

USRowing Board of Directors

Third Quarter Meeting

Teleconference

9/26/2015 10AM-2PM

Attendance: Erin O'Connell, Jim Dietz, Gary Caldwell, Meghan O'Leary, Dan Newman, Sohier Hall, Frances Mennone, Dan Herbert, Paul Horvat, Scott Gault, Glenn Merry

Excused: Jamie Redman

Unexcused: Alison Townley, Chris Liwski, Al Acosta

10AM Branding presentation from Beth Kohl and Joe McCambley of Wonder Factory

<http://www.thewonderfactory.com/>

- Glenn Merry and Beth Kohl introduce how we arrived at this second phase following phase 1 discovery of determining the champion within.
- Phase 2 Joe McCambley presents our 'Story' via slides.
- This first comprehensive study of 'rowing's' brand. Landmark and groundbreaking.
- Kohl describes the next steps for Phase 3 and roll out to staff.
- This is a priority for USRowing.
- The board is supportive of this effort which is one of our strategic initiatives.

11:26AM National Team Update

1) Jamie Redman AAC Representative reports on the USOC AAC meetings and conference. (see attached)

- Speaks of improving communication between the various athlete representatives.
- AAC elections will be earlier in mid-November.
- The USOC Center for SafeSport, if funded, would open July 1st. Will have jurisdiction over USRowing.
- Updates with USADA.
- LA 2024 Bid discussed and USOC fully supports that effort.
- Anita DeFrantz encouraged US participation in international committees at the IOC.

2) National Team update from Curtis Jordan reports on worlds. (see attached)

- Gault asks about the prioritization logic and adding the men's quad back into the camp.
- Horvat asks for ways to help raise local funds to support sculling in Philadelphia.
- Gault asks for way to improve the work/career opportunities.
- O'Leary highlights the need for more funding for ALL classes.

12:10 CEO Q3 report.

- Membership has had 2 excellent months on track to budget, and September looks quite robust as well with six days left.

- Fundamental changes in the membership department. The entire membership department has been overhauled with a complete replacement of all staff over the past 12 months.
- We have made great progress in staff restructuring. Marketing and Communications have officially combined in an integrated vertical model to provide a concise and consistent approach to our brand internally and externally moving forward.
- HPC is finalizing the draft of the selection criteria pending USOC approval. We are keeping trails in Florida.
- USOC funding for 2017 returns at \$1.7m.
- USOC relationship is going well. The LA bid is being formalized.
- All the water sports were brought together to discuss the water quality in Rio
 - The IOC is going to loosen its controls around IV hydration ahead of Rio
- The US Olympic Foundation is doing well. 160 Million 100 million is legacy the other 60 is from other NGB's.
- The VA Grant for next year has increased by 20%
- Merry addresses the current SafeSport complaints.
- Merry provides update on Casitas Fund loan plan.
- Regatta Central structure is improving.

12:50PM Erin motion to move into executive session. All in Favor .

1:50PM Mennone motions to move out of Executive Session. All in Favor.

Upcoming Board calls

Monday October 12 4PM

Monday November 9th 4PM

December 5th Fourth Quarter meeting 7:30-5PM Saturday December 5th. Our lunch break will be during the annual meeting slot which we will attend together (tentative 1:10-2:20pm). The Awards Reception will run 6:30-8:30pm with a preceding Happy Hour (5:30pm).

NOTE: The Philadelphia LOC is hosting a boathouse row event on Friday evening December 4