



USA Climbing: Board of Directors Meeting – 4/13/2022

Board Members in Attendance:

Bruce Mitchell, President	Meagan Martin
Avery Cook, Vice President	Trace Harris
Matt Roberts, Treasurer	Joel Litvin
Connie Lightner	Jason Pill
Kate Felsen Di Pietro	Jesse Grupper, Athlete
Maureen Beck, Athlete	Dustin Skinner
Kyra Condie, Athlete	Brett Rogers
Sienna Kopf	

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 and Communications
Benjamin Lowe, Marketing and Communications Director
Rebecca Ingraham, Education Manager
Michael Bockino, Routesetting Program Manager
Meg Coyne, National Team Manager
Zackary DiCristino, Medical Manager/Physical Therapist
Joanne Carilli-Stevenson, Nominating and Governance Committee Chair

The meeting commenced at 5:02PM MST. Ms. Curry acted as Secretary at the meeting. Mr. Mitchell presided.

I. Call To Order and President's Remarks

- a) On motions duly made and seconded, the minutes from the 2/23/2022 Board meeting were approved.
- b) Mr. Mitchell welcomed Sienna Kopf as an Athlete Director.
- c) Mr. Mitchell provided an update on expiring terms, including the President and Treasurer roles which expire in August 2022. Kate Felsen Di Pietro has agreed to assume the President role and Trace Harris has agreed to assume the Treasurer role. Avery Cook has agreed to stay on as the Vice President. On motions duly made and seconded, these appointments were approved. Mr. Feilke commented that he will address publicly communicating these appointments.

- d) Mr. Norman spoke to the term tracker and how all Board and Committee members are on different terms, which causes many administrative and audit challenges. Mr. Norman recommended that he work with the NGC to develop recommendations to align all of the terms for all Board and Committee members to calendar year terms that follow the Olympic Quad.
- e) Mr. Mitchell introduced the concept of a new Committee called the Athlete Safety Committee which would develop and implement best practices to prevent abuse in our sport. The Rules Committee drafted a Rules Addendum to address the right of USA Climbing to take action in response to SafeSport claims. The Board engaged in an in-depth discussion on the appropriate location for language addressing SafeSport issues. It was determined that the Rulebook is specific to the rules of the sport and it would be the objective of the newly proposed Athlete Safety Committee would work to identify the best solution for addressing this issue. On motions duly made and seconded, the Board agreed to accept the proposed Athlete Safety Committee and its charter. Mr. Mitchell requested a motion to approve the Addendum B change as proposed, which was moved and seconded. The motion failed unanimously, with the intent that the Athlete Safety Committee would be responsible for creating best practices surrounding these issues.
- f) Mr. Mitchell presented the NGC's recommendation for committee appointments. On motions duly made and seconded, the Board approved the slate of recommended new candidates as follows:
 - a. Judges Committee: Michael Sprague – Chair (renew), Karalyn Aronow – member (renew)
 - b. Rules Committee: Matt Ornes – Chair (renew)
 - c. Collegiate Committee: Justin Wyse – member (renew)
 - d. Risk Management Committee: Ty Hardaway – member (renew), Colt Brumm – member (renew)
 - e. Judicial Committee: Phil Holbert – Chair
 - f. Coaches Committee: Francesca Caiazzo – Chair
 - g. Team Selection: Brian Alba – member
- g) Mr. Muse provided a summary of the yellow and red cards that occurred since the last meeting. Ms. Condie recommended that USA Climbing should have a process in place to notify the athlete immediately once a yellow/red card is issued and ensure the athlete is aware.

II. CEO Update

- a) Mr. Norman informed the Board that USA Climbing was unsuccessful in its request to the State Legislature for funding for a permanent National Training Center in the 2022 Legislative Session. The organization will continue to work towards this goal.
- b) Mr. Norman informed the Board that USA Climbing will be moving its current Training Center and offices to a new location in the same area. Both the Training Center and office will be located at the same premises. The new leases start May 1.
- c) Mr. Norman provided an update that our Olympians were invited to Team USA Week in Washington, D.C. Kai Lightner will also be receiving an award at this event.
- d) Mr. Norman mentioned that USA Climbing has finalized an NFT partnership with Outside. Outside has launched its own metaverse. USA Climbing has agreed to a 1-

year agreement with Outside. The agreement has been reviewed by USA Climbing's attorneys.

- e) Mr. Norman informed the Board that the USOPC granted USA Climbing an increase in Airbnb VIK. USA Climbing heavily uses Airbnb, so this will be a budget relieving benefit.
- f) Ms. Curry provided an update on the financials. Although the organization is seeing a larger negative variance through Q1, there is primarily one driver – the timing of the 5-year donor grant revenue from the USOPC. There is little to no risk with this item for the fiscal year - it is rather a timing issue.
- g) Mr. Norman mentioned that the IFSC approached USA Climbing to host an additional Speed World Cup in conjunction with the existing World Cups in May after the Russia cancellation. USA Climbing accepted under the condition that the IFSC cover half of the additional cost.
- h) Mr. Norman recommended that USA Climbing purchase a forklift, which would be an out of budget expense. However, the purchase would pay for itself relatively quickly, by eliminating the cost associated with needing to rent a forklift for events. On motions duly made and seconded, the Board approved the forklift purchase.
- i) Mr. Norman discussed the challenges around site selection pertaining to political climates in different states.
- j) Mr. Norman provided an update on his communications with LA28. USA Climbing is strongly advocating for Paraclimbing inclusion in the 2028 Games. Mr. Norman also showed the schedule for decision-making surrounding LA28.
- k) Mr. Norman provided a membership update. USA Climbing has now officially seen its highest membership number to date.

III. Marketing Update

- a) Mr. Feilke mentioned the upcoming Team Trials shows with ESPN and informed the Board of some metrics around the Nationals Broadcast. Viewership was fairly low which was attributable factors, including some of the top athletes not being present.
 - i. Mr. Pill made the suggestion to create infographics or something similar that can educate the viewers on the qualification and selection procedures (i.e. what the events signify for the athletes). A discussion on this topic commenced amongst Board Members.
- b) Mr. Feilke mentioned that with Mr. Lowe on board, USA Climbing is striving to level up its outward communication, storytelling, and content beyond elite competition.
- c) Mr. Feilke reiterated that the 2022 SLC World Cups have a much higher ticket revenue goal than last year, and sales are slightly behind the run rate to reach this goal but the marketing campaign is still in process of ramping up. We will be integrating our top partners into the event.
- d) Mr. Feilke confirmed that USAF has increased as a media buy for livestreams and linear shows. There are conversations on the new business side, but no concrete partnerships as of yet. Further, Mr. Feilke is seeking a new merchandise partner with Team IP's exit.

IV. Sport Update

- a) Mr. Muse showed the Board an updated National ranking list for elite athletes. He also provided an update on the first bouldering World Cup held in Meiringen,

- Switzerland. It is possible that USA Climbing submits a letter to the IFSC expressing displeasure with the officiating surrounding Colin Duffy's performance.
- a. A discussion on this topic commenced amongst Board Members, with follow up to occur outside of the meeting.
 - b) Mr. Muse informed the board that the Team Selection process for next season will be designed around the goal of winning medals in Paris. At minimum, the goal is to work toward a June 2022 deadline for releasing the Pre-Qualification criteria.

V. Executive/Closed Session

- a) Topics discussed included discussion of progress on 2019 Strategic Plan goals and feedback on CEO goals.