



USLA Board Meeting

Teleconference

Thursday, October 22, 2015

Minutes

Members Present: Mr. Dwight Bell, Ms. Erin Warren, Ms. Mary Ann Deignan, Mr. Terrence Burns, Mr. Paul Baribault, Ms. Julia Clukey, Mr. Chris Mazdzer, Mr. Jeff Stratton

Members Absent: Mr. Adam Berlew, Mr. Brian Martin, Mr. Pete Gillwald

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

Call to Order: The meeting was called to order by Mr. Dwight Bell at 5:07PM

Approval of Minutes: August 22, 2015 Board of Directors Meeting

Having no questions or clarifications, Mr. Bell called for a motion to accept the minutes of the August 22 meeting.

Motion to Approve Minutes of August 22, 2015 Mr. Jeff Stratton/Ms. Julia Clukey/Motion Carried

Board Giving Update – Ms. Mary Ann Deignan

Ms. Deignan explained/reiterated the themes of her Board Giving letter sent out to each Board member in the last several weeks. She emphasized the goals and expectations of what, we as a Board, must aspire to via fundraising from the Board on a “give” or “get” basis. Her feeling is that the Board must have an aggregate goal and reinforced the notion of 100% contribution. With no objection, the Board agreed with Ms. Deignan’ assessment and established the overall goal for the 2015-2016 season. Mr. Bell added that there will be a similar giving program for the United States Luge Foundation Trustees per his talks with the Foundation President, Mr. Gerry Tate.

RFP Review – Mr. Jim Leahy

Mr. Leahy stated that he is continuing dialogue with both Lake Placid and Park City. He addressed the most recent developments with regards to the NY State Regional Grant program that is pending with the State of New York. He also addressed his most recent conversations with current partners in Salt Lake/Park City.

Mr. Bell addressed the Board about his most recent participation with a number of North Country stakeholders in Albany about the feasibility of hosting a future Winter Game in the State of New York.

The Board discussed the need to establish a deadline. Mr. Leahy discussed the timing of State Funding issues in NY and Utah. He further stated that he has told both parties that USA Luge intention was to make some commitment by early Spring 2016.

World Cup Review – Mr. Jim Leahy

Mr. Leahy addressed his desire to see Board Representation at one or both events. Please contact the Office and he will make sure that you get the appropriate credentials. It's a good opportunity to not only see events but showcase luge to possible donors. Note the dates below:

Lake Placid – December 4-5, 2015

Salt Lake City - December 11-12, 2015

Athlete Report – Ms. Julia Clukey, Mr. Chris Mazdzer

Athletes have been on ice for just a couple of weeks so it's hard to have much specific information on sliding. A notable item to report is that the Athlete Reps met with Mr. Leahy and Mr. Mark Grimmette to discuss concerns they have. Most notable was equipment that is still missing or being worked on that is needed for the start of the season. Some of this is due to backlog with suppliers; however, athletes want to address creating a culture that ensures equipment is done on time. Ms. Clukey added training is going well and there is a positive attitude among the athletes. She added that there is a strong feeling that we are moving in the right direction. She also noted that the International Race schedule is very good for our US athletes this year.

General Discussion on Branding – Mr. Leahy, Mr. Gordy Sheer

From a branding standpoint we have four races this season on NBCSN. Our alignment with NBCSN is in very good position. Mr. Sheer addressed the recent announcement that Universal Sports is shuttering operations on November 16 and the major announcement out of ESPN about major staffing cuts at ESPN.

Dlyte – As detailed in the recent press release the other day Dlyte is an on line retailer and will provide USA Luge an opportunity to receive a cash percentage of gift card sales. It's a unique opportunity for USA Luge and he expressed his excitement about this new sponsor.

US Venture – Mr. Sheer has been working with this group for over a year. He discussed his upcoming meeting with them in Milwaukee the week of October 26.

Dow School Program – Mr. Sheer addressed a program initiative with Dow Chemical. We will be working with Dow engineers on a school visitation program. Dow is very interested to introduce Luge as a part of their presentation and are willing to have our athletes participate.

A general Board discussion took place on the branding document initiated and created by Mr. Terrance Burns. Mr. Sheer discussed the merits of this document and thanked Mr. Burns for his overall contribution.

Mr. Sheer finished his report discussing the future crowd sourcing campaign that will be launched in the near future. This campaign will focus on raising funds for our Junior National team programs.

New Business – No new business to report.

Next Meeting : Monday, December 14, 2015 at 5PM (eastern time)

Meeting was adjourned at 6:12PM