

**USA Cycling Meeting of the Board of Directors
Colorado Springs, CO
April 4, 2017 – Telephonic**

8 a.m. mtn – Nancy Belenke, presiding Secretary called the telephonic meeting to order followed by a formal roll call

Roll Call:

BA Anderson	<input checked="" type="checkbox"/> Present
Matt Barger ABSENT	<input checked="" type="checkbox"/> Present
Derek Bouchard-Hall	<input checked="" type="checkbox"/> Present
John Bucksbaum ABSENT	<input checked="" type="checkbox"/> Present
Adam Duvendeck	<input checked="" type="checkbox"/> Present
Stephen Ettinger	<input checked="" type="checkbox"/> Present
David Helfrich	<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
Nancy Leon	<input checked="" type="checkbox"/> Present
Dorothy Nichols	<input checked="" type="checkbox"/> Present
Alex Nieroth	<input checked="" type="checkbox"/> Present
Michael Patterson	<input checked="" type="checkbox"/> Present
Dean Peterson	<input checked="" type="checkbox"/> Present
Sean Petty	<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
Brook Watts	<input checked="" type="checkbox"/> Present

Board Vice Chairman Alex Nieroth motioned for approval of the December 12-13, 2016 board meeting minutes. Motion was seconded by Board Member Sean Petty. All in favor, no one opposed, December 2016 board meeting minutes approved.

Board Chairman, Bob Stapleton opening remarks about the organization emphasizing “Three big things” 1. We must accelerate rate of change & improvements at the organization; 2. Organization requires a critical mass of talent that we don’t have today; and 3. Execution is our biggest challenge. The organization needs to engage with its members; there is a slow loss of revenue; and we need to revamp athletic programs. Overall we have a strong balance sheet and a big opportunity in the enthusiast space.

President & CEO Derek-Bouchard-Hall gave an overview of the Agenda and objectives for the telephonic meeting.

Presentation by Derek Bouchard-Hall with explanation of the incremental investment needed to address key challenges for Marketing and IT projects –

- IT data migration challenges – members are frustrated
- Business model has changed for IT project – we need to put more resources into IT
- Membership numbers down – industry is generally down
- Ride Campaign – marketing is limited but bigger launch coming
- Sponsorship – VW is gone, no major prospects on horizon

- CRO – this will be a new role – taking charge of top line revenue, with main goal of creating a new product & bringing it to market. We are using Spencer Stuart recruiting firm.
- Incremental IT resources – we need another programmer, additional heads.
- Chuck Hodge promotion – now VP of Operations – he is moving to Colorado Springs next month
- Hiring a new technical director
- Micah Rice changed roles – now focused on USAC/Amateur racing – the goal is to drive participation
- On hold for now – MTB Czar position

Opportunities for the organization include:

- Enthusiasts
- Advocacy – we are currently looking for where we can play a unique & important role in this space – i.e. Bike law partnership, promote bike safety, USAC should become a voice for these causes

Q & A with Board members regarding the budget incremental numbers and a review of estimated costs.

Derek presented a timeline for IT milestones & priorities, followed by an open discussion on IT project specifics

Break

Presentation by Derek Bouchard-Hall on Elite Athletics – Tokyo 2020 – Outline of plans & objectives:

Assessment of current athletics organization

- Our strengths – BMX & Women
- USOC Grant/Foundation match – renewable through 2020
- We need more resources for next quad

Goals

- 7 medals in Tokyo
- To be the best cycling nation overall
- Best in Women's cycling in the nation
- 4 Key elements – Women, BMX, Go Fast, Go Young (developing juniors).
- Develop a true HPP – Tell our story!
- Create a high performance organization – only recruiting the best and brightest!

Discussion with board on next steps with Selection process

- change the way we communicate and engage athletes
- make progress on selection process – hire consultant
- Process needs to be fair and open process

Discussion with board members around funding and athlete programs

Other business & updates:

USAC Board Meeting April 2017

- 5 new hires at USAC – Kim Gerra (IT), Michelle Moore (product marketing for Ride), Kelly Clark (on Joan's team), Shawn Brett (National Events) and Misty Mercer (accounting assistant)
- Athletics – LA World Cup Successful
- Track Worlds next week – opportunity for medals
- Coryn Rivera – wins Tour of Flanders
- Pan Am Games – Erin Huck success
- 2 new Champions Club members added to Foundation
- CycloCross Nationals held in Hartford – highest views of live-streaming
- Event Services – we are up on events, particularly on enthusiasts side (Breck Epic)
- Membership –
 - Podium uptake
 - Ride – upgrading renewal process
 - May campaign – big push “Ride with Us” – goal is to create an emotional connection and passion for cycling

Motion to move into Executive Session by David Helfrich, seconded by Alex Nieroth.

Motion to move out of Executive Session by Alex Nieroth, seconded by Adam Duvendeck.

Out of Executive Session [Update by Shane on US Center for Safe Sport]

Shane Garman, legal counsel, presented proposed contract between USA Cycling & Arielle Verhaaren. Board approval required to eliminate any conflict for Arielle Verhaaren, a current board member, to allow her to provide services to USAC's BMX program in her capacity as a coach. Bob Stapleton motioned the board members to approve contract, seconded by Alex Nieroth. All in favor, no one opposed. Contract between USA Cycling & Arielle Verhaaren for the purposes of BMX coaching services is approved.

Chuck Hodge, Technical Director presented proposed Regulations and Rule changes – **see attached document**. After review and clarifications by Chuck, Motion made by Sean Petty, seconded by Bob Stapleton, all in favor, no one opposed, motion to approve proposed Regulation Changes as presented, approved.

Nancy Belenke, Board Secretary reminded everyone of the August 10-11 board meeting, to be held here in Colorado Springs, details to follow.

With no other business, motion by Bob Stapleton to adjourn, seconded by Alex Nieroth. All in favor, no one opposed, telephonic meeting adjourned.

**Requested Regulation Changes
Board of Directors Meeting – April 2017**

111. Bicycles used in competition must be propelled solely by the rider's legs moving in a circular motion, without electric or other assistance. Bicycles shall have the following characteristics:

Defines a bicycle may not be propelled by electric motors, magnets, etc.

1112 (a) To maintain compliance with these regulations, the equipment and uniform of one or more riders may be examined at any time to discover the use of items which are not allowed or which are obviously improperly adjusted, insecurely fastened, or which may present a danger to the rider(s). Equipment may be inspected irrespective of its use in competition if located at an event venue as defined by 8K3(d). The Chief Referee shall prohibit the use of any such items discovered during the examination. Such examinations are conducted at the discretion of the Chief Referee. An examination of every rider's equipment is not required.

Further defines that bicycle not actively used in competition (for example in a pit or on a team car) may be inspected.

717. Road National Championship

(c) Each team may enter ~~up to six~~ riders in the road race and ~~up to four~~ riders in the criterium as follows:

- (i) Varsity teams may enter up to 8 riders in the road race and up to 6 riders in the criterium
- (ii) Club teams may enter up 6 riders in the road race and up to 4 in the criterium

Fixes an issue missed with the changes to collegiate regulations in 2016, and properly assigns the number of possible starters for the new categories.

8K. Technological fraud is an infringement of regulation 111.

8K1. Technological fraud is defined as:

- (i) The presence, within or on the venue of a cycling competition, of a bicycle that does not comply with the provisions of regulation 111.
- (ii) The use by a rider, within or on the venue of a cycling competition, of a bicycle that does not comply with the provisions of regulation 111.

8K2. All riders and teams, or other entities a rider represents must ensure that all their bicycles are at all times in compliance with the provisions of article 111. Any presence of a bicycle that does not comply with the provisions of article 111, within or on the venue of a cycling competition, constitutes a technological fraud by the rider and the team, or other entity the

rider represents in the relevant competition, irrespective of whether the bicycle is at all used during the competition.

8K3 Sanctions and Definitions

(a) The rider concerned shall be sanctioned as follows:

(i) Disqualification

(ii) Suspension of a minimum of six months up to a lifetime suspension

(b) Unless circumstances of exceptional nature require otherwise, the rider's team or other entity the rider represents shall be sanctioned as follows:

(i) Disqualification

(ii) Suspension of a minimum of six months up to a lifetime suspension

(c) In addition to the above, any action or omission by a person or entity subject to the USAC Regulations enabling, encouraging, facilitating, covering up or otherwise intentionally assisting in a technological fraud shall be sanctioned by a suspension of a minimum of six months.

(d) The venue of a cycling competition shall be understood as any location in and around a competition site (team parking, pits, course, velodrome, etc.) or the field of play where a bicycle may be kept or stored with the possibility of it being used by a rider in the relevant competition during the period defined by 1K1(f).

Mirrors the UCI's regulations regarding technological fraud (mechanical doping). Calls for greater penalties than the generic regulations on illegal equipment. Provides for the ability to inspect bicycles not directly used in competition if located on the event venue.