

**Minutes
USA Triathlon Board of Directors
Year End Board Meeting
December 7 and 8, 2019
Day One**

McCook called the meeting to order at 8:32 AM Mountain Time on December 7, 2019.

Board Members Present:

Susan Haag
Jacqueline McCook
Joel Rosinbum
Keri Serota
Erin Storie
Barry Siff
Mike Wien
Gabriela Gallegos
Kevin Haas
Judge Jones

Board Members Absent:

Chuck Graziano
Ben Collins

Board Members Elect Present

Henry Brandon
Tekemia Dorsey

Board Members Elect Not Present

Allysa Seely
Monica Paul

USAT Staff in Attendance:

Rocky Harris - CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – Executive Assistant
Nellie Viner – Senior Counsel

President's Opening Remarks – Jacqueline McCook

Jacqueline reported on the positive exposure USA Triathlon received at Outspoken – focusing on Women in Triathlon.

Approval of Minutes – Mike Wien

Minutes for the July 20 and 21 board meeting in Long Beach were approved.

Minutes for a board vote conducted via e-mail on Paralympic games Selection Procedures on November 13 was approved.

Minutes for a board vote conducted via e-mail to approve the 2018 Audit and Form 990 on and November 6 was approved.

Treasurer's Report – Kevin Haas

Kevin provided an update of USA Triathlon's financial picture as of September. Revenue is up on a year to date bases due to adult membership and sponsorships running ahead of a year ago. Expenses on a year-to-date basis are above budget due to a significant increase in Value In Kind (VIK) that was offset by an increase in revenue for VIK. Net earning on a year-to-day basis is slightly positive due to a decrease in spending and decrease in expected revenue.

The USA Triathlon investment account has seen a positive return of 11.8 percent year-to-date to help fund the Board's plan to invest in growth the sport and upgrade service to members.

Board Meeting Schedule for 2020

January 25 and 26 – Tempe, AZ

The Endurance Exchange is before the board meeting on January 23, 24 and 25 – Attendance is requested, but not mandatory.

July 17 and 18 – tied to the Legacy Triathlon in Los Angeles, CA

December 4, 5, and 6 – Budget meeting in Colorado Springs, CO

SafeSport Update – Ju'Riese Colon, CEO U.S. Center for SafeSport

Ju'Riese Colon reviewed the progress and priorities of the U.S. Center for SafeSport to protect athletes under all the NGBs. In the first three years, they have educated over 1 million people on SafeSport.

Priorities for 2020 are:

- Create efficiencies in the response and resolution process
- Complete 56 audits
- Release MAAPP (Minor athlete abuse prevention policy) and socialization plan
- Train 2 million participants
- Add additional educational resources
- Create stronger communication within the movement
- Build infrastructure
- Create strategic planning and funding strategies

CEO Report – Rocky Harris

Rocky reviewed the progress of USA Triathlon in 2019 and focused on the growth:

- Races up 2.5%
- Race directors up 5%
- Membership up 5.5%
- Clubs up 11%
- Officials up 38%
- Corporate Cash Partnerships up 102%

USA Triathlon has also taken a leadership roll among NGBs in the USOPC:

- Diversity and Inclusion Award
- Para Advisory Council
- SafeSport Funding Chair
- Section 8 NGB Representative
- Association of Chief Executives for Sport – Rocky is Vice Chair

Collaborative Partnerships have also been a priority and the Endurance Exchange has been a positive first step in making that happen.

- Triathlon Business International
- USA Swimming
- USA Master's Swimming
- USA Cycling
- Ironman Officials

Leadership in Paratriathlon

Rocky also reviewed organizational priorities for 2020

- Constituent Engagement - Deliver value and enhance experiences for athletes and key constituents.
- Marketing and Brand That Inspires - Strengthen brand recognition and stature and improve value perception to inspire both members and non-members.
- Participation/Membership Growth – Increase participation and grow USA Triathlon membership through strategic partnerships and efforts to reach and engage target populations, while maintaining a focus on member retention.
- Culture of Excellence – Demonstrate organizational excellence across all aspects of business and sport competition.
- Financial Strength – Engage in fiscal best practices to maintain financial health of the organization and invest organizational revenue back into the sport.

Rocky reviewed the areas that are a priority for improvement:

- Accurate data
- Implications of tax laws
- Membership
- Technology
- Cyber Security
- Insurance
- Legal

- Club SafeSport Restrictions

Budget: High Performance – John Farra

John gave an overview of the high-performance teams and the improvements in WTS and World Cup events along with the program and focus to support USA athletes competing in the Olympics in Tokyo next summer. He also reviewed the projected revenues and expenses for 2019 and the requested budget for 2020.

Budget Consolidation Overview – Vic Brumfield and Deby Williams

Vic reviewed the budget structure for USA Triathlon that included the operating budget, investments, owned building, QUAD investment and consolidated financials.

She also reviewed the budget process and made each department justify all historical spending and future planned spending.

Budget: National Office – Vic Brumfield

Vic reviewed the accomplishments and challenges in 2019 for the National Office, that included operationalizing the strategic plan, reporting business metrics, developing a new membership system, mitigating risk and improving employee benefits.

Priorities for 2020 include accurate reporting of all revenues, being recognized as a best place to work and the successful launch of a new unified membership system.

Budget: Constituents Engagement – Matt Stone

Matt reviewed the accomplishments in 2019 for constituent's engagement that included membership and club growth, selection of a new management system and automated processes.

Priorities for 2020 include launching a new membership system, adding new membership offerings, increasing membership, growing clubs (high schools too), engaging regional volunteers and growing indoor multisport.

Budget: Events – Brian D'Amico

Brian reviewed the accomplishments in 2019 for events that included growth in officials, the addition of a national event, rollout of a sanction system, and increasing sanctioned races.

Priorities for 2020 include modernization of the Officials Program, increasing national events registration, increasing benefits for hosting championships and executing a successful Endurance Exchange, and converting more unsanctioned events to sanctioned events.

Budget: Sports Programs- Tim Yount

Tim reviewed the accomplishments in 2019 for sports programs that include growth in NCAA programs from 27 to 34, awarded the NGB Choice Award for Diversity and Inclusion.

Priorities for 2020 include increasing certified coaches, implementing youth engagement strategies, implement swim to tri programs, develop strategies for underrepresented individuals and reach more NCAA programs.

Update on Global Triathlon Task Force – Mike Wien

Mike provided an Update on the Global Triathlon Task Force that formed in September to reduce serious injury and death in our sport. The task force has been charged with developing data driven solutions with practical applications based on the ongoing collection of current data and use of historic data.

- Education of race directors, participants, coaches, clubs, officials and volunteers
- Rules review and potential revisions that focus on safety
- Sharing of best practices related to safety across race directors and governing federations worldwide
- Establishment of recommended event standards based on best practices

Working closely with the ITU, 25 National federations have already signed up to participate in this initiative.

Approval of USA Triathlon Games Athlete Selection Committee

Keri moved and it was seconded to confirm the recommended changes of the USAT Olympic Games Selection Committee, and it was approved.

Committees Standard Operating Procedures – Nellie Viner, Gabriela Gallegos and Jacqueline McCook

Nellie reviewed the recommended changes and definitions in the type of committees and the roles of each member and the leadership in the committees. This recommendation also included committee terms, participation parameters, qualifications, responsibilities and how to join.

Meeting was adjourned at 5:32 PM and will reconvene on Sunday at 8:30 AM.

**Minutes
USA Triathlon Board of Directors
Year End Board Meeting
December 7 and 8, 2019
Day Two**

McCook called the meeting to order at 8:38 AM Mountain Time on December 8, 2019.

Board Members Present:

Susan Haag
Jacqueline McCook
Joel Rosinbum
Keri Serota
Erin Storie
Barry Siff
Mike Wien
Gabriela Gallegos
Kevin Haas

Board Members Absent:

Chuck Graziano
Ben Collins
Judge Jones

Board Members Elect Present

Henry Brandon
Tekemia Dorsey

Board Members Elect Not Present

Allysa Seely
Monica Paul

USAT Staff in Attendance:

Rocky Harris - CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – Executive Assistant
Nellie Viner – Senior Counsel

Budget: Marketing – Chuck Menke

Chuck reviewed the accomplishments in 2019 for marketing that include record sponsorships and Time to Tri initiatives to increase participation in multisport.

Priorities for 2020 include repositioning the USA Triathlon brand, expand our media platform, increase Time to Tri athlete engagement and leverage Tokyo 2020 opportunity.

Foundation – Dave Deschenes

Dave reviewed the accomplishments in 2019 for the Foundation that included exceeding the \$400,000 revenue goal, launching an ambassador team, and implementing a programmatic fundraising program.

Priorities for 2020 include a fundraising goal of \$700,000, give \$721,000 in grants, and recruit new Foundation board members.

ITU Update – Barry Siff

Barry provided highlights from the ITU Executive board meeting in November. Key items included:

- A discussion on the anti-doping program
- A review of the ITU budget
- Splitting Grand Finals (Multiple races) into two different World Championship location starting in 2022
- ITU is finalizing a marketing and rebranding program and has selected an agency to rebrand as World Triathlon in April
- Commitment to sustainability
- A discussion on programs to help athletes deal with heat
- Youth Olympic Games
- Global Safety Task Force

Rules Harmonization Task Force Update – Kevin Haas

Kevin provided an update on the Rules Harmonization Task Force. The group is in Phase I focusing on completing a comparative analysis that is expected to be completed in February. These changes are expected to go into effect in January 2021.

Goals are to:

- Reduce Complexity
- Ensure Safe Events
- Ensure fair completion at events

Kevin reviewed examples of many of the rules currently being discussed to illustrate the challenges and benefits of rules harmonization.

Approval of the 2020 Budget

Joel moved and it was seconded to approve the USA Triathlon budget for 2020 as presented to the board on December 7 and 8. The board approved the 2020 budget.

Respectfully Submitted:

Mike Wien
USA Triathlon Board Secretary