

**USA Cycling Meeting (Telephonic) of the Board of Directors
April 24, 2019 – Colorado Springs, CO**

9:00 a.m. mtn

Nancy Cowan, presiding Secretary called the meeting to order followed by a formal roll call.

BA Anderson	<input checked="" type="checkbox"/> Present
Matt Barger	<input checked="" type="checkbox"/> Present
Erica Clevenger	<input checked="" type="checkbox"/> Present
Rob DeMartini	<input checked="" type="checkbox"/> Present
Stephen Ettinger	<input checked="" type="checkbox"/> Present
Beth Hernandez	<input checked="" type="checkbox"/> Present
Gina Kavesh	<input checked="" type="checkbox"/> Present
Kristin Klein	<input checked="" type="checkbox"/> Present
Andy Lakatosh	<input checked="" type="checkbox"/> Present
Nancy Leon	<input checked="" type="checkbox"/> Present
Alex Nieroth	<input checked="" type="checkbox"/> Present
Rafi Ortiz	<input type="checkbox"/> Present - ABSENT
Michael Patterson	<input checked="" type="checkbox"/> Present
Sean Petty	<input checked="" type="checkbox"/> Present
Bob Saffell	<input checked="" type="checkbox"/> Present
Bob Stapleton	<input checked="" type="checkbox"/> Present
Alison Tetrick	<input checked="" type="checkbox"/> Present
Arielle Verhaaren	<input checked="" type="checkbox"/> Present
Julia Violich	<input checked="" type="checkbox"/> Present
Brook Watts	<input checked="" type="checkbox"/> Present

USAC staff present: Treasurer, Todd Sowl and Secretary Nancy Cowan. Advisory Board member Robin Thurston also present on the call.

Board Vice Chairman Alex Nieroth motioned for the approval of the December 13, 2018 board minutes. Motion was seconded by Board Member Erica Clevenger. All in favor, no one opposed, meeting minutes approved.

Board Chairman Bob Stapleton gave brief comments on the direction of USA Cycling under new CEO leadership.

CEO Rob DeMartini gave an overview of the Agenda for the call today.

CFO Todd Sowl updated the board on financials mentioning that the company is tracking on budget for the year, investments are ahead of budget, and explained variances on the revenue and expense side.

Rob DeMartini gave brief updates on Sponsorship, Marketing, Communications (including mention of “*This Week in American Cycling*”, a weekly recap with CycleStream, and we are currently seeking a sponsor for this program. Updates on Membership (both race and enthusiasts space). Race is in “okay” shape, but Enthusiasts not working yet, it needs to be fixed. Update on Event numbers, and 2019 results for our Elite Athletics. BikeReg deal in place. IT – update on items “not in budget”, specifically CRM, and Concept & Product Validation. Rob updated the board on his orientation process and learnings, indicating key meetings/calls he has held so far. In those learnings, 6 key themes emerged to include:

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1. Our Consumer has moved from:
 - Racing → Riding
 - Road → Dirt
 - Often → Sometimes
 - Outdoor → Indoor
2. It is not clear what USA Cycling stands for
3. Winning matters but so does HOW and WHERE
4. We have been silent on advocacy
5. We can and should play a bigger role
6. 98% of potential membership has no brand baggage and wants us to lead

Rob stated a Strategic Plan is underway, using a method referred to as OGSP (Objectives, Goals, Strategies and Plans). A method he has used for his entire career. This method was rolled out to the Leadership team 3 weeks ago. The Objective Statement – “What is Winning?” Defined as:

We will develop elite athletes to win at the highest levels in all cycling disciplines, offer racers, riders and event directors a compelling value proposition, and be the lead advocate for healthy and safe cycling.

Rob rolled out 5 Key Strategies:

1. **A compelling Value Proposition**
2. **Provide a clear Brand Promise**
3. **Win and Inspire**
4. **Be the Leadership Voice**
5. **Build Organizational Capabilities**

Rob unveiled Goals for 2021 and indicated the Plans are 6 weeks from being completed, and will include specifics.

Discussion amongst board on Strategy Plan - whether the choices are clear, any concerns, and does the objective excite the board.

Nancy Cowan notified the board that there is a placeholder for August 8-9 for the next board meeting, to be held in Colorado Springs, during Masters Road race.

Erica Clevenger motioned to adjourn, seconded by Bob Stapleton, all in favor, no one opposed, meeting is adjourned.