

USS Board of Directors 3/22/2021 Meeting Minutes

In attendance for the conference call on 3/22/2021 of the USS Board of Directors (“BOD”) were USS BOD President Mark Carleton, Vice President Susan Sandvig-Shobe, Secretary Rusty Smith, Pat Maxwell, Tony Liu, Ryan Bedford, Carlijn Schoutens and Don Mealing. The listed members in attendance constitutes a quorum of the Board. USS Executive Director Ted Morris, Director of Finance Dale Schoon and USS USOPC AAC Representative Brian Hansen were also in attendance.

Meeting minutes were recorded by USS Membership Manager Sara Bowles.

1) Welcome

Meeting was called to order by Mr. Carleton at 6:06pm MT

Mr. Morris opened with news regarding staffing changes. Short Track Head Coach, Wilma Boomstra and Athletic Trainer, Christina Carroll, were both relieved of their duties effective immediately. The High-Performance staff will work together in the interim to keep planning and programming moving forward until the positions are filled.

2) Finance Report

Mr. Schoon shared an updated 2020-21 Financial forecast. Due to the pandemic, there were significant savings in travel and event related expenses. Mr. Schoon introduced the concept of deferring the final US Speedskating Foundation contribution for the 2020-21 fiscal year of \$38,375 to the 2021-22 fiscal year. The Board agreed and supported the strategy. The forecast remains positive for USS finishing the year with a surplus.

3) U.S. Speedskating Foundation (USISA) Report

Mr. Schoon reported on the continued growth of the fund as the stock market continues its positive trajectory. The fund has grown significantly over the last 24 months.

4) USS Hall of Fame

USS continues to work toward development of a Speedskating Hall of Fame in Salt Lake in the Speed Factory. Mr. Morris shared that initial plans developed by a third-party provided an estimated cost of roughly \$200k. Mr. Carleton commented that this would be a great initiative for the sport but cautioned about allocating any

funding to this project until after the 2021-22 season. Mr. Mealing suggested developing a fundraising plan over several years.

5) Legal/Safe Sport Update

Mr. Morris reported on two on-going litigation matters.

6) USOPC Update

Mr. Morris shared perspective related to politicians calling for a U.S. boycott of the 2022 Winter Olympic Games in Beijing. Several influential politicians have made public statements that a boycott is not the right way to influence human rights changes in China. The USOPC is confident that there will not be a boycott but is still asking NGB's to do what they can to influence politicians.

Mr. Morris went on to share that the USOPC Athlete Marketing program continues to be a complicated situation between the USOPC, NGB's and agents of athletes. The program is moving forward, and USS has several athletes who have signed up. USS will support the program.

7) AAC Report

Ms. Schoutens shared that she, Mr. Bedford and Mr. Hansen have a meeting scheduled with staff to discuss direct athlete support for the 2021-22 season. Ms. Schoutens went on to share that covid vaccines are happening at a rapid pace in Utah which is a positive for getting our athletes vaccinated.

Mr. Carleton inquired whether the vaccine will be required for athletes going to the 2022 Winter Olympic Games and if USS has any athletes who do not want the vaccine.

8) ISU Update

Mr. Morris shared that USS was awarded the 2022 Short Track Four Continents Championships which will be hosted January 14-16, 2022 in Salt Lake City. This event will be an excellent tune up for USS Short Track Athletes before the 2022 Winter Olympic Games. Mr. Morris went on to share that USS will host three other major events in the 2021-22 season. They are; Long Track World Cup in Salt Lake, December 3-5, 2021; the Short Track Olympic Trials in Salt Lake December 17-19, 2021; and the Long Track Olympic Trials in Milwaukee January 5-9, 2022

Mr. Morris also shared that the ISU has once again postponed the 2020 Congress until June of 2022. The 2022 ISU Congress was originally scheduled for Las Vegas but will be held in Thailand where it was scheduled in 2020.

9) Executive Director Report

a. Events and Membership

USS ended the 2021-22 season just short of 1500 members. This represents a 22% decrease versus the 2020-21 season which is better than anticipated given how few events were held this season. USS anticipates membership numbers returning to pre-pandemic levels in the 2021-22 season. USS had an on-site audit by the U.S. Center for SafeSport at the USS Short Track Championships.

Mr. Hansen shared an idea about helping clubs recruit skaters through paid social media advertising and to institute a reward system for clubs who grow fast and/or produce high level skaters. Mr. Morris commented that this is an important topic and providing social media tools to our clubs would be very beneficial in supporting growth.

Mr. Morris recently met with Mr. Liu in SLC to discuss the need for more professional coaching throughout the USS system. Mr. Liu suggested doing a survey of club presidents to get a better understanding of the most important needs of our clubs. Mr. Liu also suggested USS officially recognizing clubs that are producing talent to help their notoriety in local communities. Staff supported these ideas and will conduct a survey to facilitate focused discussion at the USS Congress.

Mr. Morris reported on the equipment grant program which will support 22 USS clubs. Mr. Morris went on to share information about the Toyota Learn To Skate (LTS) program and a one-time grant of \$10,000 from Toyota to help grow LTS Speed Skating at rinks around the country.

b. Marketing

USS finalized an agreement with Reign Energy Drinks through the 2021-22 season. A major focus of this partnership will be a docuseries Reign is producing that follows our athletes as they prepare for the 2022 Winter Olympic Games.

c. Fundraising

The following fundraising events are scheduled for the 2021-22 year:

- VIP Bike Camp, Park City, UT August 6-8, 2021
- 88 & Counting, Park City, UT December 3, 2021

10) New Business

No new business.

11) Conclusion

Mr. Carleton concluded the meeting at 7:50pm MT.