



USLA Board Meeting

Teleconference

Wednesday, April 12, 2017

Minutes

Members Present: Mr. Dwight Bell, Ms. Erin Warren, Mr. Chris Mazdzer, Mr. Matt Mortensen, Ms. Julia Clukey, Mr. Paul Baribault, Mr. Adam Berlew, Mr. Terrence Burns, Mr. Don Simkin, Mr. Pete Gillwald

Members Absent: Ms. Mary Ann Deignan

Staff Present: Mr. Jim Leahy, Ms. Beverly Detwiler

Call to Order: The meeting was called to order at 5:37 PM

Approval of Minutes: Mr. Bell asked the Board to approve the minutes from January 12, 2017 conference call.

Motion to Approve Minutes of January 12, 2017 Mr. Terrence Burns/ Ms. Erin Warren
Motion PASSED.

CEO Report: Mr. Jim Leahy

Mr. Leahy reported the following season highlights:

SNT

This past season we continued our success. We won 11 World Cup medals and 3 World Championship medals. The 3 medals at Worlds was a USA Luge team record and it showed the USOC and the international community that we can deliver in the big races.

In the past couple of years we struggled with our doubles team. This year the doubles team of Mortensen/Terdiman finished 3rd overall in World Cup standings.

We have completed all of our exit interviews with our athletes. We'll have a very aggressive summer time program. Most athletes are continuing to work out in town with strength and conditioning program. The team will be in Colorado Springs from May 15-20 for a camp. Whitewater rafting and rock climbing will be included.

JNT

The Junior National Team season was a breakthrough success for some athletes and a steep learning curve for others. The composition of the team was roughly 50/50 mixture of returning veteran athletes and C Team athletes who were traveling to Europe for the first time. We sent the team to Europe in December to get two weeks of training in Igls and Koenigssee. This allowed all athletes, experienced and new alike, the opportunity to bank a weeks' worth of runs at each track in a low pressure, learning environment that will pay dividends in the future.

Some of our highlights of the season included:

- Brittney Arndt had a breakthrough season moving up from the Youth category and racing a full season in the Junior ranks. She won the 2nd WC of the season in Calgary and finished 4th overall for the season.
- The doubles team of Dana Kellogg and Duncan Segger traveled their first full season on the circuit in only their 2nd year together as a doubles team. With limited race week runs, they were quick learners and were able to compete in all Youth Doubles WC races from their respective starts and went on to become overall Youth Doubles World Cup Champions for the season.
- Thanks to a string of consistent finishes, Ashley Farquharson raced to 3rd place overall for the season in the Youth Women's category.
- For the first time in a while several C Team athletes traveled this year and gained valuable first time experience on several European tracks.
- Coaching remained consistent, which I believe creates some stability in the program.

Natural Track

This past season with the FIL help we sent two athletes and a coach to two World Cup events in Europe. I have a commitment from the FIL to subsidize these athletes next season for additional races.

We also just completed in early March a weeklong camp with the Upper Peninsula Club in Negaunee Michigan that was subsidized 50/50 by USA Luge and the FIL. Twenty kids between the ages of 9-16 took part in the clinic. Fred Anderson, President of the UP Club was very happy with how everything went.

TV Broadcast

This season we broadcast 5 races. Lake Placid, Vancouver, Park City, Innsbruck and PyeongChang. We also broadcast the highlights from our race in Altenberg. As you all know we were honored to take part in the launch of the Olympic Channel with a live NBC broadcast of our women from Park City.

We established a record high viewership for our sport in the US....our total viewership exceeded 3M.

Live Streaming

Second season for streaming World Cup races.

This season:

- 2.2M minutes of video was viewed
- 92% increase in viewership from year 1 due to not geo-blocking Germany and Austria
- Average viewer watch for 61 minutes

- 50% watch from mobile & tablet devices. Less are watching from desk top/ lap top computers
- Rank in viewership – 1. USA, 2. Germany, 3. Russia, 4. Latvia, 5. Canada
- 63% of streaming fans were males, 37% female

Social Media

Face book performance

- Pick up an additional 3k likes. Current likes exceed 18k
- We had over 72k engaged users
- Total reach was 1.2M with over 2.7M impressions
- Our videos were viewed by 100k
- Interestingly 68% of our fans are women compared to 32% men

Twitter

- We have 7.2k followers
- Created 340k impressions
- We initiated 194 tweets and 303 retweets

Instagram

- 124 posts
- 937 followers 40k impressions

Technical

Currently we are working with Norton/Dow on a steel coatings project. We presented the importance of this project to the USOC and will receive funding to move the project forward. We are already a couple of months into this project.

Sponsorship

Hopefully you all read that we signed a two year deal with White Castle. They are now the title sponsor of our slider search. We will be kicking off the slider search season in Columbus OH on May 13-14. There is a potential of a 8 city tour but dates and cities are still being worked out between White Castel and USA Luge.

Safe Sport

I'd like to report that we are now in complete compliance via Safe Sport. Information on the Center of SafeSport and our own SafeSport Handbook are posted on our website. We have also paid our prorated NGB share of the first year's premium.

Boy Scout Wheel Track

Currently plans have been drawn up to build a mile long wheel track at the Boy Scouts Jamboree property in West Virginia. Currently two parents of athletes in the program...Brett West and Bob Germaine have been working in conjunction us and the scouts to design the track with a German designer. Cost estimates are still being determined. The Boy Scouts of America are very excited about the project and are in the planning stages of determining a fundraising strategy. There will be more to come on this initiative in future meetings.

HQ

Over the last several months USA Luge, ORDA, USA Bobsled/Skeleton, Gilbaine, Architecture Plus and Dialae of Germany have been working on various designs with regards to our office and the sliding facility. The current plans have our current 8K sq. ft converted in technical and coaches space. An additional 5k of new space will be used for administration. The Sliding center will be approximately 37,000 sq. ft...making the new footprint 50k.

We have worked out all our revisions to the geometry of the tracks and I believe the new plan solves our issues. The next step is to get a pricing plan from Gilbaine with an estimate. From there we will meet with ORDA and the full project team for final input.

Athlete Reports: Mr. Chris Mazdzer, Mr. Matt Mortensen, Ms. Julia Clukey

Mr. Mazdzer reports a season of great results including many 4th and 5th places as well. He stated that the team is strong. He further stated that the athlete's believed there was a good game plan going into the season.

Mr. Mazdzer also addressed his attendance at the recent WADA Symposium as the lone representative from the FIL Executive Board. He believed it was very beneficial to meet with other federations and hear their plans for going into the games. He felt that WADA was on the right path to restore faith in the system.

Mr. Mazdzer finished by giving high praise to the Lake Placid track. He commented the track was the last track in the world to close for the season thus giving the team additional training and testing.

Mr. Mortensen reports athletes are in off season and May 8th is the start of official training.

Ms. Clukey had a question about the Olympic coaching staff which Mr. Leahy said would be covered in the May meeting.

Club Reports: Mr. Pete Gillwald, Mr. Don Simkin

Mr. Simkin reported that the Adirondack Club helped out and competed in the ESWG's. Their annual meeting was held on March 4, 2017. Tony Shimkonis was elected as president, Tom Rogers to vice president, Jennifer Elliott to secretary and Eric McKissick to Treasurer.

The club ran a "Try Luge" program this winter and hopes to do the same next year. He also stated that several ADK Club members travelled to Park City this March to compete in the Masters National Championships. He wanted to recognize and thank the Wasatch Club for all their assistance. He finished by indicating that some of the Master's competitors would like to take the national officials course to help out at races.

Mr. Gillwald reported that the Wasatch Club will have their annual meeting the 1st weekend in June. The club is finalizing their family participation payouts by which they distribute some club money to parents of athletes in the program. He stated that Master's National Championship was a great time. He finished by stating that the Wasatch Club is very proud of Juniors' Brittney Arndt and Ashley Farquharson for having a good season.

May 2017 in-person Board Meeting: Mr. Bell

Mr. Bell stated that the next meeting will take place at the Marriott in Colorado Springs. He stated that there will be a tour of the Colorado Springs training facility scheduled. He reminded all to book your room.

New Business:

Mr. Leahy reported the National Team Committee has approved the Olympic Staff Selection policy. He stated that the policy must be approved by the Board. Mr. Mortensen, who sits on the committee, briefly addressed the Board on the policy.

Mr. Bell asked the Board for a vote:

Motion to Approve the Olympic Staff Selection Policy as presented by the NTC.

Ms. Erin Warren/ Mr. Terrence Burns Motion PASSED.

Adjournment: The meeting was adjourned by Mr. Bell at 6:38PM