

**USAT Mideast Region Council
Face-to-Face Meeting
Saturday, November 12, 2011
9:00 a.m. – 3:00 pm EST**

Presiding: Jim Weaver

**Present: Lawrence Giannetti Lesley Kruzel Keri Schindler Jeff Grady
 Kevin Smeltzer Bill Tough Michael Wendorf Lindsey Cook**

Guest: Stasia

Minutes: Michelle C Harter

**Absent: Greg Mueller Jenn Finn
 Casey Hill Tom Nagel**

ACTION ITEMS SUMMARY

| Task | Responsible | BY (if applicable) |
|--|-------------|--------------------|
| Assess the value of MERCRS to make a decision about its future by December 1 st Conference call. | All | asap |
| Determine how many council spots open. | Michelle | November 22nd |
| Follow-up with Kathy Matejka on various questions. # of paratriathletes in our Region, public announcement of SQ 2012, AGN email announcement timeliness, collecting email addresses for website visitors, and Collegiate rep on Council for 2012. | Michelle | November 22nd |
| Make Lindsey FB Admin. | Michelle | November 22nd |
| Develop plan to propose funds for targeting an initiative in Paratri area (i.e. paratri regional championship) | Keri | January 2012 |
| Develop plan to propose funds for targeting an initiative in the Women's Committee area (i.e. educational outreach/clinics). | Lindsey | January 2012 |
| Explore LinkedIn as a communication/promotion tool for our Council. | Jim | January 2012 |

Meeting Minutes

Meeting Called to Order 9:15 am EST

Opening Remarks - Jim

- Introductions – Council and guests.

2011 Accomplishments and 2012 Goals – Jim

- Reviewed 2011 Accomplishments.
- Discussed 2012 goals.
- Refined goals further to target special interest groups: Women's Committee and Paratri. Discussion took place about granting funds to support RD's extra expenses for adding new events or new paratri category.

- Suggestion made to fund educational outreaches for increasing women's participation in multisport versus funding Women's only races.
- Keri and Lindsey to develop a plan in their areas of interest to propose the funds needed to implement initiatives in the Women's and Paratri areas.
- Objective set for improving communication and support for Race Directors by instituting quarterly meetings with RD's and Council State reps/National Staff. Suggestion provided to offer 1 CEU for RD's in attendance to these quarterly meetings.

2012 Budget - Jim/Michelle

- Proposed Budget reviewed.
- Budgets will be approved December 5th by the National Board.

MERCERS - Lesley/Michelle

- Participation improved and we met our goal for 2011.
- Official Results will be announced November 15th. All clubs received some type of monetary award.
- Medals will be distributed to members of the overall Club Champion.
- Sufficient participation seems lacking and value of program is questionable given the % of funds allocated towards it.
- The following questions need to be addressed to finalize decision on whether to continue the MERCERS program in 2012:
 - How many teams (i.e. IN) are new teams within the past year?
 - Is it good for the sport and worth the time and effort for both participants and Council?
 - Can we get the #'s up?
 - Survey the participating Clubs for feedback.
 - How many members are part of the Clubs?
 - How many participants are USAT vs one days?
 - Would a Mideast Council Symposium help educate about our programs?
 - What other options or alternative activities would motivate clubs?
 - What percentage of all clubs are participating?
 - What incentives can we offer clubs that is consistent with the goal of the Council in terms of membership?
 - Would offering a rebate for growing membership be an option?
 - What value do club presidents think MERCERS brings to their club?
 - What value is perceived by club by being registered with USAT?

Marketing update - Michelle

- A new website will be developed and general requirements were described.
- A quote was received for design and development. 2011 Funds available to dedicate towards this project, with a portion from 2012 budget.
- Tom and Michelle will be working with developer to lower the cost to \$4000 and launch website by the end of January.
- We will continue our quarterly newsletter in 2012 and Council members will be asked to contribute.
- Facebook - Michelle is Admin. Lindsey selected to be Admin as well and will be responsible for making posts to promote and support USAT Mideast Council and our mission.
- LinkedIn will be explored as another avenue for networking, communication and promotion of our Council initiatives.

Youth Update - Michelle

- Youth grant awards for 2011 reviewed.
- Youth funds earmarked in proposed 2012 budget to continue our youth grant program. There will not be National Youth Grant funds given in 2012.

- Need to select Youth Chair to drive youth grant program. Michael volunteered.
- RADC update from Greg provided. Question raised about the distribution by state for the 100 Jr. Elite athletes that participated in this year's jr elite series.
- Communication between RADC and Council imperative in order to support each other's efforts.
- Youth membership will increase from \$5 to \$15 in 2012.

Regional Events and Awards – Jim

- Good Council support and presence at our 2011 Regional Events.
- Suggestion made to consider a Paratri Regional Championship. Question raised as to how many paratriathletes are in this region.
- Discussed the Sylvania Regional Championship as an event to consider for paratri Regional Championship since challenged athlete exists at this event already.
- AGN 2012 will have Olympic and Sprint on separate days.
- No word on AGN 2013 yet.
- Need to communicate to RD's about the specifications for applying to be host of our Regional Championships and Special Qualifiers. Will be addressed at the December Race Director Consortium.
- Question raised on whether we can announce publicly the SQ host for 2012.
- Discussion about the timely communication of when athlete is informed he/she qualified for AGN. Emails go out based on how fast Race Directors get results in.
- Leftover T-shirts from our Regional Events will be donated. Suggestion made to not place date on tshirts next year so they can be reused.

Race Director Consortium Update – Bill

- Discussion of USAT vs ITU officiating formats.
- Registration is on target. 30+. Council will be there to support and answer questions. A lot of excitement regionally and at the National level surrounding this meeting.
- Reviewed Agenda.
- Consider paying Bill to travel to Team Toledo and Michigan expos to speak.

Officer and Committee Selections – Jim

- Motion made to appoint Lindsey Cook to Council. All in favor. None opposed.
- Motion made to elect the following officers for 2012. All in favor. None opposed.

Chair – Jim Weaver

Vice Chair – Michael Wendorf

Treasurer – Lesley Kruzel

Secretary – Jeff Grady

Committees and Reps 2012:

Youth Committee – Michael and Keri

Duathlon Committee – Lawrence and Jenn

Paratri – Keri

Women's – Lindsey

Special Qualifier/ Regional Championship Committee – Michael and Jeff, Bill (consult)

KY Rep – Lindsey

IN Rep – Lawrence

OH Rep – Lesley

MI Rep – Michael

IL Rep – Jeff

Meeting Adjourned at 3:00 pm EST