

**USAT Midwest Region Council
Face-to-Face Meeting - Chicago
Saturday, November 9th, 2013
10:00 a.m. – 4:00 p.m. CST**

Presiding: Jim Weaver

Present: **Lawrence Giannetti** **Kevin Smeltzer** **Rick Slawinski** **Mike Groaning**
 Drew Heintz **Jeff Grady** **Rob Garren** **Keri Serota**
 Graham Wilson **Michael Wendorf** **Melissa Stockwell**

Minutes: Michelle C Harter

Absent: Rosalyn Popham
 Lesley Kruzel
 Robert Takla

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Submit Regional Paratri Champ selection to National.	Michelle/Keri	Nov 15
Obtain FFC presentation for distribution.	Michelle	Nov 15
Sign-up for 2014 Regional Events/Committees.	All	Jan 2014
Submit updated website content to Drew.	All	Jan 2014
Submit key information/content for webpage to National IT.	Drew	Jan 2014
Consult with Jeff Mallot for Reg Champ Event shirt design.	Michael	Jan 2014
Explore costs and feasibility of buying versus renting promotional expo tent.	Michelle	Feb 2014

Meeting Minutes

Meeting Called to Order 10:00 am EST

Opening Remarks- Jim

- Council Introductions

Year in Review - Jim

- Race Director compliance verification integrated for race bid selection was very successful.
- Youth grant program reached more youths this year.
- RD Liaison secured and RD Symposium coordinated despite open position for several months.
- MERCRS had more participation.
- Good representation of Council and BOD at Regional Events as well as nice awards/shirts.
- Improved promotion/communication of Qualifier shirts availability at Regional Champs by displaying prior to race.
- Successful inaugural Para Tri Champs in Chicago. Largest Regional Paratri Champs in the Country.
- Offered a Regional Aquabike Champs for the first time.
- Budget 2014 will be proposed and presented next weekend in Colorado Springs.
- 2013 Memberships versus 2012 saw growth in Adult memberships but decline in youth memberships. This is based, however, on annual memberships not one dayers.

- Focus of Council is to nurture growth of membership in light of the mission and be ambassadors to the sport.
- Tracking of one dayers and converts from 1- day to annual will be implemented in the future.
- Paratri memberships will be available in 2014.
- Suggestion made that Clubs be leveraged to help encourage youth and adult memberships as well as use to help develop training for these different markets.

Youth Grants – Michael

- \$10,000 went directly to youth race organizers/coaches.
- 11 applicants received grants. Applicants indicated metrics to measure impact and provide follow-up evaluation. Most have submitted follow-up reports.
- 2300 youth reached through this grant program.
- Google group established to help maintain communication and relationships among those dedicated to youth multisport. The goal is to bridge the gap and maintain momentum from first youth multisport exposure up through junior status.
- An incremental fund proposal made to provide a Youth Skills Camp in 2014. Mideast is the only region that doesn't have a skills camp. Camp consists of specialty training over 3-5 days with certified coaches.
- Suggested that paratri youth be considered for skills camp and reach out to Clubs, swim teams, track teams, high schools, to engage youth for camp.
- Insurance is potential stumbling block due to camp being an overnight. Alternative would be day camp series.
- Discussion on ensuring our youth initiatives are focused on increasing memberships.
- Suggestion to engage Race Directors to host skills camps or work with local YMCA's.

Paratriathlon Committee Update – Keri

- Goal is to have all 10 Regions hosting a Paratri Championship.
- Six Regions have designated a Regional Paratri Championship for 2014.
- Paratri Committee continues the initiative to have more Races that are para-friendly. 20 so far have been designated parafriendly races.
- Paratri classifications will be revised and will be sent out by the end of the year.
- The Mideast had three applicants for the 2014 Regional Paratri Championship. Each applicant's bid summarized and reviewed. Call to vote issued.

Motion made by Keri to select Fox Lake Tri, Aug 17th, Fort Wayne, IN, as the 2014 Regional Paratriathlon Championship.

Motion seconded by Michael.

All in Favor. Motion Passed.

Regional Championships 2014 – Michael

- This will be the second year at Grass Lake, June 14th.
- Event falls during a busy month for the Region, near dates for Special Qualifier, Grand Rapids Long Course, and Chicago ITU.
- This year we will be hosting the Tri, Du Olympic, and Aquabike Regional Champs at this event.

Guest Speaker – Chris Navin, Fitness Formula Club, USAT Certified Performance Center

- Presented to the Council Fitness Formula Facility offerings and requirements for being named a USAT Certified Performance Center.
- Discussed several ways to partner and promote USAT.
- Tour followed.

Guest Speaker – Rob Urbach, USAT CEO

- Discussed growth of membership and clubs this year.

- Described key programs being focused on for 2014 including Century Club, AGN, Youth Splash and Dash, and Super Sprint Series. Some initiatives include the potential for NCAA Women's Champs next fall, ITU branding and membership promotion, converting one dayers to annuals, and amplifying the value proposition for membership through a video promo.

ITU/AGN Presence/Branding – Rob Garren

- Rob is the Athlete Ambassador for ITU Age Groupers to help increase registrations for the Event. Only 40% filled.
- Planning a booth at the Expo, swag/nutrition, membership info, to help raise awareness and Mideast presence at this event.
- Seeking Committee members to help coordinate this initiative.
- Proposed that a tent be purchased/rented for AGN and consider using as a spot for ME members to gather.

Website – Drew

- Need to improve Facebook presence through more postings, engaging members.
- Will need to begin placing content on the National Region webpage and more focus will be on driving members to that part of the National website for Regional information.
- Suggestion made to place content on National website that is newsworthy but keep our ME site as a primary base of information and content.
- Drew will reach out to each person in our key areas/programs to begin updating content for 2014.
- Suggestion made to be active on Twitter with ME announcements around days leading up to and after our Regional Events.

MERCERS – Michelle

- 14 Clubs actively participated in this year's Series. More momentum, excitement, and close competition between clubs.
- Payout schedule distributed for prize purse.
- Discussion about ROI and how this program grows membership.
- Prize incentive to have at least 85% of the club members USAT Annual members did not seem to make an impact.
- Suggestion made that MERCERS might consider scoring only participants with Annual membership. Additional recommendation to include club volunteering or helping organize a youth (or other USAT) event as part of a club's qualification to receive MERCERS prizes.

Race Director Symposium Update – Mike G.

- Midwest joining us this year. Midwest paying funds for each MW registrant to offset costs.
- Will be notifying registrants to address topics that they would most like covered by keynote speaker, Eric Opdyke, REV 3.
- Considering charging for vendor representation and/or ads next year.
- Panel discussion will be more guided this year including discussion on workable solutions to issues raised.
- 27 registered, we are ahead of last year.

Meeting Adjourned at 4:00 pm CST