

**USAT Mideast Region Council
Face-to-Face Meeting
Saturday, February 4, 2012
8:30 a.m. – 3:00 p.m. EST**

Presiding: Jim Weaver

Present: **Lawrence Giannetti** **Lesley Kruzel** **Lindsey Cook**
 Drew Heintz **Jeff Grady** **Jenn Finn**
 Kevin Smeltzer **Bill Tough** **Michael Wendorf**

Minutes: Michelle C Harter

Absent: Greg Mueller Keri Schindler
 Casey Hill

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Determine how much \$ contributed to Achieve youth grant recipient from National.	Kevin and Jim	Feb 7 th
Distribute youth rules to Council.	Bill	Feb 7 th
Communicate youth grant application deadline February 28 th .	Michelle	Feb 10 th
Review and Revise Race Bid application for SQ/RC selections.	Michael/Jeff/Lesley	Feb 20 th
Distribute Race Bids to RDs.	Michelle	Feb 22 nd
Regional Duathlon Championships Selection Proposal	Lawrence/Jenn	Feb 28 th
Discuss RADC role on Council.	Michael/Jim	Feb 28 th
Submit proposed budget for pilot RD Certification grant for struggling RDs.	Bill	March 1 st
Create promo item that provides recognition of USAT Mideast Council supporting (and/or subsidizing) youth grant recipients event/program.	Michael/Michelle	April 1 st
Compile women's committee event proposal outlining goals, objectives, financial need, and purpose.	Lindsey	March 1 st
Compose MERCRS communication/promotion explaining changes.	Lesley	March 1 st
Make recommendations for SQ '13 and RC /13 and '14 to Council.	Michael/Jeff/Lesley/Bill	March 15 th
Collect youth grant program testimonials for budget accountability and support.	Michelle	Sept 2012

Meeting Minutes

Meeting Called to Order 8:45 am EST

Colorado Springs Meeting Review - Jim

- Focus on Membership for 2012 – Retention and New memberships. Discussed ways to reward membership growth within our Region.

- Discussed ways to cement the value of annual membership (i.e. support for Olympic development to represent USA, market amount of \$ saved being an annual member versus one day'er, provide membership fee discounts at races for annual membership sign-ups.)
- Encourage aquabike inclusion with RD's. Promote and support National Aquabike Championships.
- Stated budget accountability necessary by tracking every \$1 spent in detail and include Kevin in all budgetary discussions.

BOD update - Kevin

- New funding formula Task Force created to evaluate and propose how funds are determined for each Region.
- Budgets will be presented to BOD by each Regional Chair.
- New Board members elected to the BOD and Kevin's committee roles changing slightly.
- Regional Incentive Plan being implemented this year.
- Our RD Consortium being considered as a template for implementation nationwide within in each Region. NCC considering a Regional Coaching Consortium implementation, similar to RD Consortium.
- Discussion about incorporating a non-voting Coach's Liaison within the Regional Councils.
- A new community coaching certification is available. A certified Instructor program being considered as feeder into Level 1 Coaching Certification.
- USAT/USMS in discussion for co-membership.
- Taking a look at recognizing triathlon as a college sport offering with NCAA. Athletic Directors at college/universities considered frontline approach to exploring this option.
- National Website is set up for customized user experience by entering USAT member number.

Youth Grant Program - Michael

- Ten applications submitted.
- Several criteria used in determining appropriate amounts to fund such as who has other funding resources, newer versus older programs/events, exposure to certified coaches, etc.
- Proposed three tier format for fund awards. \$250, \$500 to \$750, \$1000.
- Restrictions on fund use agreed to be for USAT youth membership subsidy.
- Provide promo item to youth grant recipients that recognizes USAT Mideast as subsidizing/supporting youth membership for that race/event.
- Since funds limited, we need to set deadline for submission to insure sufficient and appropriate fund allocation.
- Council will vote on fund allocation by March 1st conference call.

Youth Rules – Bill

- Reviewed youth rules key points. Will be educating RD's on rules, including most common violated rules.
- Planning a Regional RD conference call via Webex to discuss youth rules. Hoping to obtain CEU credit for call.
- 2012 RD Consortium will be in Chicago, Four Points, Dec 1st. Will consider raising registration fees to offset increased costs. Potential IM Athlete sponsorship.
- Proposed to allocate an emerging fund to assist struggling promising RD's. Funds for RD Certification discussed.
- Will compile a proposal for piloting an RD certification subsidy ~ \$1000.

Women's Committee – Lindsey

- Event ideas proposed. Purpose is to expose and empower women to the sport who may not otherwise try it.
- Proposed Council support for a Women and Kids Tri Together Event.
- VSX series suggested to piggyback for focused women's initiative.
- Matching grant program still available to supplement any women's initiative Council takes part.
- Council asked for proposal including goals, objectives, and need from Council.

Website – Drew/Michelle

- Reviewed the new website still under construction.
- Due to be launched live end of February.
- All Council members may submit content to Drew for posting.

MERCERS – Lesley

- Affirmed that custom trophies will be given to top division and overall club winners.
- Statement of the new awards system needed to communicate to Clubs.
- Motion made to keep point system as is, eliminate double point races, and add triple points for Club Nationals participations (no mileage points).
All in favor.

SQ 2013/RC 2013-14 – Michael/Jeff

- Lesley will serve on selection committee as well.
- Application will be reviewed by selection committee, revised, and distributed to RD's.
- Selections need to be made by April 1st.
- Selection Committee will schedule meeting to discuss applicants on March 15th and make recommendations to Council for a vote.

Duathlon – Lawrence/Jenn

- Regional Du Champs venue potentials discussed.
- Jenn and Lawrence to compile a proposal for race venues to host Regional Du Champs for Council vote.

Regional Incentive Program and Budget Reallocation – Jim

- Regional Incentive program includes certain percentages to reach within Region for membership retention and growth. Rewards are in the form of \$x value in swag from sponsors.
 - Improving adult membership retention rate by 4% a/o 12/31/12 = \$3,500 retail value in product from corporate sponsors
 - Increasing adult membership rate by 4% a/o 12/31/12 = \$2,000 retail value in product from corporate sponsors
 - Maintaining flat youth annual membership...\$2,000 retail value in product from corporate sponsors
- \$5000 is available for reallocation. Proposals discussed throughout meeting will have opportunity to be reviewed by Council to determine appropriate allocation amounts.

Meeting Adjourned at 3:15 pm EST