UNITED STATES LUGE ASSOCIATION

BOARD OF DIRECTORS MEETING MINUTES
June 4, 2025, 4:00 PM ET
Zoom meeting: https://zoom.us/j/94736974481?pwd=tRjTFW98s8UmQamdipet68ZgHxNaXW.1

ATTENDING:

Board of Directors	US Luge Association Staff/ Guests
Robert Hughes, President	Scott Riewald, CEO
Ty Danco, Treasurer	Amy Chapin, Director Operations/ Administration
Bruce Norman	Mark Grimmette, Sport Director
Jennifer Wesslehoff	Gordy Sheer, Marketing Director
Michael Thomas, Western Club Rep	
Larry Dolan, Eastern Club Rep	
Summer Britcher, Athlete Rep	
Chris Mazdzer, Athlete Rep	
Zachary DiGregorio, Athlete Rep	
Tucker West, Athlete Rep	

NOT IN ATTENDANCE:

Robert Pokelwaldt	Chris Mazdzer

I. Welcome and Call to Order at 4:03 PM 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 April 23, 2025 Board of Directors Meeting Minutes **R. Hughes**

Motion to approve the April 23, 2025 Board of Directors Meeting Minutes
(B Norman, J Young)

Motion was approved unanimously with no discussion or abstentions.

IV. Chairman's Report **R. Hughes**

- Presented a brief overview of the meeting topics, calling out the importance of the items to discuss.

- The topic of Russian athletes' participation in the Games was brought up, but a discussion deferred until the Board touches on new business.

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, and called out a few specific items.
- Olympic registration will remain open until the end of August, with Mark Grimmette is working with the USOPC and is coordinating athlete and coach registration. Housing remains as one of the biggest challenges.
- Gordy Sheer shared several positive marketing developments. A visit with Norton led to a discussion in which Norton verbally committed to a 4-year renewal, which will extend their partnership to 50 years, along with increased funding potentially starting in 2026. Massey Ferguson has also verbally committed to renewing their commitment to USA Luge at an increased level. A new partnership with the Olympic Regional Development Authority will allow for hosting three luge challenge events and daily luge clinics at Mount Van Hoevenberg; this will drive revenue as well as serve as a talent ID opportunity. Work being done with sponsors around renewing partnerships ahead of the Olympic Games. Continued effort is being put into social media and sponsor engagement; events are planned this summer with Team Worldwide and US Venture. Planning eight Slider Search events this coming season. USA Luge is exploring a multi-sport broadcast event with the CW network to make winter sports more appealing to potential broadcast partners. Streaming will be provided on Peacock for both domestic World Cup events.

VI. Financial Report — T Danco/ S Riewald

- Repositioned some of the Foundation funds to be a bit more conservative in their investments given the uncertainty of the market.
- USA Luge received a 10% increase in cash support and a 15% increase in athlete funding from the USOPC for the coming year, totaling approximately $1.4-1.5 million. The funds are allocated across various programs including coaching, national team, equipment with specific amounts set aside for initiatives like bringing on a third coach and supporting world cup competitions – details on the funding breakdown were provided to the Board. The organization is in good standing with the USOPC and will receive its first payment in July.
- USOPC has awarded $242,000 in additional grants to go against defined technology, international relations, and administrative initiatives.
- For the Park City and Lake Placid World Cup events - the total estimated cost is more than $300,000 for each event, with 50% covered by the FIL. There are expected commitments from the UOLF and the Utah Sports Commission to support the Park City event. For Lake Placid, 50% of video production is covered by the FIL and additional funding from the USOPC will go towards this even while the USLA looks for additional sponsors. Based on the analysis, the USLA should have the funding necessary to run these World Cups.
- The USLA will receive roughly $183,000 in employee retention credits approved by the IRS.
- The ongoing zero-based budgeting efforts were discussed, noting both achievements and

challenges for the upcoming year. A summary of the USLA's current financial position was presented as well as projected cash flow for the remainder of the fiscal year. The discussion focused on prioritization of funding for various initiatives, with a particular emphasis on supporting the Junior National team and future development while being mindful of the financial constraints.

- The board discussed strategic planning for USA Luge, with Scott proposing a plan through 2034 and suggesting a focused meeting about Salt Lake City's needs. They agreed to hold an ad hoc think tank session about increasing USA Luge's presence in Salt Lake City.

VII. New Business **R. Hughes**

- Confirmed that the annual meeting will be held on September 13th, 2025.
- At the FIL Congress there will be a discussion re: Russian and Belarussian athlete participation in events under a neutral flag due to the current international situation with Ukraine as well as anti-doping concerns. The USLA is providing information to the FIL leadership. Discussed that the USLA should not support Russian and Belarussian participation, but we will not act against a decision from the FIL if they vote to allow athelte participation.
- Proposed a meeting of SLC-based Board members to talk about opportunities that could exist in Utah. Will look to set up a time to meet.

VIII. Executive Session **R. Hughes**

- The Board of Directors met in executive session to discuss several items.

IX. Adjourn **R Hughes**

Without objection, the board meeting was adjourned at 5:15 PM ET.