

USAT Board Meeting Minutes

Location	Date	Time	Format
Remote	March 6, 2023	4:00 PM MST	VIA Zoom

In Attendance

Board Members Present		
Joel Rosinbum	Chair	Present
Henry Brandon	Vice Chair	Present
Chuck Graziano	Secretary	Present
Gabriela Gallegos	Director	Present
William Huffman	Treasurer	Present
Erin Storie	Director	Present
Keri Serota	Director	Present
Colonel Yvonne Spencer	Director	Present
Felix Stellmaszek	Director	Present
Scott Sternberg	Director	Present
Alyssa Seely	Ex-Officio	Not Present
Katie Zaferes	Director	Present
Others Present		
Victoria Brumfield	CEO	Present
Sheri Trahern	Chief Financial Officer	Present
Camellia Noriega	Associate General Counsel	Present
Carley St. Lucia	Dir. of Revenue and Growth	Present
Paul Minninger	Data and Analysis Manager	Present

1. Call to Order/ Roll Call

- Joel Rosinbum called the meeting to order at 4:03 PM MST on March 6, 2023.
- At that time, a quorum was confirmed.

2. President's Opening Remarks

- Joel Rosinbum welcomed everyone and reviewed the purpose of the meeting was to hear the staff presentation on membership rates and consider recommendations.

3. Membership Pricing Strategy- Victoria Brumfield

- Victoria Brumfeld, along with staff present on the call, reviewed research done and recommendations for pricing membership fees as requested by the board at its last meeting. The staff recommendation was to move annual membership fees from \$50.00 per year to \$60.00 per year (a 20% increase). The last increase was approved in 2015 and went into effect in 2015, when adult annual memberships increased by 11%. No other changes are being proposed at this time.
- The board asked questions and discussed various alternatives including the increase of one-day memberships by \$3.00 (From \$15.00 to \$18.00).
- After discussion, board members requested some time to digest the presentation and all of the data provided. Joel requested that all questions or comments be made by Friday and channeled through Slack so that all board members can see questions or comments already made. Victoria will then respond next week, and the board will vote via Slack Channel by the end of next week.

4. Adjournment

MOTION	Chuck Graziano	Gabriela Gallegos	
To adjourn the meeting			
CARRIED			

The meeting adjourned at 5:35 PM MST.