

**AEC Meeting at the Annual Convention  
December 1, 2011**

Approved minutes. Unanimous

Financial Report – Unanimously approval with minor corrections.

**Board Report** - Willie reported that several Board members resigned, Steve Holman, Jack Wikens and Max Siegel. They are now in the process of looking for three outside Board members (independent from USATF). The Board has reorganized and Willie is now the chair of Operations, Strategic Planning, Budget and Audit and one other committee. Operations include the National Office and how it operates.

**Member Benefits** – Nationwide Insurance is coming on board in the next couple of weeks. There will be discounts for members and a financial benefit to USATF. Max Siegel, Inc. will focus on member retention.

**Communications** – barcodes were on the badges and we planned on scanning in Youth, Officials and Associations. However, this did not work out as the 'barcode' printed on the badges was not printed in the proper font and could not be read by the program. This will be a great benefit next year during the elections. Working on final stages of the agreement with Delivera. It will be free to Associations, but \$100/hour for support. However, the clock will run in 15 minute increments, so the cost is \$25 per 15 minutes. Jim is working on a template for the Association websites. There are about eight Associations currently set up under the National website. There will be a detailed presentation on the content management system on Saturday.

**L&L** – The proposal for grievances that we sent to L&L has been tabled for this year. Andy and Norm suggested we put this in the accreditation process so we can put some teeth in it. Once that is done, it can be brought to the Board of Directors as it will not have to go through L&L. This will put the responsibility of the timelines for grievances back in the Associations, where it belongs. There will be consequences if the timeline is not met.

Item 15 – adjusting the timeline so there is more time to complete and accreditation process.

Item 16 - election notices by email, with a clause for traditional mail, where requested.

Item 17- committee name change, approved.

Item 18 – shifted election times to conform to new convention schedule.

Item 19 addresses shortened time slots for elections with the new schedule. Organization Services will not be physically able to conduct 12 committee elections in the time permitted.

**Club Championships** – Cross Country Championship is in Seattle and currently has over 800 entries, which is slightly behind last year's pace at this point. However, 2010 was a record year. Two things of note: Seattle is providing professional tents for teams who pay a fee; the other is a local brewery donated 10 kegs of beer!

**Regional T&F Championships** – Andy is working on specs for bid applications, which will be based on the current one. Andy asked the Region Reps to work from that until the new one is ready.

**National Office changes** – Andy is now the Director of Associations and Membership. It essentially means he no longer has ownership over the Youth program. It will allow Andy to

focus on our programs. Tricia Floyd is now reporting directly to Mike McNees in support of youth. We also have another customer service rep position. Marilyn Turner is now Member Services coordinator. Lori Byrd took over from Ashley.

**Sanctions** – Andy sent out a memo to all Associations about extreme events that we will not sanction. Included is a template letter for denying a sanction.

**Membership Report** – Andy will be sending out notices to members who have not yet renewed for 2012. We are on target for a December 12<sup>th</sup> first mailing! Short discussion on permanent numbers; possibly an Olympiad card. The \$10 trial membership offer for the last quarter seems to be effective, as we have doubled numbers for this period from 2009.

**Background Checks** – Youth has signed a new contract with TcLogic, so there is no bid this year. The criteria for the youth background checks is changing slightly, to bring it closer in line with the Coaches background screening program. The task force is still working to get both groups on the same vendor, which will not happen in 2012.

**Association's Manual** – still need Coaches Ed and Officials section completed. The Manual will be posted by Christmas, even if these sections are not finished. Karen assigned Pat Pretty to work on the Coaches Ed section.

**Fast Forward** – started weekly Fast Forward Express emails.

**Associations Workshop** – Indy is booked solid for 2012, so we will put out an RFP shortly. The results from the 2011 Workshop were overall very positive. Two lowest rated items were the social and event partnering. Best Practice Integrating Wheelchair Athletes was the highest. Proper Fiscal management was rated high, as well.

**Organization Services** – there are no elections or site selection this year. A lot of activity in credentials as only 15 Associations were in compliance by Thursday morning. 42 Associations were not in compliance. Ed has spoken to Andy about using a spreadsheet posted on the website that shows all Associations and an indication of whether or not the document had been turned in. Accreditation – 20 Associations have turned in plans for improvement. MAC was decertified as on 8/31/11, and USA Track & Field New York was established. Adirondack and Illinois both have slight fiscal problems. West Texas is under suspension and at this point, but they are making a good effort to get on track. West Virginia and Three Rivers will share jurisdiction over the panhandle of West Virginia if it is approved on Saturday.

**Region Rep Evaluation** – Andy will send out an evaluation to the appropriate Associations.

**Sanctions Task Force** – see separate posting on the Sanctions Task Force recommendations.

**Motion – Pat Pretty made a motion to accept the recommendations from the Sanctions Task Force. Seconded by Jim McKee. Unanimously approved.**

**Rules:**

Item 10, adding the hammer to Youth Division, were withdrawn.

Item 26A to bring Masters LDR to start at 35 instead of 40, did not pass. It was suggested the age range be included with the name.

Item 27 was withdrawn – logo restrictions on uniforms.

Item 33, competitions in events outside a standard facility, will be rewritten and discussed as to how it effects sanctioning.

Motion to adjourn. Approved.

## **Friday, Dec. 2, General Session**

**Chair's Remarks** – Officers of Associations need to look for ways to bring new people in, particularly younger people. Who will carry on after us? We must mentor the new people who can back up and eventually take over positions. We now have 7 Region Reps who can help. One of our goals in 2011 was to split the regions from 4 to 7, which we accomplished. Although we had the bar codes on our badges, reading those barcodes was not successful. So we continue to work on that process.

**Chair's Awards** – presented to Jim McKee and Marlene Atwood. These were the first ever Chair Awards given by the Associations committee.

**Coaches Ed** – several states are now going to mandate that their high school coaches will take the Coaches Ed class.

**Andy's Report** - Andy announced the reorganization previously report in the AEC meeting (see National Office changes above). Andy also covered sanctions, year-end trial membership as previously reported. The Associations Committee also has a webpage where you can find information. Andy reminded everyone about the Association Resource area which can be found at <https://www.usatf.org/mgmt/assoc/forms>. Association Grants are awarded each year, but Andy pointed out that the grant program has not gone over well, so take advantage of them. They are due in May. Trademark license agreements must be returned to Andy asap. We have a company who is actively looking for misuse of our logo and sending out 'cease and desist' letters. The National Office wants a communications and marketing person in each Association. Please get that name to Andy.

**Club Memberships** will now be sent directly from the National Office. Online sanctions should be available starting in Jan, 2012. Post event report forms will also be online. The insurance forms will not be online initially.

**Accreditation Report** – Herb Nichols reported that there were 42 Associations that did not send in all the documentation needed for full accreditation. We are hoping to have a spreadsheet posted on the website that will show checks for each form on file by Association.

**Grievance Panels** – Each Association needs a panel of 5 to 7 people on-hand so that you can call upon a panel of 3 whenever a grievance arises. We discussed that there is no penalty when Associations do not handle the grievance in a timely manner, according to your by-laws. We will require Associations to submit the list of names on the Arbitration Panel, and if grievances do linger on, it will affect your accreditation. The goal is for everyone to be protected. The National Office has a form for panelists; Andy will send it out.

**Association Website workshop** – Andy passed out the Association Communications & Marketing Coordinator job description, which is also posted in the Association Document Resource center. A copy of the Association logos will be provided to the new Coordinator. Make sure your links for sanctions, club membership, etc., are directly linked to the National website.

**Association Website Package** – includes a professionally designed template and a unique URL. The license itself is under Kentico Content Management System and is a \$3,495 value. It is easy to navigate, edit and save content. It uses a word like editor that you manage through your browser. Included are on-line forms and polls, social networking links, robust/powerful platform, workflow, versioning and roll-back. The National Office can also log in to your site to help trouble shoot. One hour of support per month is included and basic phone and email support from trained USATF Staff. Includes monthly hosting, dedicated server space and up to 10GB/month of data transfer included.

An exciting feature is a revenue sharing opportunity for Associations through the USATF Online Store. While this is NOT a done deal yet, it would provide royalties for direct referrals. There is built-in space for local and National advertising. Online event registration planned for 2012, as well as comprehensive event results (2-3 year plan) and National rankings system (2-3 year plan). There is also full connectivity to USATF Systems: calendar/event system, news via National news system; connect to membership

\$150/month for first 12 months; \$50/month thereafter. Settlement will be deducted from our monthly revenue check. Current users: NY, Oregon, Dakotas, Kentucky, New Mexico, Florida, Nevada and South Texas. Domain name would be [www.your-assn-name.usatf.org](http://www.your-assn-name.usatf.org) and you could redirect your existing domain name to that one.

## **12/3/11 – GENERAL BUSINESS MEETING**

Outrun the Sun talk

**Coaches Education** – Pat Pretty reported that Level 1 is being re-written and will be a certified course. Starting in Sept, the fees will go up from \$100 to \$125. Pat will send out the notices to the Association Presidents and Secretaries when a Level 1 school will be in your Association. If you do not respond in the required time, it will be assumed you know about it.

Andy reported the Nationwide Insurance new benefit.

**Organizational Services** – Ed reported that West Texas has been upgraded to provisional status and they will have voting right as of tomorrow. Also, New York is the newest Association, replacing Metropolitan. West Virginia and Three Rivers will have shared jurisdiction over the panhandle of West Virginia.

**Rules** – Steve reported on rules, as previously recorded.

**Club Council** – Regional Competitions need to fall in to the closing time window for the Olympic Trials for next year. The athletes will need competition to get qualifying times and we need to provide it for them.

**Region Rep evaluations** will be going out to the Presidents within the next few weeks. The Executive Committee will review the results and decide.

Region Rep reports from the Annual Meeting will be posted on the Associations page of the National website.

Kara Patterson, AAC, reported on athletes planning to become more involved at the local level. Kara asked for support to the proposal to put multiple logos on their jerseys. This will benefit some of the athletes who do not have one major elite sponsor.

Submitted by  
Linda Bommicino, Secretary