



**U.S. Biathlon Association, Board of Directors Meeting
9:00 A.M. October 12, 2019
Meeting Minutes, Submitted by Art Stegen, Secretary**

I. Call to Order

Co-Chairman, Bill Alford called to order the meeting of Board of Directors of the U.S. Biathlon Association at Park City, UT, October 12, 2019 at 9:00 A.M.

II. Roll Call

Members of the Board of Directors present for the meeting were: Bill Alford, Bob Hall, Art Stegen, Phyllis Jalbert, Sarah Konrad, Halley Steward, Sara Hall, Susan Miller, Hap Barkely, Brian Noyes, Dexter Payne and Jerry Baltzell. Also attending the meeting were CEO/President Max Cobb, Lowell Bailey, Tom Kelly, with Tim Burke joining the meeting via teleconference call. Colin Hilton also joined the meeting, leaving following his presentation. The members present represented a quorum.

III. Opening Remarks

Bob Hall welcomed the members and thanked them for their attendance. He then gave the floor to Colin Hilton who had earlier provided a tour of new resident facilities. He reviewed the plan for the \$40 million 10-year plan to improve the facilities at the Park City Olympic Park.

Bob Hall then reviewed the agenda for the meeting and asked for approval of the minutes from the previous meeting with a motion which was seconded and approved. Bob welcomed new Board member Brian Noyes and regretfully announced that Jim Page, who served as an independent director for 4 years has decided to resign for personal reasons. He mentioned the recent publication of Art Stegen's book about the development of biathlon in the United States and thanked him for his efforts. He then requested that Max Cobb present his report to the members.

IV. CEO/President's Remarks

Max Cobb began his report by reviewing the Strategic Planning Session facilitated by the USOPC and held in New York City. The draft plan began with a membership survey that included demographics, values of membership, and strategic focus areas. The survey of 850 received 150 responses. The planning session included discussion on proposed revisions to the mission statements, guiding principles, and priorities. Following a discussion among the members, some who were not part of the session in New York City concerning the wording and focus of the mission statement and guiding principles which resulted in general agreement. The staff will follow up with meeting in Lake Placid during November for additional strategic planning with detailed

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and target outcomes through 2026. Then another review with feedback from the Board of Directors will occur with final presentation via rollout communications, materials, print media and social media to share the plan with the membership and public.

Max asked Lowell Bailey to review High Performance plans and activities. Lowell notified the members that the team was in the final training stage for the up-coming season with fall trials, and pre international competition training in Austria. He explained that the roles of the team staff which now includes a new men's coach from Norway, Vegard Bitnes. He reviewed National Guard collaboration and on-going technical projects that include continued testing in Europe, Austria and Germany. He announced that the Coach App is in development and that USOPC's valuable support continues, including data conference, SAM project, athlete services and visits, medical support.

He related additional information concerning venue development at Lake Placid, Craftsbury and new planning for Soldier Hollow. He had Tim Burke update the Board on junior development with the renamed Junior National Team and the regional training camps for those athletes and other juniors.

Continuing his report Max asked Tom Kelly to provide an assessment of communications and public relations. Tom's main points are to grow a public footprint, stakeholder communications, the role of staff and partnerships. He mentioned the key messages are uniqueness, underdog status, development for the future, showcasing the sport and its media popularity in Europe, sport family, heritage, and the physical challenges and marksmanship. He has developed seven "buckets" of information for social media.

Max informed the members that the U.S. Biathlon Foundation now has 6 members who have pledged \$25,000 for 6 years and the next meeting of the Foundation will take place in Salzburg, Austria during the time of the World Championships at Antholz, Italy. In other organizational updates he indicated that staffing towards filling the Chief of Operations is taking place and that the current organizational structure is under review. Marketing and fund-raising planning is taking place with developing a package, size and product for target opportunities.

A discussion about finance and the budget followed which revealed that the season ended running a surplus. Cash flow reports are still needed from the auditor which has been delayed due to a change of auditors. The Finance committee will now meet quarterly. A motion to approve the budget was made, seconded and passed.

Concerning IBU/USOPC matters Max told the members that the IBU Congress was to meet the following week and a vote will be taken on the new IBU Constitution and the Strategic Plan. A report from the Integrity unit and Vetting panel review will also take place. There is a new Secretary General and new headquarters with the IBU in a strong financial position and new agreements being negotiated.

The USOPC has installed new leadership in many positions, however the Athletes Advisory Committee is unsettled and the organization is facing new Congressional

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legislation and settlement of lawsuits. There is intense focus on compliance and safe sport issues. The relations with USBA staff and support at the OTC in Lake Placid has been excellent. Upgrading the facilities at the competition sites in Lake Placid is on-going.

There is now a vacancy on the Board of Directors for an Independent Director with the anticipation that it may be filled at the Annual Meeting. Sean Doherty has been elected as the replacement for Lowell Bailey as an Athlete Representative on the Board of Directors.

V. Athlete's Report

Haley Stewart and Sara Hall reported that there is interest from the athletes for involvement and need to understand committee roles and expectations. Concerning the recent election for the vacancy created by Lowell Bailey's movement his new position, there were many candidates and a 71% participation rate of both active and retired athletes in the voting. Sean Doherty was elected to the 2½ year term. The work on an Athletes Contract agreement is continuing and there is interest in developing a maternity policy. As the World University Games is scheduled for Lake Placid January 14-22nd, the athletes feel this is a good opportunity for international junior and young senior participation along with the upcoming Youth Olympic Games.

VI. Committee Reports

The International Competition Committee requested approval of the International Junior criteria. A motion was made, seconded and approved.

The Safety Committee asked for approval of the recently distributed revised Safety policy. A motion was made, seconded and approved.

The Finance Committee reported that the 2018 Audit review did not meet the objectives and was \$300,000 less than budgeted, however it appears that the budget is now back on track with a report for the Board to follow.

A review of all committee assignments and changes will be made before the next meeting.

VII. New Business

Board members were invited to attend the World Cup at Ruhpolding, Germany January 16-19 with blocked rooms and tickets. The group will stay in nearby Salzburg, Austria.

The Annual Meeting will be held during the National Championships in Montana in March. The BOD will hold a conference call meeting for December 18, 2019.

The meeting was adjourned at 3:35 P.M.