

**USAT Mideast Region Council
 Fall Council Meeting – Purdue University, West Lafayette, IN
 Saturday, November 5th, 2016
 9:00 am – 2:00 pm EST**

Presiding: Michael Wendorf

Present: **Dan Tun** **Todd Baldi** **Daphne Glover**
 Rob Garren **Jeff Grady** **Lucas O’Bryan**
 Kristin Nemitz **Lesley Kruzel** **Mike Groaning**

Minutes: Michelle C Harter

Absent: **Jereme Grinslade** **Courtney Maddock** **Jim Weaver**
 Dave Kuendig **Paul Plummer** **Graham Wilson**

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Submit incremental fund request for the youth development program.	Michael	Per National deadline
Follow- up with Preston Bokos.	Rob/Todd	Mid-Nov
Determine if Collegiate budget allocation needed.	Lucas	Mid- Nov
Sign up for a subcommittee and regional initiative.	All	Nov 30 th
Complete and submit MOU’s for Regional Championships.	Michelle	Nov 30 th
Survey MERCRS clubs.	Michelle	Nov 30 th
Review and become knowledgeable on the ROM and By-Laws.	All	Dec 30 th
Review and assess MERCRS scoring.	Lesley/Jeff/Michelle	Jan 30 th
Obtain Mideast Shirts.	Michelle	Jan 30 th
Engage Mideast Clubs to promote MERCRS and USAT annual membership.	Lesley/Graham	Mid-Feb

Meeting Minutes

Meeting Called to Order 9:15 am EST

Review of 2016 Goals and Accomplishments– Michael

- Mideast Region goals are centered around membership growth/retention and building community.
- Our Regional revenue is based on the number of memberships.
- 2017 initiatives should always be answering the question, “How does this program advance the mission of the Region and USAT?”
- Community can be built by creating programs with the intention to retain members. For example, engage Club presidents to convey the value of annual membership to his/her members and encourage them to be a part of our MERCRS program.
- Discussion about the Council’s focused campaigning on one dayer’s versus membership retention.
- Suggestion made to increase the point value further in MERCRS for clubs with annual members.
- Other suggestions made to contact clubs from National and Regional Events to engage, create a club ranking throughout the Region (gold, silver, bronze level clubs), and award Club Banners recognizing the ranking.

- Discussion about a potential MERCERS Club Championship at Chicago Tri.

Review of 2016 Budget and proposed 2017 Budget

- Reviewed 2016 Budget Update Q1-Q3.
- 2017 Budget proposal reviewed.
- Incremental funding available within the following markets that are considered National USAT priorities: Boys/Girls clubs, YMCA's, High school programs, High Performance Youth teams and programs that grow Youth membership.
- **Motion** made by Todd to approve the 2017 Budget. Seconded by Mike.
All in favor. None opposed. Motion passed.
- **Motion** made by Todd to authorize submitting an incremental request for an additional \$3000 to further develop and expand the youth development program. Seconded by Mike.
All in Favor. None opposed. Motion passed.

Race Director/Coach Symposium –Mike

- Overview of the Symposium historically. Symposium has increased in participation, now includes both race directors and coaches, and we have partnered with the Midwest Region successfully the past few years.
- Review the Agenda for this year's event.
- There will be a new format of breakout sessions tailored separately for race directors and coaches.
- CEU's were approved for both RDs (3) and Coaches (4).
- Jamie Turner is the Keynote Speaker.

Talent ID Series - Mike

- Talent ID saw decreased numbers in participation.
- The Mideast Talent ID Series Championship was cancelled.
- The Youth/Junior Spring Camp at Purdue was successful despite adverse weather. Planning to offer the Camp/Race again this Spring.
- Mideast Region has allocated some funds towards this event. The Event does not receive any other monetary support from USAT.
- 2017 Races are not selected yet and the role of the TIC is pending at this time.

Youth Grant Program – Michael

- Our Youth Development program had another successful year reaching 2300 youth athletes through the grant program. It is aligned with the mission to build community and build the sport.
- Overview of the youth grant awards provided. Grants ranged from \$500 to \$1000.
- Discussed developing an educational flyer on youth multisport to provide ymcas, park districts, and raise awareness of our youth development program.
- Areas to expand in 2017 include YMCA's, high schools, and boys/girls clubs.

Race Bid Selection Committee – Todd

- Announcement of our selections is pending due to verification of the registration provider for the Regional Championship.
- Aiming to finalize MOU's within the next few weeks.

MERCERS – Lesley

- Overview of the program provided.
- Committee will review the suggestion to score the annual member at a higher point value for each race.
- Suggestion made to survey the clubs to solicit feedback on what went well and what could be improved upon.

- Will also consider awarding more points to Division III clubs so they are more competitive for the overall Champion award.
- Suggestion made to reach out to all the clubs in the Region to engage and build community.

Paratriathlon Update – Dan

- Four team members from Dare2Tri qualified for Team USA at Rio.
- Reaped Rio Results. Four medals obtained at Rio.
- Held a successful clinic leading up to Leon's race.
- Most likely will not have a Regional Championship in 2017, but potentially a Special Qualifier for Paratri Nationals.

Collegiate Update – Lucas

- Selecting races for the 2017 Series and ironing out the number of races to score in the Series.
- Series consists of large and small teams.
- Is determining if the Mideast budget allocation for 2017 is necessary.

Lunch Break

Motion made by Todd to appoint Daphne Glover and Matt Allgeier to the Mideast Council as voting members. Seconded by Mike.
All in Favor. None opposed. Motion passed.

ROM/By-Laws – Michael

- Floor opened for discussion and questions on the ROM and By Laws.
- Council is encouraged to be knowledgeable on these two documents as representatives of USAT.

Regional Commitments – Michael

- Reinstating a spring face-to-face meeting in addition to the fall meeting.
- Encouraged that every Council member commit to at least one project/subcommittee or program this coming year.
- Sign-up sheet passed around for Regional Events, subcommittees, and authoring articles.

Mideast Shirts – Rob

- Recognizing the Council and Mideast Region at events is important, and Mideast shirts make us easy to recognize with a unified presentation.
- Budget funds available.
- **Motion** made by Jeff to approve Council shirts for 2017. Seconded by Mike.
All in favor. None opposed. Motion passed.

Additional Ideas and Suggestions presented

- Air bnb for clubs- Hosting club provides air bnb for visiting club members at an event. (Regional Item)
- Coaching Mentorship program – informal network of rookie coaches connected to mentors to build upon Coach certification. (Regional Item)
- Reinstate policy to allow one day license fee applied toward the purchase of an annual membership. (National Item)
- Submit an application for a club grant from USAT for \$1000 and use those funds to give away memberships within our MERCERS clubs. (Regional Item)
- Institute a tier-leveled club ranking within our region (Gold, Silver, Bronze) or nationally. Labels for percentage of members who purchase an annual membership, or a pin, logo of gold, silver, bronze based on percentage of membership - or swim caps with same colors - gold, silver, bronze. (Regional Item)

- Contact and cross market to all teams in online national team challenges - winter challenge, for example, or who participate in Ironman Team Challenge, or other national team scored and promoted events. Ask them to participate in MERCRS. (Regional Item)
- Reach out to all Clubs from National and Regional events to engage on the value of annual membership (Regional Item)
- Consider making banners available for registered clubs that achieve "gold" tiered standard - "We are a gold certified USA Triathlon club." Or subsidize cost. (Regional and National Item)
- Refocus the USAT media promotions on the "average joes" instead of the elite or special markets. (National Item)
- For the USAT Club dues, allow clubs to deduct \$1 off that fee for every club member they have or convert to an annual. Must pay at least \$50 (National Item - need to verify that clubs pay extra for a certain amount of club members over the threshold at \$50 price point.)

Meeting Adjourned at 2:00 pm EST