

**USATF BOARD OF DIRECTORS MEETING**  
**Saturday, February 25, 11:00a – 3:30p / Sunday, February 26, 8:30a – 11:00a**

**ATTENDANCE:** Stephanie Hightower, Philip Dunn, Kim Haines, Dr. Evie Dennis, Darlene Hickman (non-voting Secretary), Ken Taylor, Elizabeth Phillips, Bob Hersh, Aretha Thurmond, Willie Banks, Jeff Darman, Steve Miller, Eve Wright, Mickey Carter, Jackie Joyner-Kersey. Via Conference Call: Deena Kastor

**USATF Staff:** Mike McNees, Jill Geer, Gina Miller, Benita Fitzgerald Mosley, Norman Wain, Lynn Taeger

**Guest:** Christina Corl, Max Siegel

Meeting was called to order at 11:50 a.m. Mountain Time

**Approval of the January 18, 2012 Meeting Minutes:**

**MOTION (Hightower):** January 18, 2012 meeting minutes were approved as submitted. **APPROVED**

**CEO Search:**

The Board discussed the direction they would like to go in attracting the right candidates for the new CEO search. The search committee has established a timeline and action plan for the search process which was provided to everyone during the meeting. The committee may be adding another date in late April for interviewing candidates if needed. The candidate needs to be chosen and announced by May. The search committee would like to hire a Human Resources professional to gather the resumes and weed out the top candidates for the board to interview. All board members need to be in Colorado by noon on Friday, April 13, for CEO interviews. Christina Corl is the secretary for the CEO search committee, please send all questions and correspondence to her and she will facilitate for the committee.

**Nike Logo Issue:**

The Athletes Advisory Council (AAC) is concerned with the way regulations are written with how sponsor and club logos can appear on athlete uniforms. The AAC has given the USATF board a proposal that basically states that there would be no logo restrictions on athlete uniforms. Nike has made it clear that this is USATF's decision and they will abide by whatever we rule. Nike is not raising a contract issue and also would agree to allowing one additional logo as long as it complies with the IAAF size restrictions. The IAAF does not regulate the commercial aspects of the uniform. There are no rules of any kind posted for anything beyond this weekend. There has been a uniform advertising regulation posted for the Indoor Championships in Albuquerque, NM, from public point of view, it is a compromise that was achieved pursuant to the conversations between the AAC the USATF Board represented by Larry James. The regulation is technically a product of this board, for this weekend only.

**MOTION (Hersh):** Suspend the current athlete advertising guidelines for the 2012 Indoor National Championships. **APPROVED**

## **Marketing Activities and the MSI Relationship**

**Jill Geer**

We are trying to remake the model and grow sponsorships. Focus is now shifting to potential sponsor identification and relationship-building. MSI set forth the following six over-arching goals in our relationship. 1) Engage current USATF sponsors and increase sponsor satisfaction. 2) Increase sponsor revenue by up selling current sponsors and attracting new partners. 3) Increase brand awareness through a comprehensive outreach, activation, branding and media placement campaign. 4) Engage and increase membership by leveraging MSI's outreach vehicles and data promotion. 5) Develop and produce custom broadcast and news media content, including features, documentaries and reality television. 6) Improve USATF broadcast quality and partnerships. A detailed report of negotiations in progress, updates and benchmarks was distributed to board members.

Stephanie stated that USATF needs to do a better job leveraging board members who have relationships with sponsors or possible sponsors so that we can have the best for our organization.

Stephanie would like to see a written report which aligns the total strategy going forward with our sponsorship revenue and appointment television contracts. How do we value the other things we get out of being on television so that we can quantify the financial side? We have to begin to make business deals that turn a profit and do a better job on the revenue side.

Meeting Adjourned 4:15 p.m. MT

**Sunday, February 26, 2012**

**8:30 a.m. – 11:00 a.m. Mountain Time**

**ATTENDANCE:** Stephanie Hightower, Philip Dunn, Kim Haines, Dr. Evie Dennis, Darlene Hickman (non-voting Secretary), Ken Taylor, Elizabeth Phillips, Bob Hersh, Aretha Thurmond, Willie Banks, Jeff Darman, Steve Miller, Eve Wright, Mickey Carter, Jackie Joyner-Kersey. Via Conference Call: Deena Kastor

**USATF Staff:** Mike McNees, Jill Geer, Gina Miller, Benita Fitzgerald Mosley, Norman Wain, Lynn Taeger

**Guest:** Christina Corl

Meeting was called to order by Vice Chair, Steve Miller at 8:35 a.m.

## **Finance Report**

**Gina Miller/Ken Taylor**

Everyone received a copy of the 2011 preliminary financial report. The report should be final by February 29, 2012. As of now we are under budget for 2011. The annual audit will begin in the month of April and the Financial Committee will meet in Indianapolis on June 16, everyone is welcome to attend.

The US Open at Madison Square Garden's – Final figures are not in yet, ticket sales were weak but MSG shared in the loss and it appears that we will be under budget for the event. Steve Miller reiterated that when events such as this are planned, there has to be an economical analysis as well as an analysis of what the residual and beneficial effects are if any.

**MOTION (Taylor):** Accept this report as written subject to the audit. **APPROVED**

**Board Counsel**

**Christina Corl / Norman Wain**

**Ethics Committee :** Judge Frank Sullivan would like to be considered as a member of the Ethics Committee. His biography was distributed to the Board.

**MOTION (N. Wain):** Accept Judge Frank Sullivan as a member of the Ethics Committee. **APPROVED**

### **Committee Reports**

#### **Operations**

**Willie Banks**

Had a meeting with several staff members regarding a contract with the provider of screening of coaches or coaches registry, Norm and Mike will discuss the possibility of a long term contract.

Alumni Committee is in the planning stages of events for the Olympic Trials. They will be putting together a contract for board consideration of a budget for such events. Stephanie feels alumni need to be engaged and recognized during the Olympic Trial event. Elizabeth would like to see our alumni wearing a nice name tag for quick recognition. We need to promote and honor our past athletes, introduce them, showcase their presence and make sure they have direct contact with USATF sponsors.

#### **Management**

**Steve Miller**

The Management Committee would like to see the new Board Members appointed to a committee. Stephanie will talk more with each new board member to discuss which committee makes sense for their area of expertise.

### **Interim CEO Report**

**Mike McNees**

#### **Logo Issue**

Mike McNees called Rob Lotwis immediately to let him know the decision that was made by the board with regard to the on-going logo issue. Benita Fitzgerald Mosley said the athletes were pleased with the Board's decision to suspend the logo restrictions for the World Indoor Championships. The Board needs to be proactive and put a plan in place with the USOC for the Olympic Trials and the Olympics for athletes who do not follow the Statement of Conditions.

#### **Olympic Tickets**

Final ticket allocation has been received by the USOC, deadline to order tickets was in November, 2011.

The Board entered Executive Session at 10:00 a.m. MT

**Summary of Motions:**

**Approval of the January 18, 2012 Meeting Minutes:**

**MOTION (Hightower):** January 18, 2012 meeting minutes were approved as submitted. **APPROVED**

**MOTION (Hersh):** Suspend the current athlete advertising guidelines for the 2012 Indoor National Championships. **APPROVED**

**MOTION (Taylor):** Accept this report as written subject to the audit. **APPROVED**

**MOTION (N. Wain):** Accept Judge Frank Sullivan as a member of the Ethics Committee. **APPROVED**