



## Minutes

Board of Directors Meeting  
December 15, 2023  
Park City, UT

A meeting of the Board of Directors (the "Board") of USA Bobsled/Skeleton occurred on Friday, December 15, 2023. The Chair called the meeting to order at approximately 1:00 PM MT. The following members of the board were present at the meeting's commencement: Bob Bergbauer, Lenny Kasten, Randy Aliment, Paul Pogge, David Best, Chris Domingo, Ann Gaffigan, and Kaillie Humphries attended in person. Tristan Gale, Ryan Bosch, Michael Regan, Brock Kreitzburg, Chris Kinney, and Savannah Graybill participated virtually. The above members constitute a quorum of the Board under Bylaws Section 6.17.

USABS CEO Aron McGuire, CFO Lisa Carlock, and Director of High Performance Curt Tomasevicz were also present for the meeting, while Advisory Directors Jennifer Donnelly and Len Farber participated virtually.

Lisa Carlock recorded the minutes.

### 1. Call to Order

Mr. Bergbauer called the meeting to order at 12:59 PM MT.

### 2. Conflict of Interest

Mr. Bergbauer began the meeting by addressing potential conflicts of interest relative to any of the meeting agenda items. He inquired if there were any agenda topics which any director felt represented a conflict of interest whereby, they would need to recuse themselves from the discussion. None were reported.

### 3. Salt Lake 2034 Update

Mrs. Cat Rainey-Norman, Chair of the Salt Lake City-Utah Committee for the Games, updated the board on progress towards being awarded the 2034 Olympic Winter Games. So far an 11-year process to bring the Games back to Salt Lake City, the city has now been named the preferred host for the 2034 Games and is entering targeted dialogue with the International Olympic Committee. Objectives of the targeted dialogue include a full review of the complete bid file by the IOC, development of agreements with the USOPC and IOC/IPC to be signed upon election, and preparing to form an organizing committee for the Olympic and Paralympic Games. Election will be held during the 142<sup>nd</sup> IOC Session, July 23-24, 2024.

Mr. McGuire will meet with Mrs. Rainey-Norman to discuss USABS priorities and its needs to be successful at the 2034 Olympic Winter Games.

### 4. Management Report

Mr. McGuire updated the board on USABS' developments in the following key areas.



a. Athlete Development & Well-Being

Mr. McGuire reviewed the IBSF schedule for World Cup, Para World Cup, and North America Cup events, highlighting the upcoming Lake Placid World Cup dates of March 22-23, 2024, and noting USABS' early season successes at the La Plagne World Cup.

He addressed the delays USABS experienced in getting on-ice in the preseason which were due to weather and maintenance and staffing issues at the track. USABS had to adjust selection races and is considering spring selection races for the coming season, with additional fall selection races anticipated, in an effort to alleviate some of the problems experienced this year. Mr. McGuire met with Ashley Walden, ORDA CEO, to discuss the challenges faced and what needs to be improved upon, including a preventative maintenance plan, proper staffing, and provision of a more realistic track opening date. Mr. McGuire also followed up on discussions from the prior board meeting regarding challenges with the push track timing systems and confirmed for the board that it has been troubleshoot for greater success next season.

Mr. McGuire reviewed the performance staff and structure for each of bobsled and skeleton that utilizes both full and part time coaches to provide a robust support team for the athletes. He also explained to the board how Mr. Tomasevicz creates the coaching strategy for the season and communicates to the athletes which coaches will be at the various events, and which are key contacts for athletes at the various levels, so the athletes know what resources are available to them.

b. Resource Growth & Sustainability

Mr. McGuire announced the launching of the USABS Marketplace through Opendorse, which represents a revenue opportunity for athletes by marketing themselves directly to businesses, fans, and consumers. One hundred percent of funds coming in through the marketplace go directly to the athletes for their services provided.

Mr. McGuire reviewed new and renewed sponsorships, and categories in which USABS could use assistance in connecting with viable sponsor opportunities, to include airlines, rental vehicles, cell phones, auto manufacturers, and insurance. He reviewed the sponsorship revenue chart showing historical revenue, current sponsorship revenue, and future commitments through 2025-26. He also mentioned the Park City Sport experience that USABS recently conducted for a key contributor, noting hopeful future potential for the relationship.

c. Organizational Effectiveness

Mr. McGuire credited the AAC for their work on USABS' Guidelines for Children and Accompanying Parents and its design to support parent-athletes on tour while not interfering with athletic performance. He informed the board of the 2024 IBSF Congress to be held in Lake Placid in June, which will also include joint meetings with the FIL. He reviewed the open Compliance and Membership Services Manager role, and also reviewed the USOPC's May 2023 demand letter requirements and USABS' progress toward implementation.



d. Sport Awareness & Continued Engagement

Mr. McGuire informed the board of USABS' recently created brand strategy, developed in collaboration with Gregg Clifton, a current marketing contractor of USABS. The brand strategy is helping create brand consistency and will be used to attract new fans with identify themes within USABS properties.

Mr. McGuire also recapped USABS Media Day during which USABS contracted a photographer and a videographer to collect content to showcase our sports, teams, and individual athletes. USABS provided content to athletes and retained some for sole use. A suggestion was made to invite media outlets to USABS Media Day in future seasons. He lastly drew attention to USABS' recent social media posts to include highlights about the track at which the World Cup team will be racing during the upcoming weekend, athlete medal-winning performances, and team results.

**5. Team Performance Update**

Mr. Tomasevicz reviewed USABS' Athlete Progression Pathways, explaining the recruitment, development and national team levels and phases, and the criteria through which athletes qualify for funding and support at the various levels. He explained that this is the first year of full implementation of the Athlete Progression Pathways, and that it is not tied to World Cup team selection. He additionally reviewed the various types of support provided to USABS athletes, to include Direct Athlete Support stipends and Elite Athlete Health Insurance through the USOPC, Development Direct Athlete Support stipends, sports medicine access and strength and conditioning resources, housing opportunities, and season funding support.

Mr. Tomasevicz next addressed recruiting efforts, noting that they are ongoing and not just an offseason initiative. GMTM is being utilized for an online, continuous virtual combine, and USABS has partnered with the National Strength and Conditioning Association to host webinars and enable NSCA coaches to function as recruiters for USABS. He reviewed additional recruiting events and plans for collaboration with other NGBs.

Mr. Tomasevicz provided updates on technology initiatives to include implementation of Sideline Scout, 1080 Sprint, and a SkillMill. He also informed the board that the Made in the USA sled project has resulted in three new 2man sleds that are currently in use on the World Cup circuit, one 4man sled in use but with limited testing, and anticipation for development and additional World Cup sleds being ready to test in the spring.

Mr. Tomasevicz lastly reviewed priorities and initiatives to include a focus on communication, availability of important documents and information on the USABS website, alignment with USOPC services and definitions, and stipend adjustments for future seasons.

**6. Financial Report**

In advance of the meeting, Ms. Carlock provided complete financial reports to the board, including a November 30 Balance Sheet, Cash Flow Statement, and Statement of Activities & Budget to Actual Report. She also distributed the full budget spreadsheet that includes details of all budget line items. She reviewed the



four sections of the budget (restricted sport, restricted admin, unrestricted, and parasport) and provided details on each, the most noteworthy of which were the balancing of the restricted sport budget and reduction of the unrestricted budget deficit.

As Audit Committee chair, Mr. Bosch reminded the board of the Audit Committee's role and process for quarterly review of USABS' financials. He confirmed the committee's review of all documents provided and expressed that the committee had no concerns with the information and financials as presented.

#### **7. AAC Update**

Ms. Humphries provided the board with an update on recent AAC initiatives, which include updating their bylaws to align with USABS and USOPC standards. The project is nearing completion, with an AAC vote to approve pending, to be followed by submission to the USABS board for approval as well. She also noted the finalization of updates to the Guidelines for Children and Accompanying Parents policy that Mr. McGuire mentioned earlier.

The AAC voted to add a Para representative via a special election to be held in March. A second election may also be necessary to replace a current AAC member if compliance standards are not met.

Athletes are concerned about the new cost for the one-piece training suits that were previously provided to athletes as a part of the team kit. Athletes feel they should minimally be provided at no cost to new athletes and are an important performance component that adds professionalism and provides safety for the athletes. Mr. McGuire added context by explaining that they were previously provided to USABS at no cost by Under Armour, but Under Armour is no longer producing them and has instead outsourced them to a costly vendor. A suggestion was made to reach out to retired bobsledders to see about donating their training suits until a more permanent solution is found.

Ms. Humphries expressed the AAC's desire to be part of the discussions and planning around needs for the team to be successful at the 2034 Olympic Games. She also noted that the current sled and runner projects are yielding positive results.

#### **8. Diversity Initiative**

Ms. Gaffigan provided an update on progress within USABS' diversity initiative, first reminding the board of the working group's goals of assisting USABS in improving diversity at the staff and board levels and creating a culture of inclusion and trust between the athletes, staff, and board.

The working group has met with the USOPC Diversity, Equity and Inclusion team and has become educated on resources available to USABS. Ms. Gaffigan reviewed the summary of USOPC recommendations and USABS' Diversity Scorecard for 2022. She next reviewed the working group's current proposal, which includes the board:

1. Reviewing and approving the USABS Anti-Discrimination Policy and Statement;



2. Adopting a goal of achieving at least 40.6% people of color on the board (with non-AAC members having a minimum 33% people of color) by 2030; and
3. Instituting an annual requirement for board members to complete at least one DEI training course offered by USOPC.

Discussion ensued on various elements of the proposals, including the definition of “people of color” and the correctness of the proposed percentages. Determination of scorecard statistics was also addressed, as well as specific inclusion of the various protected classes or more simplified and inclusive language such as “any class protected by law”. Thorough support was offered by the board for the initiatives, and next steps for each were addressed individually as follows.

1. A motion to approve the USABS Anti-Discrimination Policy and Statement, with an amendment to remove the detailed list of covered classes and replace with wording to cover all classes protected by law, was duly made and seconded. It was unanimously approved.
2. More information will be gathered regarding proposed percentages of representation to be reached. No vote of approval was conducted at this time.
3. A motion to approve an annual requirement for board members to complete at least one DEI training course was duly made and seconded. It was unanimously approved.

#### 9. Executive Session

The board entered its executive session at 5:33 PM MT. Topics discussed were the election of a new chairman, March and June meeting dates and locations, and cash contribution reminders.

#### 10. Adjournment

The meeting was adjourned at 6:15 PM MT.

This document constitutes a true and correct copy of the minutes of the Board of Directors meeting of USA Bobsled/Skeleton.

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*Lisa Carlock*

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Lisa Carlock

Corporate Secretary

January 26, 2024

Date