



USATF Pacific Board of Athletics Meeting Minutes
Conference Call
Tuesday, May 19, 2015
Unapproved

Members present: Fred Baer (Treas./W T&F Ch./Media Ch.), David Bartholomew (Coaches/At-large), Tom Bernhard (M LDR Ch.), Joanne Camargo (Youth Ch.), Don Collins (At-large), Shirley Connors (Officials), J.R. Heberle (Secy.), Irene Herman (V. Pres./Membership), Al Hernandez (Coaches), George Kleeman (Past Pres.), John Mansoor (Exec. Dir.), Joseph Ols (Masters T&F Ch.), Elizabeth Price (Youth RW Ch.), Jon Price (RW Ch.), Deborah Sample (Youth T&F Ch.), Charlotte Sneed (Youth), Lloyd Stephenson (Masters LDR Ch.), Jeré Summers (Athletes Ch.), Mark Winitz (M LDR).

Guests: Mike Curry (Youth coach), Cris Houston (Youth).

7:05pm: Call to order (Herman) and roll call (Heberle).

Review and approval of previous meeting minutes (Heberle).

Motion to approve minutes **passed** (Baer/Kleeman/unanimous with abstains by Rehmet and Stephenson).

Treasurer's Report (Baer):

Mansoor: Herman secured \$10k sponsorship for Club XC Nationals through Craigslist. Everything is standard for this time of the year.

Motion to approve financial report (Baer/Hernandez). Discussion: Mansoor: Sanction income that came in last year and was unusually high was really income for this year which is showing up now as this year's sanction income is low. **Motion passed** (unanimous).

Fred Baer left the call.

Committee Budget for 2016 (Herman):

Budgets due to Mansoor by July 31. It is very important to have details justifying your budget. Kleeman: If you are adding anything to your budget, please give a reason based on the strategic plan.

Youth sound system (Camargo): We have received it except for one speaker.

Election results (Herman):

One candidate was ineligible according to the bylaws, so two candidates were presented on the ballot. Paper copies of the ballots were forwarded to the election committee.

Bartholomew: Bower, Joy Upshaw, and I met to count the ballots. 10 votes were cast for Al Hernandez, and 19 for Charlotte Sneed. Sneed is elected to the office of Second Vice-President.

Strategic Plan Updates (Winitz):

The updated USATF Pacific Strategic Plan (as of May 2015), plus a summary report detailing our strategic accomplishments and challenges to date, are posted on the website. As background, we have a 4-year strategic plan, which spans the Olympiad (currently 2013-2016). In the Governance and Administration area of the plan, we have one challenge. We had a goal of having more people step up to be organizers of regional and national meets. Our benchmark was to find these individuals, and we have not met that goal. Think about how we could reach out to people with the necessary expertise. Herman: Perhaps the new 2nd VP could work with the committees to do this. Sneed: Could we reach out to companies? Kleeman: Two aspects—financial support, and the bigger need which is actually managing the events. Winitz: We have

another goal under the Marketing & Promotions area of the plan to increase our sponsorship.

In the Athlete Development and Competition area of the plan: One of our goals is to put on specialty meets that are event group carnivals. Challenge: To date, no LOCs have stepped up to the plate to put on these meets. Ols: The Masters T&F committee has people who may be willing. Last year we organized an icosathlon (double decathlon) championship meet, but unfortunately the venue (Marin College) does not have a steeplechase facility, so we were not able to hold the meet. We need an affordable venue. E. Price: Racewalks are often held separately, which counts as a specialty meet.

Winitz: Another strategic goal which has presented a challenge is to create more competitive opportunities in May so athletes can get an early start on the outdoor season. Our Pacific sport committees should keep working on this one.

We have also not seen much progress in our goal of identifying and working with local "athlete heroes" to create exposure and publicity for them and our sport. If anyone is willing to work on that contact Mark Winitz. Mansoor: Kim Conley will soon appear at an elementary school with ~500 kids to promote a new track meet series organized by former Sac State distance coach and current SRA director Scott Abbott. Winitz: We have also had middle school assemblies organized by the Silicon Valley Turkey Trot 5k at which prominent elite athletes entered in the race appeared and spoke to kids about the importance of physical fitness. Herman: Impala Racing Team has been awarded a grant from a shoe company to give shoes to girls.

Winitz: In the Communications area of the plan, one major accomplishment is that we have a new updated website. One challenge, however, is that we have not made progress on our strategic goal of creating and distributing a quarterly Pacific e-mail newsletter. Volunteers have not been found to put together this newsletter.

In Marketing & Promotions, again we had a number of accomplishments. We are slowly bringing on new partners, such as those Irene brought on for the Club XC Championships. However, we really made no progress on our goal of increasing Pacific advertising and promotions. We have Pacific athletes who would be attractive promoters of goods and services offered by organizations who might choose to partner with us.

The last area of the plan is Resources & Education/Training. We have made a number of accomplishments here, and have no strategic goals in this area that continue to present challenges.

I encourage all to look at the strategic plan on the website and note the responsible parties we have appointed for our various strategic initiatives. If you are responsible for any area, please work on those initiatives as your time allows.

2016 Associations Grant (Herman):

The Board of Directors discussed this and thinks that Youth should submit a grant proposal for youth hammer competitions. Camargo: Is this separate from the championship hammer competitions that we already have? Mansoor: Yes.

Marketing and Promotions (Mansoor):

Herman: At this time Marketing Chair is an open position. Mansoor: This has to be tied in to something bigger, because there isn't enough revenue for the commission to be worthwhile for someone to work on it. It could be tied with Larry Eder, or with the USATF Pacific Foundation so there is a larger scope of work. Ols: I can work on web advertising. Winitz: I will note that in the strategic plan.

Committee Elections (Heberle):

I will include information in the combined committee reports.

Bernhard: What about, for example, LDR subcommittee elections? Heberle: All committee position elections will be run by e-mail ballot through the Association office.

Association Award Nominations (Kleeman):

Please nominate deserving athletes for these awards. Get names in to Leroy. We should recognize deserving athletes at least back to the start of TAC/USATF. Even if your nomination is only 200 words, please submit nominations.

Foundation update (Kleeman):

We have given out nine grants to athletes and seven to coaches this year. We have not received any requests from marathon athletes. These are intended as Olympic Trials and Olympics training grants. You can buy from Amazon Smile and the Foundation will get a couple percent rebate on your purchases; Joseph Ols set this up. We have a charity program with the San Francisco Marathon. We have raised about \$3-4k from various sources. We displayed an advertising banner at meets at Stanford and Cal. We have that available to display at other events. We need more volunteers. Winitz: We need more qualified people with the skill sets to successfully fundraise to sit on the Foundation board. Bernhard suggests Dan Lilot, a prominent manager and agent.

Championship Meets:

Masters T&F Champs (Ols): 1700-1800 in revenues so far; another week to go in online registrations.

Youth T&F Champs (Camargo): 5/30-31 at Rocklin. Entries close next week.

JO meet (Camargo): Moved to DVC from Chabot.

Youth hammer events (Camargo): Hammer venue at DVC cannot be used. We looking to secure a safe hammer venue; looking at Sac State and Chabot. We have never had to put in a budget request for our championship hammer competitions in previous years. I do not see why it is necessary since the hammer is part of the championship meet program. Youth has funds to cover it as we have in the past. Mansoor: In the past, the hammer was part of the main meet with no additional costs or facility agreements. This year the proposal is to hold the hammer at a separate facility, which incurs facility cost and medical staff costs totaling about \$600 additional meet. Camargo: We are only asking the association to pay for the 3 championship hammers. Curry: The throwers will be willing to pay to put on the proposed additional competition. Camargo: We have held separated hammer event before. Mansoor: There must not have been any additional costs in the past. If a committee starts to exceed its approved budget, the Board must approve additional funds. These may fall within the approved budget, but I have not yet seen any costs for the meets this year. Camargo: Last year Chabot charged \$100 to use the hammer facility. Chabot has had a changing of the guard. Mansoor: What about medical? Camargo: If we can't get medical, we won't hold the event. Curry: We desperately need these venues to support these youth athletes.

Club XC Nationals (Herman): So far sponsorship money is over \$25k. Hosting Marin Headlands 50k.

2016 National JOs (Mansoor): We will put together the LOC this fall. The Sac Sports Commission has been very busy with non-track events, such as Amgen Tour, NCAA basketball, golf, etc. I will meet with Scott Abbot, the Sacramento Running Association (SRA) director, tomorrow. His former coach is the national LDR chair. There has been discussion of SRA hosting a national championship for a shorter distance like 8k. Union Pacific doesn't want to stop trains anymore for anybody, which affects possible course layouts. They are still negotiating to get the trains stopped for CIM.

New business:

Sample: I am in contact with my school district about holding a Run Jump Throw event. Sneed: I can help

with that. Sample: I have a venue. The district is supportive about holding more events.

Membership (Herman): 5555 as of tonight.

8:28pm: Motion to adjourn passed (Collins/Hernandez/unanimous).

Next Meeting: September 22 at Foster City Recreation Center, covering strategic plan update and selection of delegates to the USATF Annual Meeting.

Respectfully submitted,
J.R. Heberle

Unapproved