USATF BOARD OF DIRECTORS
MEETING

Sunday, March 3, 2013 – 8:30 a.m. – 12 p.m. (Mountain Time)

ATTENDANCE: Stephanie Hightower – President & Chairman, Willie Banks, Becky Oakes, Fred Finke, Larry James – Board Counsel, Ken Taylor – Treasurer, Darlene Hickman – Secretary, Evie Dennis, Mickey Carter, Bob Hersh, Aretha Thurmond, Steve Miller, Doc Patton, Eve Wright (by phone), Jackie Joyner-Kersee (by phone)

USATF Staff: Max Siegel - CEO, Renee Washington - COO, Benita Fitzgerald Mosley, Norm Wain, Gina Miller, Jill Geer, Susan Hazzard, Jed Cornforth, Aron McGuire, Alejandra Diaz-Labrecque, Patty Hogan

Guests: Christina Corl, Dexter McCloud, Lionel Leach

A quorum was present and the meeting was called to order at 8:30 a.m. Mountain Time.

A. Approval of the January 16, 2013 Meeting Minutes

MOTION (Hickman): Approve the January 16, 2013 meeting minutes with the addition of Fred Finke to the attendance list. No discussion. **Motion Approved**

B. Consent Agenda Stephanie Hightower

MOTION (Hightower): Approve the Consent Agenda as submitted with it being called "staff report" for the future. **Motion Approved**

C. Chairman/President's Report Stephanie Hightower

Stephanie welcomed everyone to the meeting. She updated the Board on the meeting that was recently held in Jamaica with members of NACAC. She discussed the meeting that will be held with the Sport Committee Chairs in April. Stephanie assigned the following Board members to chair the committees listed below:

- Business Development – Steve Miller
- Finance – Ken Taylor
- Audit – Fred Finke
- Strategic Planning – Mickey Carter
- Industry Relations –

Renee will circulate a board committee sign-up sheet, and Max will assign staff liaisons to the above-mentioned committees.

D. Executive Session

MOTION (Hickman): Approve the Board to enter into Executive Session at 9:15 am (Mountain). **Motion Approved**

Executive Session ended and the meeting reconvened at 10:15 am (Mountain).

E. CEO Report Max Siegel

Max discussed the creation of USA Track & Field's for-profit company. He's committed to putting staff in front of the Board and asked the following to present at today's meeting:

- Jed Cornforth, Director of Business Development
  Presented on the history and the growth of merchandise sales.

- Aron McGuire, Associate Director of Championships & International Teams
  Presented on new revenue opportunities (Speakers Bureau and Fantasy Camps).

- Alejandra Diaz-Labrecque, Associate Director of Sales & Marketing
  Presented on Coach's Eye (instant video analysis).

E. Financial Report Gina Miller

Gina presented the financial report.

MOTION (Taylor): Approved the financial report as submitted. **Motion Approved.**

F. Miscellaneous Items

- Aretha Thurmond passed out information on the tie breaker rule and asked that it be placed on the agenda on the next conference call so that a final determination can be made.
- There was discussion on the relationship with Spire Institute and the communication strategy of that relationship.
- World Junior Championships. Norman Wain will follow up with Larry James regarding any legal issues. Once all of the documentation is gathered, a conference call will be conducted will all of the relevant people.

Meeting adjourned at 12 p.m. Mountain Time