

UNITED STATES LUGE ASSOCIATION

Board of Directors
December 15, 2014
Teleconference

Members Present: Dwight Bell, Mary Ann Deignan, Terrence Burns, Julia Clukey, Chris Mazdzer

Members Absent: Paul Baribault, Adam Berlew, Pete Gillwald, Brian Martin, Jeff Stratton, Erin Warren

Staff Present: Jim Leahy, Amy Chapin

Guests Present: Gerry Tate

Call to Order: Mr. Dwight Bell called the meeting to Order at 2:36PM noting that there is a quorum of the members and athlete representation.

Mr. Bell congratulated the athletes on a successful start to the season. He asked Mr. Mazdzer and Ms. Julia Clukey to pass the Board's congratulations to the rest of the team.

Approval of October 28, 2014 Minutes

Motion to Approve by Mr. Chris Mazdzer, 2nd by Mr. Terrence Burns
All in Favor, None Opposed, Motion Passes

Promotional Video by Adore Creative: Mr. Jim Leahy noted that Mr. Mazdzer, Mr. Burns, Ms. Erin Hamlin, Mr. Gordy Sheer and Mr. Bell have seen a draft of the video being done by Adore Creative of Los Angeles. He stated that the feedback he received from all was forwarded to the video crew for some modest changes and hoped to see a final version prior to the Christmas Holiday. Mr. Leahy thanked Board Member, Mr. Terrence Burns, for all his efforts putting us in touch with Adore Creative. He further thanked the athletes for their help, support and cooperation over several long days of filming. Mr. Leahy also noted for the record that the value-in-kind for this video will exceed \$50k.

Mr. Burns suggested that once the project is complete the USLA must recognize and give credit to all parties involved in the production of this important marketing tool.

USOC

Mr. Leahy commented that during the World Cup week in Lake Placid several USOC representatives were present. He reported that the High Performance team at the USOC are very happy with our results and made a point to congratulate the USLA and our athletes for their performances to date.

Approval of USLFF Bylaw changes to Chapter 6 (approved by USLFF on Oct. 29):

Procedurally all USLFF Bylaw changes must be approved by the USLA BOD. The USLFF has asked the USLA Board to approve a Bylaw change recently approved by the USLFF allowing their trustees to initiate an action without a meeting.

Motion to Approve by Mr. Mazdzer, 2nd by Mr. Burns
All in Favor, None Opposed, Motion Passes

Presentation & Discussion of the revised 2014-2015 Operating Budget: Mr. Bell noted that as a reminder this Board must approve all budget changes.

The budget approved in August had revenue/income projections that have not been realized. On November 6, Mr. Leahy sent to the board a revision of that budget re-forecasting the \$600k sponsorship revenue number to an adjusted \$400K.

In the most recent budget revision sent to the board on December 2, the budget still shows a gap of approximately \$179K.

The following expense triggers will need to be made:

1. SNT Winter Trip – we will scale back on athletes attending World Cup Events – one of the two doubles teams will not travel. This creates a savings.
2. JNT Winter Trip – We will only complete in three events in the winter, by- passing two other events, and take only 4 athletes and 2 coaches. We will attend the International Training week in Lillehammer, the Lillehammer Jr. World Championships and the World Cup event in Oberhof. We will not attend JWC in Igls and Winterberg. We will increase the self funding from those four athletes by \$3700 each. It will be communicated that if any additional Junior Athlete would like to participate he/she will need to pay full cost, which will be approx. \$6,200 each.
3. Not pay off the \$80K Line of Credit

Based on these cuts, Mr. Leahy believes we will be able to balance the budget. He noted that we may have some cash flow issues, but we will address those issues at a later time. He also noted that although these cuts are not what we all wanted, they must be approved.

After a lengthy discussion Mr. Bell Dwight asked for a motion to approve these changes. He further stated that it is important for us as an organization to operate within our means.

Motion to approve the Revised Budget, with the note that any additional revenue acquired be reinvested in towards additional athletes attending the Jr. Winter Trip.

Motion to Approve by Mr. Burns, 2nd by Mr. Mazdzer
All in Favor, None Opposed, Motion Passes

Presentation & Review of the 2014-2015 USLA Business Plan

Mr. Leahy explained that he put forth this plan to the Board so that they can get a better understanding of the mission of the USLA and how each board member can contribute to the future success of the organization.

Mr. Bell opened the floor for comments and or suggestions.

Discussion ensued regarding this document, including some of the following:

- How do we capitalize in the short term on our recent success?
- Strategies to keep the focus on our athletes even while they are sliding in Europe
- Increased use of Social Media for fundraising
- Establish connections to luge to those people who don't have connections to luge

Mr. Bell pointed out that with the recent IOC/PyeongChang venue issues there are real threats to our sport – sustainability and legacy of venues. He further stated that all members of the Board need to be aware of this and other forces at work.

The conversation circled back to the need to establish contacts and leads with potential business or personal sponsors. Once we make contacts and have established relationships folks tend to stay with us. The BOD is urged to come up with ideas for contacts and introductions in this vein.

Mr. Leahy stated that he welcomes any feedback on the Business Plan.

The BOD retired to Executive Session at 3:55PM for discussion of the final agenda item:

Review of the CEO bonus for the 2013-2014