

**USAT Mideast Region Council
Conference Call
Thursday, April 7th, 2016
9:00 pm – 10:00 pm EST**

Presiding: Michael Wendorf

**Present: Graham Wilson Paul Plummer Lesley Kruzel
 Lawrence Giannetti Rob Garren Mindy Soranno
 Todd Baldi**

Minutes: Michelle C Harter

**Absent: Dan Tun Mike Groaning Jim Weaver
 Jereme Grinslade Jeff Grady Tom Reilly
 Dave Kuendig Lindsey Cook Josh De Jong**

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Provide Graham email addresses of Ohio club contacts.	Michael	April 18 th
Indicate interest in writing a short article for the enewsletter or magazine. Let Rob and Michelle know. Next magazine due date: April 25 th Next enews due date: Mid – May	All	April 20 th
Contact RD's at key races (i.e. Chicago, Muncie, IM Ohio) to promote MERCRS.	Lesley (Todd – Chicago)	April 25 th
"Like" the Mideast FB posts to help engage and create community. Link https://www.facebook.com/USA-Triathlon-Mideast-Region-205735950141/	All	ongoing

Meeting Minutes

Meeting Called to Order 9:03 pm EST

Roll Call – Michelle

Youth Grant – Michael

- The Youth Development Subcommittee has reviewed 25 applications and determined proposed fund allocations ranging from \$250-\$1500 for each eligible applicant.
- Applicants that did not meet requirements or lacked clear direction will be denied funds.
- Applicants who support a program or event in line with the mission and growing USAT membership are considered.
- **Motion made by Todd to authorize the Youth Development Subcommittee to allocate up \$14K among the 25 applicants. Seconded by Lawrence. All in favor. None opposed.**

Marketing Committee - Rob

- Council members needed to write short articles for both the Regional enewsletters and USAT Magazine. Articles for the next Enews due Mid-May. Article for the next USAT Magazine due April 25th.
- Reps needed to attend our Regional Events this summer to assist the RD and distribute awards.
 - June 4th – Du Sprint Champs, Hudson, IL : Graham volunteered.
 - June 11th – Regional Champs, Muncie, IN : Rob and Lawrence volunteered.
 - Aug 28th – Paratri Champs, Chicago : Dan and Rob volunteered.
- Social Media is a focus for this year. The goal is to post once a week about various updates to engage people and help create community.
- Encouraged Council members to “like” the posts to help support and spread the word.
- Council members are asked to take pictures at Events to help promote.

MERCERS – Lesley

- 20 Clubs are signed up so far this year.
- Attended Team Toledo club meeting and promoted MERCERS. They are placing the USAT membership link on their website to help support.
- Ideas discussed to incorporate MERCERS promotion at the IM Ohio, Chicago Tri and our Regional Champs in Muncie.

Motion made by Lesley to adjourn. Seconded by Graham.

Meeting Adjourned at 9:45 pm EST