

**Minutes
USA Triathlon Board of Directors
Zoom Board Call
May 11, 2020**

McCook called the meeting to order at 5:05 PM Central Time on Monday May 11, 2020.

Board Members Present (on the phone):

Henry Brandon
Ben Collins
Tekemia Dorsey
Gabriela Gallegos
Chuck Graziano
Susan Haag
Kevin Haas
Jacqueline McCook
Monica Paul
Joel Rosinbum
Allysa Seely
Keri Serota

Past President

Barry Siff

USAT Staff in Attendance:

Rocky Harris - CEO
Victoria Brumfield – Chief of Staff
Sandra Cook – Executive Assistant & Governance Assistant Manager
Dave Deschenes – Executive Director, USAT Foundation
Brian D’Amico – Director of Events
John Farra – High Performance General Manager
Thomas Lenneberg – Marketing Director
Chuck Menke – Chief Marketing Officer
Matt Stone – Director of Constituent Engagement
Nellie Viner – Senior Counsel
Katie Willemarck – Controller
Tim Yount – Chief Sport Development Officer

President’s Opening Remarks – Jacqueline McCook

- Kudos to the team for all their efforts to keep our community moving and safe

CEO Update – Rocky Harris

- PPP Loan received
- Made significant expense reductions as part of the first phase of cuts, including board/staff travel, all digital spring magazine, not bidding on ITU events, etc.
- Staff culture better than ever

Budget – Vic Brumfield & Katie Willemarck

- Top 3 priorities have been mitigation, cash management, spending controls
- Potential reduction in insurance premiums due to reduced events/risk
- PPP loan was received and will support payroll, rent etc. for 8 weeks (April 22-June 17). Still waiting on forgiveness guidelines from SBA

- Looking to refinance commercial building loan
- Small Business Administration – Applied for Economic Disaster relief loan. Slow process, still waiting to hear back.
- Working on cash forecasting through 2020 as well as short and long term strategic financial planning

High Performance – John Farra

- Communication with athletes is constant and consistent
- Following USOPC Guiding Principles
- Finalized amended procedures will be forthcoming but not soon and likely not until ITU races are solidified
- Project Podium college grads can remain in program provided they continue hitting performance markers. One new athlete joining program this year.

Return to Multisport Guidelines – Tim Yount & Brian D’Amico

- Safe Return to Multisport guidelines modeled after federal guidelines, shared with community
- Specific subsets for athletes, officials, race directors etc.
- Rolling out additional resources in coming weeks
- resources coming in coming weeks
- Documents are being refined and updated to ensure compliance with CDC, WHO and other agency recommendations
- All documents are public so all constituents can see what is being communicated from us as the NGB
- Return to Racing Training Program has been created and will be rolled out
- Confirmation of reading/understanding of policies and procedures is part of sanctioning system as well as certifying that the event organizer will follow local, state and federal authorities’ directives

National Events Approach - Brian D’Amico

- Collegiate Club & High School National Championships – Rescheduled for Oct 16 & 17, 2021 in Tempe, AZ
- Du Nationals postponed and licensed to two other race directors – Rescheduled: Draft Legal in October 2020 in Lake Havasu City, AZ and Standard and Sprint in November 2020 in Miami, FL.
- Providing flexibility on our no-refund policy so athletes can defer registration to a fall event, defer to same event or another USAT owned event in 2021 or 2022 so long as qualification standards are met
- AGNC athletes would not need to requalify
- Additional events still in flux (Legacy, PATCO Long Beach, Youth & Jr. Nationals, AGNC, Paratriathlon Nationals*)
- *If Paratriathlon Nationals gets cancelled it may be rescheduled (others listed above would not)

Membership System – Vic Brumfield

- New system is coming along – plan is to launch fall 2020
- Front end design is more interactive, user-friendly and intuitive
- Allows for multiple membership types
- Need to complete back end design and testing

Membership Type Changes – Matt Stone

- Adding more options, increasing benefits, adding more short-term options etc.

- Some new options include Family membership option, Premium membership, digital memberships, monthly payment options, and multi-year memberships
- One-Day and 30-Day options as well as short term converting options
- New kids/youth/junior options available
- Exploring sanctioning single sport events (i.e. running, cycling, open water) that are hosted by multisport race directors
- May charge processing fees and taxes on top of the membership fees

COVID-19 Fundraising Efforts – Dave Deschenes

- Virtual Du is seeing tremendous success with over 5800 participants
- Over \$100k has been raised for USAT Foundations COVID-19 relief fund grant initiative (including the match program)
- COVID-19 Relief Fund Grant process will open 5/14 and close 5/31. Funding to be awarded 6/15. Targeted to support RD's, coaches and clubs.

Brand Repositioning – Thomas Lenneberg

- Brand Essence: Power Within
- Launching phase I in June and will run through summer; Fall 2020 magazine will be about the campaign
- Life changing messaging mixed with relatable stories

Governance and SafeSport - Nellie Viner

- Standard Operating Procedures for Committees have been shared with all committee chairs/staff liaisons
 - Clarified that committee chairs may serve two total 4-year terms with a minimum 2-year hiatus in between terms

Rules Changes – Kevin Haas

- First round were editorial/safety updates
- Kevin Haas made the motion to approve, Ben Collins seconded. Board voted to approve first round of rule changes – unanimously approved

Meeting was adjourned at 7:21 PM CST.