

## USA Cycling Meeting of the Board of Directors April 25, 2023, via Zoom – 9 a.m. mtn time

9:00 a.m. mtn Nancy Cowan, presiding Secretary called the meeting to order followed by a formal roll call.

Greg Allen	<input checked="" type="checkbox"/> Present
Chad Blankenship	<input checked="" type="checkbox"/> Present
Mike Cole	<input checked="" type="checkbox"/> Present
Lucia Deng	<input checked="" type="checkbox"/> Present
Maddie Godby	<input checked="" type="checkbox"/> Present
Spencer Guinn	<input checked="" type="checkbox"/> Present
Dereka Hendon	<input checked="" type="checkbox"/> Present
Cari Higgins	<input checked="" type="checkbox"/> Present
Meredith Miller	<input checked="" type="checkbox"/> Present
Mel Strong	<input checked="" type="checkbox"/> Present
Alison Tetrick	<input checked="" type="checkbox"/> Present

Board Chairwoman Cari Higgins made some opening remarks, including welcoming Dr. Spencer Guinn as the newest board member. Cari assured the board members that in between board meetings, both she and Vice Chair Greg Allen are in constant touch with CEO Brendan Quirk, including monthly update calls. Two other board meetings will be held this year, the next one in September via Zoom (Sept 6) and in person at Cross Nationals in Louisville, KY (Dec 11<sup>th</sup>).

CEO Brendan Quirk updated the board on the organization's strategy around Gravel; the RFP process for the venue/timing for the inaugural event which will be held in Nebraska on September 9; currently finalizing courses. Our gravel strategy also includes conversations around a junior/collegiate gravel series, and what we should be doing for the gravel community forward to bring young racers into the sport. In discussions with race organizers providing insight. USAC has formed a business innovation group internally and they are meeting periodically to brainstorm grassroots programming, discussing value to event organizers, and the organization's future business model. USAC is creating Sport Advisory boards across 5 disciplines (Youth/Collegiate, Road, MTB, CX and Track) to include 6 members on each committee – a mix of athletes, AAC reps, event promoters, club/team managers, and an internal USAC liaison on each board. In the process of finalizing a recruiting plan and launch. Opened Bentonville, ARK office, Home of MTB, kick off party was held, commitment to have 3-4 permanent headcount in that office before year's end. Announcing MTB World championship team in Bentonville, and other events planned in 2023 around MTB and athlete development. Organization changes – Chuck Hodge departure May 8<sup>th</sup> (finalizing consulting agreement and he will stay actively involved with our events). Collegiate director hired – Margell Abel, who will be based in Bentonville relocating in the Fall of next year. Hired new Human Resource Manager Sandra Martinez. Hired Sponsorship Director – Meghan Leaver will start with us shortly. Recruiting in

process for a DEI & Community Programs Manager. Brendan then gave an update on the recent Pan American World Championships results and reiterated how crucial this qualifying event is, as well as the diplomacy progress with international relations; successful vote held for two Pan American events to be held in the US in 2024. And finally, a brief update on the NCL – inaugural event held in Miami, and a Search for Speed activation took place. Brief discussion among board members on topic of NCL format, media coverage, return on investment, etc.

Kelsey Erickson, Director of Athlete Health, Engagement & Experience presented an overview and road map of the reformed Athlete Selection Process, explaining the reason for improving the process, better efficiencies, key issues, changes made, those involved in review process, and the need for transparency and integrity for the athletes, and a simpler process for athletes to submit a discretionary petition. Shane Garman, General Counsel, gave an explanation and definition on “Protected Competitions”. Lengthy discussion with board members about arbitrations in the past, the new changes to the selection process and rolling out the reform and communications plan. Going forward, all documents published in same standardized format and revamped on webpage. Next steps are onboarding selection committee members, and hosting calls with athletes to explain changes. Discussion around communicating reform, and potential press release.

Erika Lehman, Chief Marketing Officer dove into what’s new with membership, and a new approach to products and membership growth, with a strategy of investing in local events and growing the sport on the local level. Erika gave an overview to the board with a graph of core and overall product revenue. Overview of Q1 Membership highlights and trends, comparison against budget. Price increases, but better communication plan and explanation of increases to members, providing a positive response. Membership enhancements and development programs – some examples: membership welcome packet, training plans, Zwift group rides, better membership portal highlighting benefits, local race readiness clinics and toolkit, beginners bike racing festival in Colorado, more clinics (Level Up Your Ride) and events at targeted venues: Tulsa, Harlem, Littleton and Tucson. Erika discussed trends in age groups, disciplines, regions across the country. Erika continued with recent accomplishments including website refresh and technology enhancements; other successes to include opportunity to apply for grants online, new clubs & teams management tool, online store facelift and what’s on the horizon ahead to include results & rankings 2.0 and other membership portal functionalities. Erika gave an update on the media communications plan leading up to the Olympic Games, and qualifying events, as well as marketing campaigns and Olympic content. Erika continued with information around the strategy of re-energizing grassroots and steps to enhance the event organizer experience and increase participation. Erika gave updates on analysis and statistics on ad spend and social media.

Jim Miller, Chief of Sport Performance gave an update on sport performance results and successes so far in 2023 with an in depth recap for each discipline. Update on personnel – hired Craig Griffin (senior track director), Ryan Cooper (data analyst) and German Medina (national team coach for BMX Race). Jim gave an update on *Search for Speed* serving under-privileged communities in Los Angeles County, 1500+ have participated in the tryouts. Updates on athlete development pathway camps under the direction of Alec Pasqualina. Sports Performance goals moving forward – medals, medals, medals. Jim gave an overview of the Sports Performance funding and budget, and breakdown of money allocated.

Scott Usher gave a brief update on the Foundation and corporate sponsorships, including the fundraising revenue plan for the Foundation in 2023 and the hire of Meghan Leaver (comes to us from US Ski & Snowboard) to take the lead on sponsorship & partnership sales. A brief run through of the high-profile events in 2023 for Foundation donors.

DEI initiative *Search for Speed* program - Brendan gave some additional updates not mentioned previously in today's board meeting, and the plan moving ahead to hire a DEI & Community Programs Manager to work on outreach and other initiatives.

Cara Miller, Chief Financial Officer gave an update on the forecast vs. budget, and comparisons to last year, as well as explanations on variances. Vice Chairman Greg Allen assured the board that the finance committee reviews the financials frequently and stays in close contact with Cara and Brendan. Greg requested receiving USAC and Foundation monthly statements on the investment accounts.

[Executive Session – motion by Greg Allen, seconded by Cari Higgins]

No other business to conduct. Motion to adjourn by Mike Cole, seconded by Alison Tetrick. All in favor, no one opposed, meeting adjourned.