UNITED STATES LUGE ASSOCIATION

BOARD OF DIRECTORS MEETING MINUTES
September 13, 2025, 10:00 AM ET
Zoom meeting: https://zoom.us/j/96113926576?pwd=AfiMX1wEas64Tb6Kavf6haUXI891Sa.1

ATTENDING:

Board of Directors	**US Luge Association Staff/ Guests**
Robert Hughes, President	Scott Riewald, CEO
Ty Danco, Treasurer	Amy Chapin, Director Operations/ Administration
Robert Pokelwaldt, Secretary	Mark Grimmette, Sport Director
Bruce Norman	Gordy Sheer, Marketing Director
Jennifer Wesslehoff	Lidia O'Kelly, Accountant
Jeff Young	
Michael Thomas, Western Club Rep	
Ashley Farquharson, Athlete Rep	
Chris Mazdzer, Athlete Rep	
Zachary DiGregorio, Athlete Rep	
Tucker West, Athlete Rep	

NOT IN ATTENDANCE:

Larry Dolan, Eastern Club Rep	

I. Welcome and Call to Order at 10:03 AM ET — **R Hughes**

Chairperson Robert Hughes opened the meeting and welcomed Board members.

II. Conflict of Interest Disclosure — **R. Hughes**

The Board was asked if anyone had a conflict of interest related to any of the agenda items. No conflict of interest disclosures were reported.

III. Approval of June 4, 2025 Board of Directors Meeting Minutes — **R. Hughes**

Motion to approve the June 4, 2025 Board of Directors Meeting Minutes
(T Danco, Z DiGregorio)

Motion was approved unanimously with no discussion or abstentions.

IV. Chairman's Report — **R. Hughes**

- Noted that the primary goal of what we had to do this year has been achieved by the hard work of the staff.

V. CEO Report — S Riewald/ M Grimmette/ G Sheer

- Opened the floor for specific questions on the Board Report that was shared with the group in advance of the meeting. Questions will come up, and be discussed, as we work through the remaining agenda.
- **Membership Survey Results -** The Board had the opportunity to review results from the organization's first-ever membership survey, which was intended to assess performance of the USLA against our core values. Findings were presented, summarizing 81 responses, noting that feedback was generally provided with ratings between 3.7 and 3.9 out of 5. Key themes identified included communication improvements, both in responsiveness and clarity, as well as concerns about collaboration and ownership. The board discussed how to categorize the feedback into actionable items, miscommunication/ misunderstanding, and lower-priority "parking lot" items. These results provide actionable information and establishes a baseline for improvement against which future performances can be evaluated.
- **Commercial and Marketing Strategy Update –** Gordy Sheer provided an update on commercial and marketing activities, noting that renewals for 2026-2030 are on track and a new five-year deal with Norton will increase contributions starting this fiscal year. He mentioned adding a new sponsor, Molecule, and discussed ongoing negotiations there. The discussion highlighted the success of Slider Search and Fantasy Camp and presented general expectations for the coming year. Concerns were shared about the uncertain future of the Dow sponsorship due to leadership changes and financial difficulties. On the media front, it was reported there has been progress on Peacock coverage for domestic World Cup events and the potential live race coverage on Discovery Plus or Max, though this would require subscriber payment. The discussion called out the efforts of Yuliia and Lauren in social media and traditional media outreach, respectively, and looked forward to Olympic participation and potential watch parties domestically.
- **Board Requirements –** The Board was reminded of the requirements to participate as a member of the Board (e.g., conflict of interest statements, SafeSport Training, USLA membership, etc.).

VI. Financial Report — T Danco/ S Riewald

- **USLFF (Foundation) –** The current financial position of the Foundation, and its holdings, was presented and reviewed.
- **Financial Performance and Budget Review -** Recognizing there still some expenses to hit our books for FY 23-24, the organization ended the year in the black with a positive balance. When expenses were compared to the original budget, there was a 0.2% variance (i.e., the USLA managed to the budget that was proposed and approved in fall of 2024). The USLA is still waiting for, but anticipates receipt of, the $135,000+ from the State of New York.
- **2025-2026 Budget** - The board reviewed and was asked to approve the proposed budget of $4.293 million for the upcoming fiscal year, which includes roughly $500,000 of VIK support/ income. It was called out how much of the USLA budget is restricted in what income can be spent on (e.g., money for the USOPC must be spent against specific initiatives and is not available to fund ‘anything.’) The Budget will also be reviewed and approved by the USLA Finance Committee to meet the requirements of the Bylaws.

Motion to approve the 2025-2026 Budget as Proposed
(T Danco, J Young)

Motion was approved unanimously with no discussion or abstentions.

VII. Policy Review and Discussion **S Riewald/ M Grimmette**

- **Athlete Marketing and Olympic Selection Procedures -** The board was presented with two sets of documents to review and approve – 1. An updated athlete marketing agreement and 2. Olympic selection procedures (for athletes and staff). The discussion of the marketing agreement called out rules around logo placements on athlete equipment and regulations around personal sponsors on helmets and other gear, as well as how logo spaces are shared between the athlete and the USLA. The USLA Sport Director presented the Olympic selection process and procedures which define the criteria for qualifying for the Olympic Games. The policy was not ready to review and approve at this meeting, so it was agreed that approval of the policies, when distributed, would be brought forward for approval electronically.

Motion to approve the Athlete Marketing Agreement
(T Danco, Z DiGregorio)

Motion was approved unanimously with no discussion or abstentions.

VIII. New Business **R. Hughes/ S. Riewald**

- **Foundation Bylaws and Meeting Updates -** The Board will be asked to review and approve updated bylaws in a future meeting. Changes will focus on the need for flexibility to attract high-profile advisors and streamline processes.
- **Next Meeting** - agreed to schedule the next meeting around November 19th/ 20th to align with the athletes' training schedule.
- **Wolf-Pac Presentation and Review –** Following the formal Board meeting (today) Bruce Norman will present updates on the Wolfpac system
- **Annual Membership Meeting –** The Board was reminded about the upcoming annual meeting.

IX. Adjourn **R Hughes**

Without objection, the board meeting was adjourned at 11:40 AM ET.