



USA Climbing: Board of Directors Meeting – 8/25/2021

Board Members in Attendance:

Bruce Mitchell, President	Kyra Condie, Athlete
Avery Cook, Vice President	John Brosler, Athlete
Matt Roberts, Treasurer	Dustin Skinner
Maureen Beck, Athlete	Constance "Connie" Lightner
Kate Felsen Di Pietro	Trace Harris
Meagan Martin, Athlete	Joel Litvin

USA Climbing Staff and Others in Attendance:

Marc Norman, Chief Executive Officer
John Muse, VP of Sport
Caitlin Curry, Finance and Administration Director
Kelly Feilke, VP of Marketing, Communication, & Development
Sharlee Strebels, Membership Services & SafeSport Manager
Rachel Owens, Paraclimbing & Collegiate Coordinator
Meg Coyne, National Team Manager
Joanne Carill-Stevenson, Nominating and Governance Committee Chair

The meeting commenced at 5:05PM MST. Ms. Curry acted as Secretary at the meeting. Mr. Mitchell presided.

I. Call To Order and President's Remarks

- a) Mr. Mitchell handed the discussion over to Trace Harris who provided an overview of ideas surrounding membership.
- b) On motions duly made and seconded, the Board passed a ratification to make Jessica Spote the Paraclimbing Committee Chair, replacing Maureen Beck.
- c) Mr. Mitchell passed the discussion over to Mr. Norman to provide an overview of a recent case requesting that USA Climbing regulate the number of advancing non-U.S. citizens at Championship events. The Hearing Panel assigned to the case did not find an abrogation of Rules 7.1.1 and 8.1.1 to be appropriate at this time. The Hearing Panel did encourage the Rules Committee to revisit these rules for the coming season.

II. CEO Update

- a) Mr. Norman informed the board that USA Climbing is no longer moving forward with the individual planned for hire for the Marketing and Communications manager position. USA Climbing will re-open the application period for the position.
- b) Mr. Norman informed the board of recent discussions with Industry around the Training Center location.
- c) Mr. Norman informed the board that if they have not received their The North Face/Olympic apparel to reach out to himself and/or Ms. Curry in order to make arrangements.
- d) Mr. Norman, Ms. Condie, and Mr. Feilke provided a recap of the Tokyo 2020 Olympic experience.

III. Finance Update

- a) Ms. Curry reminded the Board that USA Climbing will be moving from a Sep-Aug fiscal year to a Jan-Dec fiscal year, commencing January 1, 2022. She provided an overview of the FY22 "Short Year" (Sep-Dec 2021) and full year (Jan-Dec 2022) budget assumptions, as well as a summary Profit & Loss Statement which showed historical actuals, projected FY21-end financials, and the budget for the FY22 Short Year and full year. The presentation included a detailed look at revenue sources, expense categories, event net income by event type, and monthly net income/cash flow over the budgeted period. Projections show that there will be challenges related to finances throughout the budgeted period and that management of cash flows needs to be a priority.
- b) On motions duly made and seconded, the budget was passed unanimously.

IV. Sport Update

- a) Mr. Muse provided an update for the schedule for the upcoming 2021-2022 season

V. Marketing Update

- a) Mr. Feilke provided an update on partnerships including the apparel category, as The North Face contract is coming to an end in Aug 2021, as well as other opportunities for expanding into new categories.
- b) Mr. Feilke provided an update of the new website and the strategy surrounding the website. The website was launched at the time of the Olympics and the interface was targeted towards individuals that were new to climbing. Now that the Olympics have ended and the new season approaches, the tactical elements of the website will be fleshed out to accommodate membership information, event schedules, Regionals pages, etc.

VI. Closed Executive Session

- a) Discussion in the closed session surrounded SafeSport claims.