



USA Cycling Meeting of the Board of Directors

Via Zoom video

April 7, 2021 - 9:00 a.m. mtn

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

Matt Barger	<input checked="" type="checkbox"/> Present
Lucia Deng	<input checked="" type="checkbox"/> Present
Stephen Ettinger	<input checked="" type="checkbox"/> Present
Ed Ewing	<input checked="" type="checkbox"/> Present
Beth Hernandez	<input checked="" type="checkbox"/> Present
Reggie Miller	<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 Volich	<input checked="" type="checkbox"/> Present
Brendan Quirk	<input checked="" type="checkbox"/> Present

The Secretary stated that minutes from the January 2021 board meeting were approved by a quorum vote through email and are posted on the company website.

Chairman, Bob Stapleton's opening comments included the organization's mission of success at the upcoming Olympics, stating BMX freestyle new this year for Tokyo, the mission of development programs, and commenting that Olympic performances and results will help with the future of fundraising. The USAC Foundation helped with a funding match from the USOPC and that money went directly into athletic programs and building a BMX track in Chula Vista. A recap of where the organization is - challenges financially were inherited in 2020 through the tough times of Covid; recurrent revenue is down; a membership decline and operating losses; but all indications are that good management financially with some help through government funding and significant cost cutting have all been positives, along with good investments that have helped offset any loss. We need to maintain an intense focus on revenue generation. We need to raise more money to do more programing. We need to keep doing the good work that we do at USA Cycling.

CEO Rob DeMartini mirrored the Chairman's remarks, and gave an update on the day's agenda and topics. Recurring revenue generation is critical. Quick review of operating P & L, company performed in

line with budget, with heavy investments in marketing and IT. We want to create a leadership voice that serves not only our needs, but the sport and all the grassroots organizations of the sport. Connecting elite racing performance with the casual & weekend enthusiast, there is a gap there, but our campaign *We Champion* campaign can close that gap, and developing more elite athletes by getting more kids on bikes. The organization is working to bring this *We Champion* idea to life - with new product offerings that are simplified, and focus on DEI, Let's Ride, ODA, partnerships with NICA and others. Introduction of new CMO Matt Heitmann.

Matt Heitmann presented the *We Champion* concept, it describes what we're going to do from a mission and commercial standpoint, but prescriptive in that it gives our identity, our culture, and a reason to be. We need to champion our people, with inclusion, in all disciplines. Trying to re-image ourselves and our identity. People don't understand what we stand for and what we do. Engagement with the brand and creating loyalty. Four areas of focus for remainder of year as we lay our ground work for 2022 – reimagine *We Champion* that includes new product landing pages on website; digital and ecommerce, compliance products, discretionary products, content driven by programs, and elevate customer service experience. Explanation of *We Champion* roll out and launch – includes stickers, buffs, videos, in conjunction with World Bike Day that includes a participation event. Ads during the TDF. And new email generation tools. Assessing merchandising program. Recap of new Membership products/tiers and easier access for members to donate. Better content for all things cycling. Improving Website navigation. Brief board member discussions around IT capabilities and bandwidth for these new products/functionality.

Bouker Pool updated the board on sponsorships and partnerships. Those in current negotiations, recent deals and what's in the pipeline. Also looking for partners/sponsors for ODA and Let's Ride Camps. Discussion around sponsorship target goals. Bouker also gave a recap of objectives and initiatives that came out of the Foundation team offsite that was recently held. Develop Alumni network, more raffles, bring in Estate planning programs, and hold more donor events, and Olympic watch parties.

Jim Miller presented onr Elite Athletics. Tokyo - 100 days out. Update on disciplines, health of athletes and Tokyo readiness and medal potential. Olympic qualification explanation and transparency of selection process lead by Jeff Pierce with a selection committee and criteria posted on website, and data sets. Update on Olympic Development Academy, hired ODA director, coaches in place, registration open, fundraising ideas, and interest from sponsors/partners to help with scholarships/grants and providing product. Over 750 applications received. Some acceptance letters have already been sent out and parents have called with praise about the opportunity for their child. Let's Ride Camps – Mari Holden is doing an amazing job with the program, raising funds and grants, far exceeding our expectations and Jim stated Mari has the perfect skill-set for this new role. New Mascot for this program is the baby Eagle. With creating a “camp in a box” concept, events can be held across the nation, at schools, churches, parking lots, etc. We're in the testing phase of these camps. Currently reaching out to partners to compliment the Let's Ride program. Chairman Bob Stapleton praised Jim and the entire coaching staff at USAC for their outstanding work. Brief discussion around Paris 2024.

Break

Kelsey Erickson updated the board on the SafeSport program, to include explanation of the program, training, and requirements. All board members have completed the program. We practice, create and

foster a space that is safe & enjoyable for all. Update on 6 clubs that were awarded SafeSport levels for Gold, Silver & Bronze, and we will feature them in our social media. Update on Wellness programs, to include RaceClean, Diversity Equity & Inclusion, *In our own Words* stories, building wellbeing resources providing free mental health services, education series, and mentorship programs. Monthly calls with athletes leading up to Tokyo, helping those athletes with information and preparing them for what to expect with travel/Olympics/and any updates regarding quarantines/vaccines. HBCU Grant program – three schools selected and will be announced soon. We have set up inclusion roundtables around transgender legislation topic. And a Coach mentorship program – offering 20 CEUs a year.

Chuck Hodge gave an update on National Events calendar, racer days, permitting to date, a new Gravel event, events newsletter going out shortly.

Executive Session.

Out of Executive Session.

No other business. Bob Stapleton motioned for an adjournment, seconded by Arielle Verhaaren, all in favor, no one opposed, meeting ended.