

**USAT Mideast Region Council
Conference Call
Thursday, April 5th, 2012
9:00 – 10:00 pm EST**

Presiding: Jim Weaver

**Present: Lawrence Giannetti Lesley Kruzel Jeff Grady
 Kevin Smeltzer Bill Tough Michael Wendorf Keri Schindler**

Minutes: Michelle C Harter

**Absent: Greg Mueller Casey Hill
 Lindsey Cook Jenn Finn**

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Send a call to vote on Regional Du Championships 2012.	Michelle	April 11th
Submit the 2013 SQ and 2013-14 Regional Championship selections to USAT.	Michelle	April 13th
Obtain Regional membership breakdown from Kathy.	Kevin	April 16th
Discuss with BOD and National that any inquiries for National initiatives/projects outside the scope of the Region's established year plan be passed through Jim first and called to a vote by Council.	Kevin	April 20th

Meeting Minutes

Meeting Called to Order 9:00 p.m. EST

BOD Update - Kevin

- Clydesdale/Athena Resolution distributed.
- USA Triathlon update distributed.
- Task Force update
- Entries increasing for ITU. Universal Sports will provide on air coverage.

SQ/RC Update – Michael

- Applicants discussed.
- Call to vote on selection recommendations for 2013 SQ and 2013-2014 Regional Championship.
- All in favor for the proposed recommendation.

Du Champs Update - Lawrence

- Applicants discussed to host 2012 Regional Du Championships.

- Deadline is April 6th.
- Vote to go out via email for selection.

MERCERS Update – Michelle

- 8 Clubs have signed up for MERCERS.
- Scoring begins April 14th.

Marketing Update - Michelle

- Tshirts for SQ/RC 2012 will be ordered soon. Tech shirts being considered and will be similar in price to cotton.
- Design will be the same as years past.
- Council will improve upon logistics for distributing t-shirts to qualifiers at the races.
- Newsletter: had a 36.2% open rate. A little better than average. Most clicks were to our new website (41%) and to the South Beach Tri website (25%).
- Website saw a lot of traffic the day newsletter went out and the day posted on FB. Council continue to submit information to post to Drew.
- Tri Magazine article due May 9th.

Club Rankings – Lesley

- Lesley approached by Wendy Peel to discuss club rankings program ideas.
- National Inquiries need to be approved by Jim and put to a vote by Council.

Meeting Adjourned at 10:08 pm EST