

**USAT Mideast Region Council
Conference Call
Thursday, March 3rd, 2011
9:00 – 10:00 pm EST**

Presiding: Jim Weaver

Present: Tara McCarthy Lawrence Giannetti
Jenn Finn
Kelly Wissolik

Minutes: Michelle C Harter

Absent: Bill Tough Casey Hill Lesley Kruzel Tom Nagel
Dan Monahan Michael Wendorf Brian Burton Kevin Smeltzer

ACTION ITEMS SUMMARY

Task	Responsible	BY (if applicable)
Distribute Bid applications to selected Race Directors considered for SQ2012.	Michelle	March 7th
Check on sanctioned and pending sanctioned du races.	Tara	March 7th
Compile list of Du Races in Mideast for Council members to sign up and attend via Michelle.	Jenn	March 10th
Call to vote on Du flyer promotional initiative.	Michelle	March 10th
Discuss fund allocation for youth initiatives including RADC.	Jim, Greg, Kelly, Michelle	March 10th
Review Value Proposition and determine ways to distribute/utilize it in our Region.	ALL	March 11th
Compose website revamp plan.	Michelle	March 17th
Expense Reports submitted to Michelle .	All	March 17th ideally before
Code of Ethics form signed and submitted to Tara.	All	asap

Meeting Minutes

Meeting Called to Order 9:05 a.m. EST

Special Qualifier Selections – Jim

- Suggestions for Race Venues discussed.
- The Council consensus is that race offers Olympic distance.
- State Reps will be emailed to submit final suggestions, and Race Directors will be given a bid application.
- April 1st is deadline for submitting nominee to National.

Duathlon Promotion – Jenn

- Jenn is putting together a flyer to promote sanctioned duathlons in our Region. Flyers will appeal to runners and cyclists and target local bike shops.
- To measure response to promotion, incentive to bring flyer to event will be available (i.e. usat stickers as incentive. Tara has a stock).
- Costs for promotion will be incurred for travel and printing. 500 miles maximum and minimal printing costs.
- Council members will have opportunity to attend each Du event and help promote USAT Mideast. Sign-up coming.

RADC - Jim

- Review of Goals, Objectives, and budget needs provided by Greg Mueller.
- Discussion about how RADC efforts and initiatives overlap general youth initiatives in the Mideast and opportunities for collaborative effort.
- Necessary to define fund allocation among youth programming including RADC.
- Focused dialogue to be initiated within Youth Committee. Committee will compose a proposal for Council vote on the allocation of funds to youth programs and initiatives.

Value Proposition- Jim

- Review of Value Proposition compiled by Tom Nagel.
- All Council members responsible for reviewing and providing suggestions on how to use this document to promote our efforts and support our mission.

Website Revamp – Michelle

- Jason is a volunteer with a web layout and design background willing to assist us in the revamp of our website.
- Initial discussions have occurred and Michelle will be putting a plan together that will focus on the best way to transition the website to improve the user's experience while keeping it simple and minimal cost.

Committee Updates - All

- MERCRS – Promotional eblast went out. Roster template for MERCRS Registration online now.
- Expo – Date has been moved to the March 2012 timeframe. We have allocated \$2500 sponsorship that would be dispersed by the end of this year. Discussion for additional budget money will be considered in future meetings.

Additional Updates – Michelle

- Reminders to get Expense Reports submitted to Michelle and Code of Ethics forms into Tara.

Meeting Adjourned at 10:10 pm EST