

UNITED STATES LUGE ASSOCIATION

Board of Directors
Saturday, August 23, 2014
Lake Placid Convention Center, Lake Placid, NY

Members Present: Dwight Bell, Erin Warren, Mary Ann Deignan, Adam Berlew, Paul Baribault, Brian Martin, Julia Clukey, Chris Mazdzer, Pete Gillwald, Jeff Stratton

Staff Present: Jim Leahy, Gordy Sheer, Mark Grimmette, Amy Chapin,

Guests Present: Ron Rossi, Frank Masley, Terrance Burns, Svein Romstad, Claire DelNegro

Call to Order: Mr. Dwight Bell called the meeting to Order at 9:06AM

Mr. Bell welcomed the Board and Guests to Lake Placid and acknowledged that everyone was present. He also thanked the Board for attending the reception hosted by ORDA and the Regional Office of Sustainable Tourism at the Ski Jump Venue the previous night.

Approval of Minutes of: From teleconference meeting on July 17, 2014 and July 24, 2014

Motion to Approve by Ms. Julia Clukey, 2nd by Ms. Mary Ann Deignan
All in Favor, None Opposed, Motion Passes

USLA Update: Mr. Jim Leahy

Mr. Leahy gave an update on the current progress of USA Luge. He also shared with the board the findings of a report prepared by TSE Consulting called "A review of Options and Procedures Related to Office Location". He also discussed his various meetings with the Olympic Regional Development Authority (ORDA) as well as the local business and political leaders in the Lake Placid and the North Country Region. After a lengthy discussion and for the purpose of time, Mr. Bell suggested that the Board create a Working Group to further review the report presented by Mr. Leahy. Further discussion ensued regarding additional items to be considered as it relates to this topic. It was suggested that an articulate plan including our partners at ORDA and the USOC be considered as part of any strategic plan.

Motion to form a Working Group consisting of: Terrance Burns (Chair). Adam Berlew, An athlete to be chosen by the Athletes, and one additional member to be recommended by Mr. Bell and Mr. Leahy.

Motion made by Mr. Chris Mazdzer, 2nd by Mr. Paul Baribault
All in Favor, None Opposed, Motion Passes

Financial Report: Ms. Erin Warren, Mr. Leahy

Ms. Warren gave an overview of the Budget changes since the start of the USLA fiscal year (July 1). Ms. Warren stated the revenue generation was a critical concern and that expense triggers would need to be enacted if projections are not met. Ms. Warren also stated that her committee was reviewing financial information for the last several years to better understand how the committee can make an impact moving forward.

Ms. Warren also reported that the Finance and Compensation Committee has been working on a recommendation for the renewal of Mr. Leahy's contract. The committee will pass the recommendation to Mr. Bell for Board approval for the September meeting.

Ms. Warren finished her report with a need for the Board to focus on the revenue need.

Staff Updates: Mr. Mark Grimmette & Mr. Gordy Sheer

Mr. Grimmette gave an overview of Athlete Programs including:

- Recruitment/Slider Search
- Development Team Structure
- National Teams – Elite Athlete Health Profile and the USOC’s relationship with our athletes
- Lake Placid/Park City Facilities and the need for a start ramp and workshop in both locations
- Medal Potential – the use of analytics for development – the USOC is looking for 2 medals from USLA in Korea
- Track Time – our needs vs. what is available
- USOC Funding Philosophy
- Pipeline development
- Use of Empirical data for determining success

Mr. Grimmette updated the following as it relates to our Technical Programs:

- Active Projects
- Assessing bottleneck and finding additional technical partners
- Dow Chemical
- Data development using ipads for instant feedback at tracks

Mr. Sheer updated and discussion ensued on the following topics

- Norton – ways to engage them as it relates to technology
- Dow – their continued support on the technical side
- CAD – donation of software from a new supplier
- Team World Wide – renewed contract for 4 years with a slight increase and an additional cash component for purchase of a new van
- GM – Working toward a deal on a van
- North Country Properties – continuing to work with Bernard Dayan as a personal sponsor
- Executive Summit – scheduled for September 20th
- Athlete Appearances
- ORDA – the inclusion of Luge in their Olympic Passport Program
- Avalanche – will be leaving North American market – we will need to find a new jacket sponsor next year. We have opened discussions with North Face. We will also go back to Under Armour although they did pass on the USLA for this season.
- World Cup in LP on December 5 & 6 and will be televised live in Europe
- U-Haul – USA Luge will be displayed on the side of one!
- Speed Suits – Valiant will be doing the suits again this year
- Indiegogo Campaign set to launch with a goal of \$20k
- Potential November Fundraiser event in NY
- Park City Fundraiser event during Sundance

FIL Update: Mr. Svein Romstad, General Secretary, FIL & Ms. Claire DelNegro, VP Sport, FIL

Mr. Romstad gave an overview of the recent FIL Congress. He stated that during the Congress the election of a new slate of Executive Board members were appointed. Mr. Romstad and Ms. DelNegro were each elected to four year terms. He pointed out that the new FIL Executive Board reduced the

number of Executive Board members from 11 to 8. Their election, along with Mr. Ed Moffat of Canada, gives North America great representation moving forward.

Mr. Romstad touched on the following:

- The FIL is working with the IOC on the integration of an athlete rep on the IOC Board. Mr. Chris Mazdzer is the Athlete Representative on the FIL Board.
- Adidas sponsorship
- Update on 2018 PyeongChang, Korea Olympic Games.
- 2022 Winter Olympics – Many of the bid cities have dropped out – remaining bids include Kazakhstan, Norway and China.
- An IOC overview
- North American Sponsors for the FIL. None presently.

Ms. DelNegro commented on the following:

The FIL is dependent on the Olympic Games for a large portion of their revenue. Luge has been named a Core sport for the Games. The FIL is looking forward to Games in the Asian block but it will come with some challenges. She stated that the FIL is focused on keeping luge tracks viable. She told the Board to feel free to use her and Mr. Romstad to assist in any matters concerning the FIL. She thanked the Board for inviting her and Mr. Romstad to give a report.

National Team Committee (NTC) Update: Mr. Frank Masley, Chairperson of the NTC

Mr. Masley updated the Board on the new members of this committee. He stated that there are a number of USLA Policies that need to be re-written or modified. The committee has been charged with reviewing USLA Policies and making recommendations to this Board for approval.

The following policies were discussed:

Statement of Responsibility

Equipment

Athlete Stipend/EAHI

The proposed policy changes for the Statement of Responsibility were discussed at length. The Board asked the Mr. Masley to make some changes to the policy and come back with the recommended changes for the September Board call.

The proposed Athlete Stipend/EAHI (Athlete Direct Athlete Support) Policy as well as the Equipment Policy was discussed. With no further discussion Mr. Bell asked for a motion to approve.

Motion to Approve the Athlete Stipend and Equipment Policy by Mr. Adam Berlew, 2nd by Ms. Mary Ann Deignan
All in Favor, None Opposed, Motion Passes

At this time Mr. Bell noted the time at 1:15PM. The Annual Meeting of Members is scheduled for 1:30PM. With no other voting business to discuss, Mr. Bell asked for a motion to adjourn so that the Board could move on to the Annual Members Meeting.

Motion made by Mr. Jeff Stratton. 2nd by Mr. Pete Gillwald
All in Favor, None Opposed, Motion Passes