



USATF Pacific Board of Athletics
Meeting Minutes
Heather Farms Gardens, Walnut Creek
Tuesday, November 19, 2013
Unapproved

Members present: Fred Baer (Treas./W T&F Ch./Media Ch.), Tom Bernhard (M LDR Ch.), Mike Bower (Officials Ch.), Carl Bryant (Youth V. Ch.), Cynici Calvin (Comm. Ch.), Joanne Camargo (Youth Ch.), Maria Castillo (Youth Membership), Don Collins (At-large), Bill Dodson (LDR Ultrarunning), Don Harding (Youth Officials), J.R. Heberle (Secy.), Irene Herman (V. Pres./Membership), Ralph Jones (M T&F Ch.), Maura Kent (Youth), George Kleeman (Past Pres.), John Mansoor (Exec. Dir.), Leroy Milam (Awards Ch.), Joseph Ols (Masters T&F Ch.), John Rembao (Marketing Ch.), Deborah Sample (Youth Records Ch.), Charlie Sheppard (Disabled), Bob Shor (Youth), Dave Shrock (Pres./Coaches Ch.), Lloyd Stephenson (Masters LDR Ch.), Jeré Summers (Athletes Ch.), Bob Thompson (Officials), Duane Wolterstorff (Youth Treas.)

Guests: Jim Hume (Officials Certification), John Murray (Officials Past Ch.), Alex Price (RW), Sean Roland (Marketing)

Call to order at 7:40 pm. Roll call of BoA and introduction of members present.

Review and approval of the Sept. 2013 BOA meeting minutes (J.R. Heberle). **Motion to approve as amended passed** (Kleeman/Stephenson/unanimous).

Presentation of Association By-Law amendments for second and final reading (J.R. Heberle): Continuing from Article 5 where we stopped at the September meeting. **Motion to approve as amended passed** (Kleeman/Herman/20 yea, 0 nay, 0 abstain).

Shrock: Thanks everyone for help with word crafting. Please continue to make suggestions for improvements to By-laws and Operating Procedures in the future.

Treasurer's report: Mansoor: I can project we will be around \$10-12k negative for 2013. Bernhard: Should Sactown19 be \$6k and Marin 10k be \$3k? Undisbursed prize money is supposed to be returned to the committee. Shrock asked Mansoor to explain the projected negative. Mansoor: We currently show an income around \$55k, but large revenue (i.e. membership) for 2013 has already been collected. However, there are large expenses yet to be paid including prize money purses (i.e. \$31k in Grand Prix funds), and another \$10k for staff salaries and rent, \$9k for the Annual Meeting, \$2-3k outstanding for sanctions on the credit card, and the \$1k timing bill from the Open meet. Stephenson: We do we have a negative this year? Mansoor: Budget creep, i.e. the Olympic year training grant which has become an every-year grant. A thousand here and a thousand there adds up. At some point we need more revenue. LDR events are the primary generator of sanction revenue. **Motion to approve the report passed** (Kleeman/Herman/unanimous).

Budget for 2014: Kleeman: big changes from last meeting: took out grant and Foundation money (\$13k), and rearranged some Youth income and expenses (net change \$2-3k). Shrock invited comments from Youth. Wolterstorff: We revisited our numbers. We are asking for an increase of revenue and expenses of \$3700 (net change of zero). Revenue increases based on conservative use of historical values. Expense budgets moved up to more accurately reflect how the events will happen. Youth will remove the Sub-bantam meet as an Association meet and ask a club to run it instead. Shrock: We have taken out athlete training grant and reduced the coaching grant. **Motion to approve the 2014 budget passed** (Harding/Ols/23 yea, 0 nay, abstain 2)

Update on USATF Annual Meeting in Indianapolis (Irene Herman): Dick and Shirley Connors and Mark Winitz will not be attending. Debra Sample will be our 18th delegate. Our caucus will be on Friday at 7 am. Mansoor: Sacramento Sports Commission is an exhibitor, and has a table for the Jesse Owens Banquet that they will not be using. Herman: Is that for the awards luncheon? Shrock directed them to research it further. Shrock reminded attendees to send Irene their e-mail addresses.

California Track & Running News/Pacific Association Subcommittee: Calvin: We had a conference call based at the CSM press box. We came to good resolution regarding CTRN and the PA CommComm. CTRN will be looking at electronic issues for timely information between the print issues. They will soon provide the 2014 advance schedule of deadlines for ads and editorials. Removal of PA Road Grand Prix ad placement requirement. Discounted ads will continue to be offered to races in a variety of sizes (old requirement was full-page only). Marketing/Communications collaboration: space for potential ads working with CTRN to sell ad packages to vendors. Promotions for 2014 USA Outdoor Championships in Sacramento. Desire to increase budget item for paid writers, but we recognize the current Pacific budget situation. The new website is being worked on. We should have something to show in three weeks.

Shrock: See the compiled committee reports and the Foundation report. Calvin: There is a new Foundation page on the PA website with a link on the top navigation bar.

Youth Championship meet timing update: Castillo: Proposed C&C Timing Group would get its own Hy-Tek license and FinishLynx warranty/service package. Camargo: The association would not be responsible for anymore costs. Stephenson: Who will own the equipment? Shrock: The Association will continue to own it but will off-load the maintenance liability to the timing group. Wolterstorff: I suggest that there be a written agreement for the loan of the equipment. Mansoor asked Herman if we have insurance on the equipment. We don't. Herman: We got an estimate for insurance. We have about \$28k worth of major equipment (items over the deductible), not including the trailer. Shrock asked Mansoor to work with the prospective timing group to create an agreement to submit for approval at the January BoA meeting. Castillo: We are talking about loan of the timing equipment only, not the trailer, tents, and other meet management items. Camargo: We will still use the trailer sometimes. Shrock: The trailer is stored in Folsom and may be checked-out by a committee. Milam suggested placing a transponder on the trailer to assist with recover in the event of theft. Kent: Does the trailer have to be stored in Folsom? Shrock: It is appropriate to reimburse people who haul the trailer. Stephenson: I may be available to tow it sometimes. Mansoor asked to clarify that the trailer and the timing equipment will no longer always be stored and transported together. Castillo affirmed.

Motion for C&C Timing to coordinate with the Board of Directors to formulate an agreement by the January meeting **passed** (22 yea, 0 nay, 0 abstain).

Championships update (Mansoor):

- UNR students approved spending on an UW-style indoor, oversized (307 meter), flat track. It is a \$70MM endeavor driven by football.
- Portland was awarded the 2016 World Indoor Championships on a track yet to be built. They will undoubtedly be bidding for more meets in the future including USA Indoors. Nobody else wants to put in an indoor track in our area now that those things have happened.
- Sacramento is a finalist for NCAA DI Outdoors 2015-2018.
- Sacramento likely to bid for 2016 JOs (potentially in the same year as NCAAs).
- Sacramento will also get 2017 USA Outdoors if the 2014 meet meets target criteria agreed upon with the national office.
- Sacramento hosted the NCAA DI XC West Regional, but did not win a bid for Nationals through 2018.
- Sacramento likely to bid for CIF XC 2016-2018, also as Hagen Oaks Golf Course.
- Reno is bidding for 2015 JO XC with the bid to be presented at the 2013 Annual Meeting.

Marketing Committee report (Rembao and Roland): Ideas for how to monetize the Association website. Roland: I work in mobile advertising. We want to begin quantifying business results from the site, not just page views. Advertisers need three things: page views, time on-site, and click-through rate. We need to implement Google Analytics code to collect information. (Calvin says it's already installed.) CrazyEgg code can help focus ad placement by finding hot-spots for user attention on pages. After several months of data collection, we can put together ad models with potential revenue. Many types of advertising can be done. For more controlled types, we will need people to function as a sales staff. Who are the professionals and college students in the Association who can come together on this task? Is the site optimized for mobile and table viewing? Keep an eye and ear out for alternative options. The amount of traffic to the site will be the key.

Shrock will send out Roland's report by e-mail. Ols: What is an order-of-magnitude estimate of the potential revenue? Roland: It's too early to say.

Bower: The NCAA is considering placing the pole vault box collar requirement on hold.

New business:

BoA meetings for next year as approved by the BoD (all Tuesdays):

- Jan. 21 Sacramento
- Mar. 18 Foster City
- May 13 Walnut Creek
- Sept. 16 Foster City
- Nov. 18 Sacramento

Motion to adjourn passed (Jones/Bower/unanimous). Meeting adjourned 9:58 pm.

Respectfully submitted,
J.R. Heberle
Secretary, USATF Pacific

UNAPPROVED