



USA Climbing: Board of Directors Meeting
2/12/18

Board Members in Attendance in Salt Lake City, UT:

Patti Rube, President	Josh Levin (joined via phone)
Bruce Mitchell, Vice President	Dustin Skinner
Matt Roberts, Treasurer	Joel Litvin
Jeff Pedersen	Margo Hayes, Athlete
Avery Cook (joined via phone)	

USA Climbing Staff Members in Attendance:

Kynan Waggoner, Chief Executive Officer
Krista Henehan

Also attending to make reports at the request of the President of the Board or the CEO:

Mike Gugat	Meg Coyne
Leici Hendrix	Chris Danielson
Ryan Gagnon	

The meeting commenced at 8:00 a.m. MST. Ms. Henehan acted as Secretary for the meeting. Ms. Rube presided.

Mr. Waggoner kicked off the meeting by reviewing the 3-year strategic plan the board put together in September of 2014. Mr. Waggoner discussed the items within the plan USA Climbing has accomplished, those items we've made progress on and those that have either been glossed over or we've experienced delays due to extenuating circumstances or inability to focus of these items.

Mr. Gagnon presented survey results from the 'stakeholder survey' conducted in late 2017.

- a. Through the stakeholder survey, Mr. Gagnon and his cohort found that our community is committed and engaged, especially those parents of youth climbers.
- b. It was reported that the majority of our stakeholders get their information about USA Climbing through coaches, highlighting the importance and influence USA Climbing Coaches have in terms of dissemination of information on the organizations behalf.

- c. The Board went into greater detail about the idea of body image and tossed around ideas as to how we can dictate that conversation and deliver information to help prevent this from becoming a bigger issue within the sport.

Mr. Gagnon then presented the information gathered through interviewing the key stakeholders within the organization. Five themes were quickly identified, which included:

- a. Need for better educational resources
 - i. Competitors and parents rely on their coaches to disseminate information and with the turnover we see with coaches, this information is often misinformed or misconstrued.
 - ii. Coaches are hungry for educational resources and certification.
- b. Need for better minority engagement
 - i. USAC is about 7% non-white as a sport and since the sport is so young, we can fix this before the number inflates drastically.
 - ii. Knowledge of the sport and geographic location of where new gyms are being built also influences this lack of diversity within the sport.
- c. Unsustainable Growth
 - i. The sport is growing but the number of gyms can't keep up such that USAC is sanctioning events but capping registration weeks prior to the event actually taking place.
- d. Perception of Value
 - i. How do we compare to other sports without disparaging them. i.e. Climbing is one of the least expensive travel sports to actually participate in, so how do we share this information/ value without putting down these other sports.
- e. Internal USA Climbing matters
 - i. Lack of resources has stemmed USAC leaderships; ability to effectively manage growth and it's necessary to hire/contract with more expensive experienced communications and marketing people to steer us in the direction of growth.
 - ii. USA Climbing needs to make a statement/ communicate what we're currently doing to avoid a crisis similar to what USA Gymnastics has been in the news regarding to ensure our members we're out ahead of this and have a zero tolerance policy for any type of abuse.
 - iii. Seeking resources to educate our young athletes as to 'what is abuse' so that we can ensure our competitors have a full understanding of what appropriate behavior is and developing 'best practices' for team training camps and team overnights to ensure coaches have this as a resource and know the standards in creating the appropriate environment to ensure there are no incidences of misconduct within the climbing industry.

Mr. Gugat advised those in attendance to think in greater detail about the five themes identified during the stakeholder interviews. Those in attendance broke into groups and began strategizing as to how we can get from one place to another to create a playbook to direct the organization as we move forward in terms of these five themes.

The Board of Directors meeting broke into an executive session at 12pm MST.

The staff rejoined the Board of Directors at 12:20pm MST. Members were again separated into their initial pairings and began prioritizing action items to determine which pieces are low hanging fruit and can be accomplished quickly and which items we should determine as our 'long-term' goals.

Mr. Gugat will provide the Board with a recap of the strategic session within the coming weeks.

The Board meeting commenced at 4pm MST.