

**USAT Midwest Region Council
Face-to-Face Meeting- Indianapolis
Saturday, November 19th, 2011
10:30 am – 5:30 pm EST**

Presiding: Jim Weaver

Present: Michael Wendorf Tara McCarthy Brian Burton Kevin Smeltzer
 Lesley Kruzal Brian Burton Tom Nagel
 Kelly Wissolik Lawrence Giannetti Jenn Finn

Minutes: Michelle C Harter

Absent: Bill Tough Casey Hill
 Dan Monahan

**ACTION ITEMS SUMMARY
Items bolded in RED priority**

Task	Responsible	BY (if applicable)
Submit Special Qualifier Race Suggestions for 2012 to Jim.	State Reps	Feb 28th
Review Du Nationals Marketing presentation and determine Regional support.	Jenn/Lawrence	March 1 st
Submit Regional Goals to National Board Regional Liaison, Kevin	Michelle	March 1 st
List of Clubs and Race Directors for State Reps to Michelle.	Tara	March 1st
Contact Bill to bring him up to speed on specific meeting items of discussion that involve his role as RD liaison.	Jim	March 1 st
Distribute Special Qualifier Race Bid applications to Race Director suggestions.	Michelle	March 3rd
Compose promotional eblast for MERCRS.	Lesley/Kelly	March 3rd
Submit Club and Race Director Lists to State Reps.	Michelle	March 4th
Communicate to Race Directors, Clubs, coaches, retailers: Duathlons – sanctioning/adding to current tri event. MERCRS – promotion/benefits	State Reps	Ongoing starting asap

Compose a Website designer job description for college student project.	Michelle	March 4 th
Send USAT membership benefits to Tom.	Tara	March 4 th
Eblast Duathlon Statement about Du Series and Mideast Regional Du Championships in the Fall.	Michelle	March 4 th
Send list of duathlon related links to post on our website.	Lawrence	March 4 th
Contact Steve Tomboni to communicate our intended awards to be distributed at the Mideast Regional Du Championships.	Lawrence	March 4 th
Sign up to contribute at least one article for a newsletter or Tri Life magazine.	All	March 4 th
Obtain t-shirt quote from Greenlayer and Monarch for MERCRS Championship Team.	Tom/Michelle	March 8 th
List of Regional Distributors for National Sponsors to Jim.	Tara	March 8 th
Develop Regional Benefits Statement for Race Directors website or other promotion.	Tom	March 15 th
Inquire if Council can get email addresses of one day pass holders.	Tara	March 15 th
Post poll on Facebook about top five favorite race awards ever received.	Kelly	Completed
Refine Youth Grant Application, set deadline for submission, and distribute to Region.	Michelle/Kelly	March 15 th
Sign up for Regional Event Attendance – Warsaw Optimist June 25 th (Special Qualifier), Sylvania August 14 th (Regional Championship), and/or Powerman Muncie Oct 1 st (Regional Duathlon Championship).	All	March 15 th

Submit Special Qualifier Nominees for Council Vote.	Michael/Bill	March 20th
Show Michelle how to run eblast/newsletter reports on click-thru and opens.	Tara	March 30 th
Encourage Race Officials to mention MERCRS and Club participation in the pre-race meetings and suggest placing our Regional Benefits statement on RD websites.	Bill	March 30 th
Sponsor suggestions/ideas for our Regional Events to Jim.	All	March 30 th

Meeting Minutes

Meeting Called to Order 11:05 a.m. EST

Opening Remarks - Jim

- Review of Meeting Focus.
 - USAT membership – retaining current members and bringing in new members
 - MERCRS – developing objectives to measure success in order to determine its future.
 - Budget – determining the best allocation of non-grant funds with a priority to programs and activities that accomplish the first objective.
- Introduction of Jenn Finn, interested in serving on Council. Jenn is an avid duathlete with goals specific to increasing communication and awareness of duathlon and ultimately increase membership through this focus.
- **Motion:** To appoint Jenn Finn to the Council.
Vote: All in favor. None opposed. Motion passed.

Colorado Springs National Meeting Overview - Jim

- Wish Lists – If money are not grant, Region has full discretion on allocation of the budget money based on goals, objectives, and priorities.
- Best Practices discussed.
- Youth Grant
- Women's Committee: Matching Grant available and requirements distributed for application.
- New Executive Director announced – Rob Urbach as CEO, Tim Yount as COO
- Discussion about restructuring the Regions from 10 to 8.

2011 National Goals - Kevin

- Review of National Goals.
- Accepting resumes for open position on the Board.
- Question/suggestion raised surrounding the Communication goal.
- Gap between Region and staff. State reps need to be informed in a timely manner for issues such as Race Directors not submitting results.
- Tara stated that if there are issues that arise, Council should send directly to her.
- Issues of timing for AGN and qualifying races. USAT discussing options such determining a set weekend so AGN is the same weekend every year for planning purposes.

Program Budget Overview MERCRS- Lesley

- Promotion will be accomplished through State Rep communication, FB frequent posts, Newsletter, talking directly, eblasts, introductions at Races, and club visits.
 - Newsletter suggestion made to decrease the amount of content.
 - Broadcast website, and attract sponsorships.
 - Suggestion made to locate a student intern to overhaul our website. Council in agreement to pursue this option.
 - Discussion about making sponsorship available on website for a fee.
 - Eblast about MERCRS needed within two weeks for promotion and should including mission statement and how membership ties into MERCRS as a benefit.
 - Awards discussed for Overall MERCRS Club Champions and Divisional Winners. Suggestion proposed to distribute T-Shirts to all members of Overall Club Champion and medals to Divisional Winners.
 - Suggestion made to work with Bill T to encourage Officials and Race Directors to mention MERCRS and Club participation at pre-race meetings, website, race communications, etc.. State Reps to work with Retailers and Coaches to promote MERCRS as well.
 - To supplement promotion of MERCRS, a statement outlining the benefits of USAT annual membership versus one day membership will be developed for our Region. Statement could be placed on Race Director's websites.
 - **Motion:** to provide Overall Winner Certificates to M/F Overall, Age Groups, Master's for Regional Residents only at our Regional Championship in Sylvania. Finishers certificates for all athletes in a pdf online available as well.
- Vote:** All in favor. None opposed. Motion passed.

Program Overview Duathlon – Lawrence

- Duathlon Statement reviewed announcing the intent to not offer Du Series, but promote the Mideast Regional Duathlon Championships at Powerman Muncie this year. Statement will be eblasted to members and posted on website.
 - Need to add link to National Calendar and additional Duathlon related links on our website to help promote.
 - Discussion about the need to communicate the awards format for the Regional Du Championships. Vests will be awarded to Regional Resident winners in all three du distances for the Age Group division only (Overall M/F, Master's M/F).
 - State Reps should communicate the need for Race Directors to get sanctioning paperwork in for sanctioned Duathlon races and/or encourage the addition of Duathlon at Tri Race.
 - **Motion:** to provide Overall Winner Certificates to M/F Overall, Age Groups, Master's for Regional Residents only at our Regional Du Championship at Powerman. Finishers certificates for all athletes in a pdf online available as well.
- Vote:** All in favor. None opposed. Motion passed.

Program Overview Youth - Kelly

- Review of Youth Committee objectives presented including 10% increase in youth memberships in the Region this year and 10% increase in participation in targeted youth races.
- Suggested to set measurable higher for youth memberships.
- Proposed grant need is \$2000.
- Youth Grant Applications will be fine-tuned, distributed to the entire Region, and reviewed. Money needs to be dispersed by September.

Program Overview Collegiate – Michelle

- Funds no longer needed for Collegiate Winter Clinic. However, funds requested for awards and website remain in tact.
- Suggestions needed for Collegiate Conference Championship. They are still accepting applications until Feb 28th.

2011 Regional Events - Jim

- All Council Members can sign-up to attend at least one of our three Regional Events – Warsaw Optimist June 25th (Special Qualifier), Sylvania August 14th (Regional Championship), and/or Powerman Muncie Oct 1st (Regional Duathlon Championship).
- April 1st is deadline for selecting Special Qualifier Race for 2012.
- All State Reps should submit suggestions. Discussion about whether event should include Olympic distance.
- Bid Application will be submitted to suggested Race Directors.
- Bill T and Michael will be Special Qualifier Review Committee to select three nominees for Council Vote.
- Selections to be made Mid-March.
- Clydesdale/Athena divisions for AGN too late for qualifier this year. 2011 will be designated as a year to educate Race Directors and athletes about these divisions. Benefit seen as helping to attract more athletes to races that offer these divisions. 2012 will have qualifications for C/A divisions at AGN. Standards are yet to be determined.

State Rep Updates – All

- Lesley attended Team Toledo Expo. We have a banner now that can be displayed at any event State Reps attend. She also suggested another opportunity to help educate others about multisport is through company wellness initiatives.
- Michael will be attending an Expo at the end of March
- Brian will be attending some races and reaching out to Clubs, members, etc. to promote the Council activities.
- Lawrence began reaching out to Clubs.
- Jim will be reaching out to sponsors for Race swag. Any ideas or contacts to be submitted to him.

Meeting Adjourned at 5:15 pm EST