USATF BOARD OF DIRECTORS MEETING Indianapolis, Indiana - Saturday, October 6, 2012

ATTENDANCE: Stephanie Hightower, Kim Haines, Dr. Evie Dennis, Ken Taylor, Elizabeth Phillips, Bob Hersh, Willie Banks, Jeff Darman, Mickey Carter, Robert Hersh, Darlene Hickman, Larry James, Eve Wright, Steve Miller, Philip Dunn; via Conference Call: Jackie Joyner-Kersee; Absent: Aretha Thurmond; Deena Kastor

USATF Staff: CEO Max Siegel, COO Renee Washington, Benita Fitzgerald Mosley, Jill Geer, Gina Miller, Norman Wain, Patty Hogan, Lynn Taeger; Kristina Hervey.

Guest: Christina Corl

A quorum was present; the meeting was called to order at 8:37 a.m. Eastern Time

A. Approval of prior meeting minutes

MOTION (Hickman): Approve the June 26, 2012 minutes as revised and submitted and the August 15, 2012 meeting minutes as submitted. Approved

B. Chairman/President's Report

Stephanie Hightower

Portland Post Trial Meeting – TrackTown USA – Max Siegel – CEO; Renee Washington – COO; Jill Geer – Chief Public Affairs; Stephanie Hightower - Board President and Steve Miller - Board Vice Chair traveled to Portland for post Olympic Trials discussions with TrackTown USA on September 17, 2012. TrackTown committee members in attendance included Vin Lanana and Sam LaPray among others. Tracktown reported a successful trials this year and they are beginning to formalize the relationship with Max and Renee for the 2016 trials. Discussion ensued concerning the creation of a long term relationship, competitions, future Olympic trials, possible World Championships, and Junior Championships. The participants discussed how we leverage partnerships to grow and expand the sport; as well as long-term strategies. USATF will continue to weigh options.

C. <u>CEO Report</u>

Max Siegel

NBC Meeting - Max has had on-going meetings with NBC. They are excited about finding the right platform to promote USA Track & Field.

Agent Summit - A meeting with sports agents who represent 80% of the athletes took place at the USATF National Office in Indianapolis, IN, on September 10, 2012. It was the first time in 22 years that they have been invited to come together and collaborate on what issues their athletes face in terms of showing up, participating, and promoting the sport.

Nike Meeting – On Monday, September 17, 2012, Max, Renee and Jill, attended a meeting at Nike headquarters in Portland to discuss issues relevant to the contractual relationship including the 2013 USATF Event Strategy. Discussion ensued on various topics and the meeting was successful. John Capriotti, Global Director of Athletics, will be visiting the national office in Indianapolis on Monday, October 8, he will be addressing the national office staff.

Smart Goals – Smart Goals are the framework that we will use to engage the board. We are making a list of what we want to achieve and if there are any impediments or obstacles based on governance, it will be brought to the board to decide the appropriate way to address the impact to USATF.

E. Legal Norman Wain

3rd Quarter Grievance Update - There are two grievances still pending and are in the hands of the NABR chairs; hearing dates are being scheduled. The national office will continue to monitor the progress. A grievance status summary was supplied to the board.

F. Nomination & Governance

Darlene Hickman

Discussion ensued as to the nomination process and committee members were reviewed.

MOTION: (Miller) Accept the Nomination and Governance Panel nominees submitted to the board. The board ratified the slate as presented below by the nomination and governance panel. Motion Approved unanimously.

Eve Wright – Independent member Jackie Joyner-Kersee – High Performance Ken Taylor – Officials

MOTION: (Miller) Accept the recommendation of the Nomination and Governance Panel of Fred Finke for LDR Representative to the Board of Directors. Discussion ensued. Approved with two abstentions.

G. Financial Report

Ken Taylor

2011 IRS Forms – The forms have been reviewed by the Audit Committee and will be filed in early November.

2013 Budget – The preliminary budget has been prepared; the Budget Committee will meet in Indianapolis on October 27, to review and complete the budget. Discussion ensued on ways to streamline and make the budget process more efficient.

H. <u>Integrated Marketing & Communications (IMC)</u>

Jill Geer

Kristina Hervey was in attendance and presented IMC's Activation Presentation. Activation Markets were: Houston, New York, Miami, Philadelphia, Des Moines, Indianapolis, Eugene and Baltimore.

The primary focus of the activation is to build USATF brand awareness, invest in the current USATF membership and engage new members. The activation captured data to better understand how USATF is perceived by the public, including our memberships, to evaluate areas of opportunity and to leverage new sponsor relationships and opportunities. Already in 2012 we have used data gathered from the activations to enhance USATF programs. Discussion ensued about observations, strategies and ideas going forward.

I. High Performance Plan

Benita Fitzgerald Mosley

Benita reviewed the highlights of the 2012 London Olympics: 29 medals represents a 26% increase over Beijing and ranks second among the top 3 team performances over a non-boycotted Olympic games. Barcelona -30 / London -29 / Mexico City -28

Olympic team score of 304 points represents a 97 point (47%) increase over the 2008 Olympic Games in Beijing.

Benita presented the High Performance 2016 vision and the 2013 – 2016 plan strategies and overview.

The meeting was suspended for lunch at noon; the meeting resumed at 12:30 p.m.

J. Smart Goals

Renee Washington

The board received an outline of Smart Goals created for the national office. Renee presented the goals and action steps proposed for each goal. Goals pertain to membership, revenue, operational efficiencies, events and event strategy, popular engagement, operating reserves, fundraising and the USATF Foundation partnership.

Renee will have monthly meetings with Jack Wickens to re-launch and re-energize the foundation relationship and find ways to collaborate events going forward.

K. Election Process

Ed Koch

The board was given a summary sheet outlining the election process. They have received two nominees for President, Stephanie Hightower and Matt Rigby and one nominee for LDR Chair, Fred Finke. The nominations booklet will be distributed to the general membership at the end of October. The first round of voting will take place from 7a-11a on Saturday, December 1. If a run-off is needed in the event of a tie the voting will take place Saturday, December 1 from 2p-6p. The new board now elects the new officers and the Nomination and Governance subcommittee elects the board members with the exception of the President. Ruth White is the Election Subcommittee chair.

L. <u>Annual Meeting</u>

Kristina Hervey

In conjunction with the Annual Meeting, a celebrity golf tournament has been planned.

Flight arrangements need to be made to arrive in time for Opening Session on Thursday, November 29 and depart Sunday, December 2, at the conclusion of the board meeting.

Meeting adjourned at 1:45 P.M.