

Minutes
USA Triathlon Board of Directors
Hilton Omaha, Omaha, NE
August 11, 2017

Siff called the meeting to order at 8:02am CST August 11, 2017.

Board Members Present:

Staci Brode
Chuck Graziano
Susan Haag
Kevin Haas
Dave Kuendig
Jacqueline McCook
Joel Rosinbum
Barry Siff
Erin Storie

USAT Staff in Attendance:

Sharon Carns
Sandra Cook

Board Members Absent:

Ben Collins
Judge Jones

Brian D'Amico joined the meeting at 8:02am.

National Events Update

Siff introduced Brian D'Amico and his Race Director Role for Age Group National Championships. D'Amico went over event specifics and reviewed our National Championship owned Events including Duathlon National Championships, Collegiate, Youth and AGNC.

D'Amico and his team including Matt Reger, Kelsey Dolphin and Cody Crowther continue to work to enhance our events and foster relationships with the local communities as well as our athletes. We now have a USAT app with live tracking. All volunteers and police will have a pocket guide to help them help athletes.

Action Item: McCook asked for pocket guide. D'Amico stated he will drop some off for the Board.

Motion by McCook to go into executive session and seconded by Kuendig. Approved by unanimous voice vote at 8:17am.

Returned from Executive Session at 8:26am.

President's Opening Remarks:

Siff opened the meeting with a review of the agenda for the day. Siff then reviewed important priorities for the organization.

Membership: We need to be honest about our numbers which Haas will review during Treasurer's report.

Youth: High Priority and Meg Duncan is overseeing this program. Working with Tom Gildersleeve and Kids Triathlon. We also are working on a partnership with Nickelodeon.

High School: HS State Championships are taking place. With only 16 months, we already have 130 high school triathlon programs and more being requested.

NCAA: Kuendig key in bringing on Transylvania, our 15th institution. Momentum is getting stronger. Kuendig commented we needed a stronger presentation for the top 5 power conferences.

Rosinbum asked if there was any additional criteria over and above the 40 schools for NCAA? Siff responded that we should ask Tim Yount when he comes to the meeting.

Numbers: 251 active officials, 743 club numbers, 358 certified Race Directors, 2400+ certified coaches, Female membership end of July 2016 38.7%, end of July 2017 39.1%

High Performance: 19 Medals at World Para, Silver Medal at Mixed Team Relay in Hamburg, Gold Medal at Junior Men's CAMTRI. Siff noted that we are in the final MOU stages with Arizona State University to launch a collegiate men's program. It has become a challenge to have depth in World Cup /World Triathlon Series events due to the quantity of events taking place each year.

Marketing: Defeat Same Campaign, National Tri Week, USAT MultiZone

Recessed at 9:05am

Returned at 9:11am

Wien joined via Teleconference at 9:11am

Chuck Menke joined the meeting at 9:11am

Marketing and Communications Update:

Chuck Menke updated the board on the following key issues:

Marketing Campaign “Defeat Same”: targeted towards non-triathletes and enable USAT to get our message across digitally. Majority of the spend is on social media. Connecting via email to provide training plans.

McCook asked Menke what was the goal. Menke stated they are pretty happy with the metrics.

Action Item: Menke to provide web analytics and demo results.

Haas asked Menke if we will be able to track if they do races. Menke said that was Phase 2 of the campaign.

McCook recommended partnering with Race Director Community to feed athletes into the races.

National Triathlon Week goal was to increase mainstream awareness based on current triathletes’ interactions on social media. Kuendig asked how Menke decided which week. Menke said it was because that week had the most events of the year.

McCook said this was a big opportunity to get story lines from social media posts and follow for relateability.

Wien recommended giving coaches and RDs this week earlier so they can plan around it ahead of time. Menke said they would start to amp up earlier next year.

Multisport Zone: Redesigned and Board agreed it looked much better.

Nickelodeon: Working with Nickelodeon to be part of their worldwide day of Play. Reach up to 25 million families.

Menke and Wien left the meeting at 9:42am

Andy Schmitz joined the meeting at 9:42am

Performance Update:

Andy Schmitz updated the board on the following key issues:

Key New Variables:

Olympics:

- Dedicated WTS performance management staff – Ivan and Sara McClarty

- New medal event in Tokyo – Mixed Team Relay

- Modified Olympic quota system

- New point structure starting in 2018

Para:

- World Paratriathlon Events

- USA Development Team

2017 Goals:

Medals at major international competition

MTR included in Tokyo 2020

Increase para medal categories in 2020

Collegiate men's program

*College scholarships for men with high potential as triathletes

MTR/Domestique programs

"Test" Tokyo criteria in Pan America Games criteria development

Kuendig asked Schmitz about the men's stall versus the women's success. Schmitz says the continuity for males age 19-23 like the program they are developing at Arizona State is important for male success. The development time period to keep athletes in the sport versus leaving to go to another sport so they can get scholarships at school has created problems in male development. October 4th we will have a men's summit and look at these issues including how to improve and where are we falling short when it comes to our men's Olympic program.

Schmitz left the meeting at 10:09am.

Race Director Task Force Update:

Brode updated the board on the following key issues:

Race Director Task Force: Goal is to lay out the expectations for RDs as well as the education and consequences when not meeting sanctioning standards. One issue is how do we know if events are following and then what are we going to do about it. Task force is trying to figure that out.

Haag asked if there was a way to write an article, push it out via social media in order to educate athletes on what they should expect at a sanctioned race.

McCook says this should be part of our value proposition – expectations at a sanctioned race/USAT member.

Brode said we need to know what we are going to do and how we are going to do it before we can move forward.

Action Item: Siff said we needed to share the sanctioning form with the board for point of reference.

McCook recommended that we add additional people to the task force in addition to the race directors.

Haas said making USAT a strong quality brand with expectations is good for RDs.

Recess at 10:42am

Returned at 10:55am

Officials Task Force:

Siff wants to establish a working group that enables us to increase the number of officials. Scope of task force: Examine our officials program due to a lack of officials to ensure quality and safety of our events. Board agreed we should move forward with this.

Graziano to lead a task force to find a way to increase the number of officials.

President's Report continued:

Siff discussed:

Runners World interested in triathlon space

Sanctioning Platform – IT hopes to roll out faster process for testing on 9/1

Expo in a Box – We have learned from this but need to evaluate it's future.

Training Peaks Endurance Coaching Summit

Ironman / International Triathlon Union long distance rules – They are identical – we were asked why we aren't in alignment with IM/ITU long distance rules. Board discussed different options on why we should/should not roll out these rules. Need further discussion and need to involve

Charlie Crawford in our discussion on why we have the differences.

CAMTRI Youth Camp – Funded by the USOC and a great success

Penticton and Rotterdam upcoming ITU World Championships

Building Lease – Massage therapist signing a lease in our building.

Tim Yount joined the meeting at 11:25am

Operations Update:

Tim Yount thanked Barry for empowering the staff to continue to move forward absent a CEO and said it has been really good for the office. Yount also said he and the staff are excited for Rocky Harris, our new CEO to start.

Coaching Education – Evaluating locations and target where we have been successful
Online certification – Currently creating a program for this.

Swim/Bike/Run Week

Youth – Meg Duncan will be presenting to the American Camp Association with programming to enable camp programs summer 2018 and beyond, working with Tom Gildersleeve and Kids Triathlon

USA Swimming – Working on a joint newsletter

Girls on the Run – Working on developing an After school tri program in Denver. If successful, look to role out nationally.

Draft Legal camp

Team USA - Solid numbers for Rotterdam and Penticton. Plan to bring back age group captains at the events.

WIN – Women’s Initiative

High School Program

Collegiate Club – New California Rule could affect Colleges competing in Alabama.

RD Certification – Looking at Tempe next year with Art & Science

NCAA: Rosinbum asked if there were any other requirements over and above the 40 schools requirement. Yount said no.

Yount left the meeting at 12:15pm

Recess for Lunch at 12:15pm

Returned from Lunch at 1:15pm

Collegiate Club Rules Change:

Haas discussed the changes that the collegiate club commission recommended. Mixed Team Relay is now part of the scoring of the collegiate club rules.

Motion by Haas and seconded to accept the Collegiate Club Rules changes as recommended by the Collegiate Club Committee. Approved by unanimous voice vote.

Recess for Lunch at 12:30pm MST

Returned from Lunch at 1:17pm MST

Athlete Of the Year Banquet Resolution:

Graziano discussed the Athlete of the Year and Multisport Awards banquet and why we should bring it back. Board had general discussion about the importance of recognizing these athletes and using this opportunity to inspire others.

Motion by Graziano and seconded that USAT re-establish funding for the Athlete of the Year and Multisports Awards Banquet, commencing with the Age Group National Championship in Cleveland in 2018. Not approved 1 Yes, 8 No.

Action Item: Board recognizes the importance of these awards and would like our CEO to propose alternatives that give proper recognition to our Athletes of the Year and Multisport of the Year awards winners.

Wien joined the meeting at 1:43pm

Regions

Wien discussed the role of the regions and suggested the appointed volunteers refocus there efforts more on collaboration among the different stake holders. He also presented an idea to change the focus from 6 regions to a focus on local markets within

the 6 regions. Wien recommended and the Board concurred that Rocky will need to review the region structure and how to best move forward with our new structure aligning with a new strategic plan.

Wien left the meeting at 2:15pm

Anti Doping Resolution:

Motion by Graziano and seconded that the Board authorizes and directs the USAT Staff to develop and execute a program consistent with the full report of the Anti-Doping Task Force, to include:

1. An educational program for coaches, race directors, medical personnel and support staff, age group athletes and internal staff. Where applicable to be included in certification courses and have a CEU requirement for certification renewal;
2. A communications program to highlights clean sport messaging and awareness;
3. A deterrence program that includes testing of age group athletes at championship events that qualify top finishers for Team USA and participation at a World Championship competition;
4. Maximizes the resources available through USADA;
5. Establishes a collaboration with other endurance sport NGBs and Industry leaders, e.g. Ironman, which also either have or are developing a clean sport program to share resources, best practices and experiences, and
6. Includes the necessary new funding (of approximately \$100,000) in the 2018 budget for the execution of this program with sources of funding to be determined by the CEO. And be it further resolved that a steering committee be appointed by the Board President to assist in the development of this program, with a sunset of the committee of one year from the adoption of this policy, unless otherwise extended by the Board President. Approved by unanimous voice vote.

Nominating and Governance Committee and Elections:

Rosinbum reminded the board that he and the NGC needs a list of Board traits that the NGC should be looking for in the candidates being submitted for the upcoming election.

Action Item: Siff will recirculate USOC Board Member “Traits”

Rocky Harris joined the meeting at 2:38pm

Treasurer’s Report:

Haas reviewed our current financial status. Noted we are below budget in every area currently. Our Investment Portfolio is heavy on cash. Our Earnings Report is positive. Adult Annual Membership year over year is on the same trajectory as last year – down ~ 10%. Youth growing at 17%.

990 is going to the CPA for final review.

New CEO:

Rocky Harris discussed his background and how he approaches the business: Strategic View

Growing triathlon through inspiration and passion
Driving financial results
Innovative approach
Leadership and Collaboration

He plans to spend his first 90 days accessing the organization and the sport.

Motion by McCook and seconded to approve the teleconference meeting minutes for July 10th and Aug. 8th, 2017. Approved by unanimous voice vote.

Meeting adjourned at 4:15pm CST.

Subject: Reinstatement Funding for the Athlete of the Year and Multisports Awards Banquet**Background:**

In 2011 USAT established a banquet to honor our athletes of the year as part of the national championship activities in Burlington, Vermont. When the national championships moved to Milwaukee in 2013, the decision was made to include the multisports awards winners as part of the banquet.

The Athlete of the Year (AOY) and Multisports Awards Banquet has sold out each year since the first banquet in 2011. The banquet has been a strong marketing tool for reinforcing the support that USAT provides to our age group athletes, for rewarding loyal membership, and for the strategic goals of outreach to underserved populations including women and youth (half of the AOY awardees are women, plus there are youth awards). As those age group athletes provide the bulk of USAT's annual funding (over \$8M annually), the AOY banquet has demonstrated to be an essential motivator for athletes and as such, should be considered as part of the overall USAT strategy. This outreach fosters good will toward USAT and camaraderie for athletes.

In 2017, a decision was made to remove funding from the annual budget for the Athlete of the Year and Multisports Awards Banquet. This resolution is a request to restore this funding and make it an annual event at the annual National Age-Group Championships.

Financial Impact:

This request will require continued financial support from USAT, to subsidize the gap between banquet revenues (ticket sales) and costs (venue/AV/food) above the sunk costs associated with the AOY and Multisports programs, e.g. use of a consultant to research race results; production and shipping of the awards; and merchandise (AOY jerseys) and associated shipping. The cost of this event is a small fraction of the overall annual budget of USAT.

Relevant and Affected Bylaws, Rules, and Procedures**Bylaws**

Article XI Committees

Rules

None

Procedures

None

Whereas USAT created the Athlete of the Year Banquet in 2011, and

Whereas, the banquet was expanded to include Multisports Awards in 2013, and

Whereas, the banquet directly supports the strategic goals of outreach to women and youth, rewarding loyal age group membership and marketing to potential new membership;

Whereas, the cost of this awards banquet is a fraction of the USAT budget and the rewards and goodwill from it far outweigh the cost;

Now therefore be it resolved that USAT re-establish funding for the Athlete of the Year and Multisports Awards Banquet, commencing with the Age Group National Championship in Cleveland in 2018.

Submitted by: Stephen Sutherland, Chair, Age Group Committee

Sponsored by: Chuck Graziano, Member, USAT Board of Directors

Subject: Expansion of the USAT Anti-Doping Program**Background:**

Pursuant to a request of the Board of Directors, a USAT Anti-Doping Task Force was created and began to meet in January 2017. The Task Force was comprised of a USAT Staff Member, a USAT Board member, and representatives of USA Cycling, USADA, Ironman, USAT's medical support, a race director, and an age group athlete.

The mission of the Task Force was to Evaluate current USA Triathlon clean sport programs including anti-doping practice, and provide recommendations for future direction. The Task Force looked primarily at anti-doping practices as they pertain to age group athletes. It examined the current program in existence at USAT as well as programs being conducted by Ironman and other NGB's and the effectiveness of those programs in maintaining a clean sport environment. Exploration of resources available through USADA as compared to other independent providers was also conducted.

The Task Force concluded that the most effective programs are those that place education and awareness high on the list of priorities. An effective program of enforcement is also necessary and testing in sufficient frequency to be an deterrent to using performance enhancing drugs.

In its full report, presented to the Board at its May 2017 meeting, the committee recommended a comprehensive program. This resolution is intended to move those recommendations forward so that all participating in the multisport community can be assured that their sport supports a level playing field and a clean sport environment.

Financial Impact:

According to the USAT CEO at the time, USAT was including in its budget approximately \$40,000 per year for anti-doping initiatives. Almost all of those funds go to elite athlete testing with minimal investment in age group deterrence. The program envisioned by the Task Force would focus on education and awareness with an investment in deterrence which is expected to be approximately \$100,000, to be included in the 2018 budget. This cost would provide testing for up to a maximum of 3 men and 3 women in each of the "open", masters and grand masters divisions and provide testing for each of the national championship events that qualify top finishers for Team USA and participation at a World Championship. This is based on an anticipated average cost of \$1,000 per test (source: USADA).

The source of this funding would be proposed by USAT's CEO in the annual budget. The cost approximates \$1.00 per annual adult member or \$0.27 per adult annual and one day member. Funding by increasing membership fees to support the program or through other budget reductions from expired programs or those not considered consistent with the strategic plan would presumably be considered.

Relevant and Affected Bylaws, Rules, and Procedures**Bylaws**

Article VII, Section 2(g) (Authorities of Board of Directors)

Rules

USAT Rule Book Article VIII (Doping Control Rules)

Procedures

None

Whereas the USAT Board of Directors (the Board) desires to ensure a level playing field and a clean sport environment in all competitions, and

Whereas, the Board has formed an Anti-Doping Task Force (the Task Force) to examine current practices and procedures in anti-doping and particularly in the area of age group athletes, and

Whereas, the Task Force has conducted a study and has presented recommendations to the Board;

Now therefore be it resolved that the Board authorizes and directs the USAT Staff to develop and execute a program consistent with the full report of the Anti-Doping Task Force, to include:

1. An educational program for coaches, race directors, medical personnel and support staff, age group athletes and internal staff. Where applicable to be included in certification courses and have a CEU requirement for certification renewal;
2. A communications program to highlights clean sport messaging and awareness;
3. A deterrence program that includes testing of age group athletes at championship events that qualify top finishers for Team USA and participation at a World Championship competition;
4. Maximizes the resources available through USADA;
5. Establishes a collaboration with other endurance sport NGBs which also either have or are developing a clean sport program to share resources, best practices and experiences, and
6. Includes the necessary new funding (of approximately \$100,000) in the 2018 budget for the execution of this program with sources of funding to be determined by the CEO.

And be it further resolved that a steering committee be appointed by the Board President to assist in the development of this program, with a sunset of the committee of one year from the adoption of this policy, unless otherwise extended by the Board President.

Submitted and Sponsored by:
Chuck Graziano, Member, USAT Board of Directors
Chair, USAT Anti Doping Task Force