



USLA Board Meeting

Teleconference
January 12, 2017

Minutes

Members Present: Mr. Dwight Bell, Ms. Erin Warren, Mr. Chris Mazdzer, Mr. Matt Mortensen, Ms. Julia Clukey, Ms. Mary Ann Deignan, Mr. Adam Berlew, Mr. Don Simkin, Mr. Pete Gillwald

Members Absent: Mr. Paul Baribault, Mr. Terrence Burns

Staff Present: Mr. Jim Leahy, Ms. Amy Chapin, Mr. Gordy Sheer

Call to Order: The meeting was called to order at 5:35 PM

Introduction of Matt Mortensen – Mr. Bell welcomed Mr. Matt Mortensen to the Board as new AAC Representative.

Approval of Minutes: October 22, 2016 Board Call

Mr. Bell noted a procedural matter with regards to the minutes of October 22, 2016. The minutes reflected that Mr. Bell and Ms. Erin Warren, upon the instruction and approval of the Board, would present to Mr. Leahy the CEO bonus structure for 2016-2017. Upon approval by both parties an email confirmation was sent to the Board. Mr. Bell asked the Board for a formal approval so to be duly noted in the minutes. He thus asked for a motion to approve the minutes of the October 22 meeting as well as formally approving the CEO bonus structure.

Motion to Approve Minutes of October 22, 2016 Mr. Chris Mazdzer/ Mr. Don Simkin

Motion PASSED.

NOTE: Mr. Pete Gillwald abstained from this vote as he was not present at the Oct. 22 Meeting

Motion to Ratify 2016-2017 CEO Bonus Structure for Mr. Leahy Ms. Julia Clukey/Mr. Pete Gillwald/ Motion PASSED.

CEO Report: Mr. Jim Leahy

Mr. Leahy reported that both recent World Cups, Lake Placid held on Dec. 2 & 3, 2016 and Park City held on Dec. 16 & 17, 2016 went extremely well.

He reported a large contingent of USLA sponsors were on hand in Lake Placid and participated in numerous scheduled events including the USLA Executive Summit and the Athlete/Sponsor/Friend of USLA Luge Dinner.

The World Cup in Park City, which NBC aired the Women's Race Live, included a large contingent of USOC staff including Lisa Beard, Chief Marketing Officer. He also reported that our athletes won a combined eight (8) medals, three (3) in Lake Placid and five (5) in Park City.

Mr. Leahy reported that the Lake Placid World Cup gave the USLA the opportunity to announce via the NBCSN broadcast, and in honor of Frank Masley many contributions, the Boards approval of the Frank Masley Trophy that will be awarded to the winners of the Norton National Championships as well the formation of the USLA Hall of Fame of which Mr. Masley will be the first honored member. Frank's wife Donna, his three children, and numerous relatives and friends were in attendance for the Lake Placid World Cup. He also reported that the FIL General Secretary Svein Romstad presented a luge bronze statuette to the Masley family in honor of Frank's numerous contributions to the sport. He noted that this was only the third statuette ever presented by the FIL.

Mr. Leahy reported that the live NBC airing gave USA Luge some great exposure. We were honored to participate in the original program launch on the new Olympic Channel partnership between NBC, the USOC and the IOC. Our Women's Race from Park City was seen by close to 860,000 viewers on television and social media metrics showed very large spikes in digital engagement rankings that otherwise would not have been recognized.

Mr. Leahy gave an update on the progress of the new facility. He first reported that Ted Blazer, CEO of ORDA, announced his retirement effective in February, but was assured that our project was a priority of the Governor and thus will be a priority of his successor. He further reported that there is no change in the current project manager and that the design and planning team is in place.

Mr. Leahy gave a brief update on the progress of the Junior National team and the remaining five events on this year's schedule. He also reported that Team Worldwide had committed dollars to help fund some of the athletes to reduce the financial burden borne by the parents. He went on to report that USLA was sending two Natural Track athletes, as well as a coach, all from the Upper Peninsula Club to participate in a Natural Track World Cup event in Italy. The USLA is receiving funding from the FIL. He also stated that the USLA and the Canadian Luge Association is working with the FIL to establish several Natural Track clinics in North America to reach young sliders between the ages of 9 to 12. The USLA will work with the Upper Peninsula Club to help facilitate this initiative.

Finally, he reported that at the request of our auditors, McSoley McCoy an appraisal of the fair market rent value of our existing office structure was recently completed by Merrill L. Thomas, Inc. of Lake Placid.

Board Giving Campaign: Mr. Jim Leahy

Mr. Leahy reiterated that per the current approved budget has a *Give or Get* line item in the current fiscal year budget. He reported that we currently stand at 40% of our goal.

Mr. Bell added that Mr. Ray Wierzbicki, the new President of the Foundation, is working with his trustees to institute a similar policy for the USLF.

PyeongChang 2018: Mr. Jim Leahy

Mr. Leahy reported that he, Mr. Mark Grimmette, and Team Manager Mr. Keith Younger traveled to PyeongChang as part of USOC planning trip this past October. He reported that they visited multiple Olympic venues, including the Alpensia Sliding Center. They also visited numerous potential housing sites. The FIL have scheduled a week of international training followed by a World Cup slated for February 15-19. Mr. Grimmette will be back on the ground at that time and will be accompanied by a number of USOC staff.

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

Mr. Mazdzer reported that the team is halfway through season and he stated that the team has had some great results. He felt that overall things were going well. He felt that the communication between athletes and coaching staff is good. He also gave a report on PyeongChang as a participant in the recent homologation of the track back in October.

Mr. Mortensen added that the coaching staff is working out well and he felt the communication is good and the team was cohesive and is building off each other's success.

Ms. Clukey reported that she is attending the upcoming AAC meeting and is expected to hear a report on the Russian Doping scandal.

Mr. Leahy reported that Ms. Clukey has been nominated as IOC Woman of the Year and we all wish her luck. Just to be nominated is an honor and tribute to her contributions on and off the ice for all her work.

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

Mr. Simkin reported that sliding is underway in Lake Placid. He also reported as the new representative for the eastern clubs he is reaching out to them to get further updates.

Mr. Gillwald reported that the Wasatch Club has been sliding in Park City and felt that they were getting a good amount of ice time. He reported that the Wasatch Club is meeting in early February and new Board elections will take place. The club is also excited about hosting the Masters Competition this March as well as other local races.

Mr. Leahy took this opportunity to thank Mr. Gillwald for his service as the Race Director for the World Cup in Park City.

Discussion on May 2017 in-person Board Meeting: Mr. Bell

Mr. Bell proposed that for our upcoming May in-person meeting we shift the venue to Colorado Springs, home of the U.S. Olympic Committee. He felt that it will be a great experience for the Board to see the various venues that make up the home of the USOC. He recommended a target date of May 19-21. He will also reach out to the USLF to join us.

The Board overwhelming agreed.

New Business:

Mr. Leahy introduced Mr. Gordy Sheer to update on a project the USLA is working on in conjunction with the Boy Scouts of American. Mr. Sheer reported that the conversation began as a possible merit badge program and has currently morphed into a possible wheel track project at the Boy Scout facility in West Virginia. A plan is in place with a design team in the hopes of building a wheeled track for luge. He stated that the Scouts are placing a high priority on this project and will plan on a process to begin raising funds. The project, potentially estimated at \$5 Million dollars, will include a wheel luge facility as well as a housing venue that will be part of their Summit Resort Destination for kids.

Adjournment: The meeting was adjourned by Mr. Bell at 6:42PM