete member addition**

The board was given a resume on new athlete representative John Honerkamp who was recommended to the Ethics Committee by John Drummond.

**MOTION (Hightower):** Approve the Board Chair's recommendation of John Honerkamp (athlete) for placement on the ethics committee. **APPROVED**

### **Approval of the February 24 – 25 Meeting Minutes:**

**MOTION (Hightower):** Approve February 24 – 25, 2012 meeting minutes submitted. **APPROVED**

The board of directors entered Executive Session at 5:08 p.m. Eastern Time

**SUMMARY OF MOTIONS:**

**Motion (Taylor):** Approve the adoption and revision to the 2012 budget to include \$49,970 for the Alumni Association. **APPROVED**

**MOTION (Wain):** Accept the NABR panel's recommendation that the Illinois v. Indiana grievance be remanded to a third NABR panel for resolution on the merits. **APPROVED**

**MOTION (Hightower):** Approve the Board Chair's recommendation of John Honerkamp (athlete) for placement on the ethics committee. **APPROVED**