

**USAT Mideast Region Council
Face-to-Face Chicago, IL
Saturday, March 28th, 2015
9:00 am – 3:00 pm EST**

Presiding: Jim Weaver

Present:	Mike Groaning Rob Garren Lesley Kruzel	Todd Baldi Lawrence Giannetti Jereme Grinslade	Maggi Wettstein Graham Wilson	Juliette Goldstein Michael Wendorf
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Minutes: Michelle C Harter

Absent:	Robert Takla Jeff Grady Dave Kuendig	Mike Abegg Dan Tun Nick Cunningham	Lindsey Cook Mindy Soranno
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ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Contact the USAT Foundation to investigate the potential of establishing a Mideast Donor fund.	Jim	4/15
Determine and distribute youth grant awards.	Michael/Michelle	4/21
Promote MERCRS within your networks.	All	4/30

Meeting Minutes

Meeting Called to Order 9:00 am EST

Opening Remarks – Jim

- Introductions of attendees.

Budget Update- Jim

- Incremental budget was not approved for 2015.
- Reviewed the final budget for 2015.
- Discussion on ways to increase revenue to supplement budget including:
 - Preparatory workshops for people interested in becoming a coach or race director to serve as a feeder program into certification courses.
 - Sponsorships with organizations.
 - Hosting a multisport Expo.
 - Mideast Regional Donor Fund created within the USAT Foundation.
- Council in support of investigating the Donor Fund potential within USAT Foundation to establish a long term foundation to fund and support the Mideast Region and ongoing initiatives.

Youth Grants 2015 - Michael

- Twenty grant applications have been received.
- \$15,000 allocated for the Youth Development Program.

- Awards ranging from \$500-\$1000 will be proposed, approved, and distributed.
- *Motion* by Maggi to authorize Michael to determine the amount of funds to issue to each applicant. Seconded.
Call to Vote: All in favor. None opposed.

Talent ID Series Update – Mike G.

- Summarized the history of the RADC role and Talent ID Series focus in the past.
- RADC's are now renamed Talent Identification Coordinators (TIC), to help redirect focus on youth and youth development.
- The Mideast Talent ID Series in 2015 is scheduled to target larger, more populated race areas to increase repeat participation. There were about 150 athletes in last years' Series.
- The Mideast Skills Camp is scheduled April 11-12th at Purdue University. The camp will bring high-profile multisport athletes to lead the Camp.
- National provided a grant for the Camp. However, funds are still needed to cover facility costs, timing, and swag.
- *Motion* made by Michael to allocate up to \$1500 to support the Mideast Talent ID Series program. Seconded by Graham.
Call to vote: All in favor. None opposed.

RD Symposium – Mike G.

- 2015 RD Symposium is Dec. 5th in Chicago.
- Based on evaluations from the past meeting, the theme of this year's Symposium will be focused on business marketing and the business of Race Directing in general. Discussed potential keynotes.
- We will provide more opportunity for networking among their peers and include a special celebration for our 5th Anniversary year hosting the Symposium.
- We will approach vendors for sponsorship and invite the Midwest Region to help cover expenses.

ITU – Rob

- Consensus was reached that due to budgetary constraints and the amount of manpower needed to cover a booth this year, the Mideast will not be having a booth in the Expo.
- Discussion regarding a partnership with one of the sponsors to piggyback off of their booth space with some USAT materials and presence.
- Rob is serving again as an Ambassador for the Event and will also serve as a USAT Liaison for the opening and closing ceremonies.

Membership Growth Initiatives – Juliette

- Data and tools were offered by National to help regions target membership growth initiatives.
- Discussed how onsite race upgrades from one day to Annual have proven to be little ROI in the past.
- Onsite sign ups at Expos are sometimes successful.
- Additional Ideas provided on ways to target annual sign-ups:
 - Presented idea to offer a training plan or family training plans in return for annual sign ups.
 - Suggestion given to make membership information on our website more visible on main page.
 - Idea suggested to give a gift in return for annual sign ups.

MERCERS 2015 – Lesley

- Summarized the Club Series program.
- Series has grown and last year was the best year on record with 20 clubs participating.
- This year we increased the prize purse allocation for 1st-3rd in each Division, award double points for Regional races, and have special incentive \$ awards for club with most points at the Regional Champs and the club with the most races attended.
- Annual members receive more scoring points than one day'ers.

- Council members are encouraged to promote MERCRS within his/her respective areas.

Council Commitments – Jim

- Discussed the importance broadening the support and involvement with our Council initiatives throughout the members of the Council.
- Commitments include meetings, committees, articles, and attending Regional Events.
- Reviewed Council commitments for 2015.

Meeting Adjourned at 2:30 pm EST