

Minutes
USA Triathlon Board of Directors
Long Beach, California
July 20 and 21, 2019

McCook called the meeting to order at 1:50 PM Pacific Time on July 20, 2019.

Board Members Present:

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

Board Members Absent:

Judge Jones

USAT Staff in Attendance:

Rocky Harris - CEO
Sandra Cook – Executive Assistant
Nellie Viner – In House Legal Counsel
Victoria Bromfield – Chief of Staff
Chuck Menke – Vice President of Marketing (Roka and Sponsorship discussion)

President's Remarks – Jacqueline McCook

Jacqueline opened the meeting thanking Barry for his years of leadership as president. She reaffirmed our focus on implementing the strategic plan, and continuing to be committed to serving all of our constituents. Support Rocky and his team to reach new highs. Being seen as a leader in the NGB movement on and off the field.

Approval of Minutes – Mike Wien

Minutes from the March 30, 31, 2019 board meeting in Tempe, Arizona were approved by voice vote.

Minutes from the teleconference call on May 6 were approved by voice vote.

Minutes from the teleconference call on May 14 were approved by voice vote.

Treasurer's Report – Kevin Haas

Kevin presented the financials as of the May, 2019. Membership was up 9% over budget and up 1% year to year. One day membership is up 15% over budget and up 11% year over year. Sponsorships are up 48% over last year.

Payroll and benefits was on budget and 5% over last year's expense. Total expenses were \$570 below budget. The below budget on revenues was matched by the below budget on expenses that put USA Triathlon on Budget for income minus expenses.

Action Items: Annual Audit will be reviewed by the financial committee. Vic is working on a cash flow projection. The 990 Tax Form is being developed for 2019..

CEO Report – Strategic Plan Update - Rocky Harris

Rocky gave the board a review of what USA Triathlon stands for.

Key opportunities:

- Best place to work in sport to help us attract and retain the best and the brightest.
- Turnaround a sport and an industry
- Reach or organizational goals
- Set new standard of excellence

Updates:

- Endurance Exchange conference to bring USA Triathlon and TBI together is on track to be the nation's largest experiential triathlon summit set for Tempe from January 23 to 25, 2020.
- New model for clubs has turned the decline in clubs to growth for the first time since 2012.
- The new model for regions has refocused the regions to better support national programs.
- Modernize education, certification and service for coaches to be the industry leader in content and value.
- Create additional value for our race directors by adding items to the toolbox, hosting webinars and removing barriers to entry.
- Establish a Gold Standard sanctioning program as an incentive to drive official sanctioned events.
- Support Officials growth strategy to recruit and retain officials to meet the current and future needs.
- Brand research findings came back. 78% described USA Triathlon as excellent to very good. 26% of fitness enthusiast are extremely or very likely to consider doing a triathlon.
- USA Triathlon is looking to reposition the brand to focus on inclusivity, "active seekers" fun, emotive elements, inspiration and community.
- Focus on creating and executing a comprehensive strategy to fully maximize the media and marketing opportunities to leverage the Tokyo 2020 Olympics and Paralympics.

- Adult membership and participation are trending up this year for the first time since 2011.
- There is a misperception as to the popularity of our sport. 77% of participants are race sprint or Olympic distance races.
- Youth membership is a concern as participation has decreased each year since 2011.
- USA Triathlon and Ironman are driving Time2Tri to attract new participants.
- Launch the first ever virtual triathlon to support the Time to Tri initiative.
- USA Triathlon strives to be the best place to work.
- Renew focus on gender equity.
- Break down goals/metrics of strategy plan into quarterly milestones.
- Working to combine all systems/databases into one cohesive platform to improve user experience, organizational efficiencies and reporting abilities.
- Host a summit to focus on youth.
- USA Triathlon is committed to being a leader in SafeSport and is currently going through the first audit.
- USA Triathlon implemented an anti-doping program to educate age groups on illegal use of performance enhancing drugs.

Roka Corporate Partnership – Ryan Dolan, VP of Marketing at Roka

Ryan reviewed their partnership with USA Triathlon for the past three years. Roka has a partnership with USA Triathlon for the interaction of the relationship to help grow the sport - more women, more youth, for diversity.

Roka appreciated the exposure they received with Gwen's gold Medal in Rio and the exposure they get from the involvement from Team USA.

Corporate Partnership Discussion – Chuck Menke

Chuck and Rocky updated the board on the status of Corporate Partnership and reviewed some of the new opportunities.

We moved into executive session.

The meeting was adjourned for the day at 6:35 PM.

**USA Triathlon Board Meeting
Long Beach
Day 2
July 21, 2019**

Siff called the meeting to order at 8:30 AM Pacific Time on July 21, 2019.

Board Members Present:

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

Board Members Absent:

Judge Jones

USAT Staff in Attendance:

Rocky Harris - CEO
Sandra Cook – Executive Assistant
Chuck Menke – VP Marketing
Victoria Blumfield – Chief of Staff
Nellie Viner – In House Legal Council

ITU Update – Barry Siff

Barry encouraged the board to continue to work toward rules harmonization and host more ITU races.

Los Angeles Olympics 2028 Update – John Harper, Chief Operating Officer, LA2028

John provided an update on what the LA Olympic committee since being awarded the games for 2028. Having this much lead time is unprecedented. Not having to build any temporary structures to host the games is also unique.

One of the focuses is to develop a program that will drive accessibility and involvement of youth in sports as a legacy for the event. They have budgeted \$160 million going into the community to facilitate greater involvement for our youth.

LA2028 have developed a joint venture between the organizing committee and the US Olympic and Paralympic Committee to insure strong support and coordination of both organizations.

Election Process – Joel Rosinbum

Joel updated the board on the election process and notified the board that we are on schedule. Any changes that are currently being considered by the USOPC regarding the Ted Stevens Act will not impact this year's election process.

Bylaws Review – Nellie Viner

Nellie outlines the changes required by a vote from the board and a vote of the membership. Nellie will make the suggested changes which will be distributed to the board and voted on by e-mail in the next 30 days.

Committee Discussion – Nellie Viner and Gabriela Gallegos

Nellie and Gabriela reviewed the current committee alignment and made the following recommendation. They recommended we realign committees as follows:

Standing Committees

- Ethics
- Finance and Audit
- Compensation
- Nominating and Governance
- Athlete Advisory
- Hearings and Appeals

Steering Committees

- Marketing
- International Relations
- SafeSport
- Games Selection Committee
- Paratriathlon

Advisory Committees

- Age Group
- Duathlon
- Collegiate
- Hall of Fame
- Championship Selection
- Coaching

- Race Director
- Regions
- Women's
- Diversity and Inclusion (new)

Action Item: Rocky will develop a messaging program with staff and the elite board members to attract and populate committees with elite athlete representation.

Task Force

- Rules Harmonization
- Youth (New)
- Medical

Discuss Rules Harmonization – Kevin Haas

Kevin reviewed the mission of rules harmonization:

- Collaborative partnerships and alignment with our international federation, key industry and race director partners.
- Ultimately service to our membership to deliver a high-quality and consistent experience for athletes and officials.

The goals of rules harmonization are to:

- Reduce complexity
- Ensure safe events
- Ensure fair competition at events

Board On-Boarding – Nellie Viner and Jacqueline McCook

Nellie and Jacqueline discussed the plans for on-boarding new board members after the fall 2019 election. New board members will be invited to attend the year end board meeting in Colorado Springs and have the first day devoted to on-boarding new members.

Training Topic:

- History and Mission
- Fiscal Oversight
- Governance and Ethical Services
- Legal and Risk Management overview/update

A board member handbook will also be updated and circulated for this meeting.

Meeting was adjourned at 12:02 PM.

Respectfully Submitted:

Mike Wien
USA Triathlon Board Secretary