



USA Climbing: Board of Directors Meeting – 8/1/2022

Board Members in Attendance:

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

USA Climbing Staff and Others in Attendance:

Marc Norman, Chief Executive Officer
John Muse, VP of Sport
Caitlin Curry, Finance and Administration Director
Lisa Valiant, Chief of Staff applicant
Benjamin Lowe, Marketing and Communications Director
Sharlee Strebel, Membership Services and Safe Sport Manager
Joanne Carilli-Stevenson, Nominating and Governance Committee Chair
Patti Rube, USA Climbing Foundation President
David Patterson, USOPC NGB Compliance Director

The meeting commenced at 8:20AM MST. Ms. Curry acted as Secretary at the meeting. Mr. Mitchell presided.

I. Call To Order and President's Remarks

- a. Mr. Mitchell provides his Opening Remarks and his closing statement for the Board.
- b. On motions duly made and seconded, the minutes from the 6/22/2022 Board meeting were approved.
- c. On motions duly made and seconded, the Board voted to reduce the size of the Medical Committee from 15 to 12.
- d. On motions duly made and seconded, the Board voted to name Bruce Mitchell for the open seat on the Nominating and Governance Committee.
- e. On motions duly made and seconded, the new Board Directors recommendations were approved:
 - i. Steve Struthers and Alice Kao

- f. The Board engaged on a discussion on the future of the composition of the Board, as Mr. Mitchell, Mr. Roberts, and Mr. Skinner are approaching the end of their terms. The Board, including Mr. Mitchell expressed interest in filling the future open seats with individuals that have institutional knowledge of the organization.
- g. Mr. Muse provided an update on the recent red/yellow cards. There was only one yellow card at the Youth Nationals event, which revolved around a competitor not wearing his bib. Mr. Muse commented that typically there are more cards issued at the Youth Nationals event. He was pleased with this outcome and the professionalism exhibited amongst the coaches.
- h. Mr. Norman provided an organizational structure update. After a very thorough assessment of the structure and organizational needs, Mr. Norman has decided not to replace the open VP of Marketing and Communications role, but rather to absorb pursuing endemic partnerships in his own roles with the support of a Chief of Staff. Further, USA Climbing will be bringing on a Contractor to handle non-endemic partnerships and a Contractor for strategic communications. Additionally, there are plans to hire an additional Events staff member. Mr. Norman also expressed interest in further exploring athlete engagement opportunities in USA Climbing's social media. The Board ensued in a discussion about the presented changes.

II. Recognitions for Board Directors with Expiring Terms

Ms. Cook, on behalf of the Board, recognized Mr. Roberts and Mr. Mitchell for their service on the Board of Directors with the following resolutions:

Whereas, BRUCE MITCHELL

Has served with high distinction as a PRESIDENT of the Board of Directors of USA CLIMBING and Whereas, he has devoted himself, his unique skills, his knowledge, his intelligence, and his energies to the advancement of the USA Climbing mission, and subsequently to High Performance, International Relations, and overall betterment of the organization.

Whereas, He has consistently demonstrated generosity, diligence, warmth, and sincerity in the exercise of his high office, now, therefore be it resolved, that the Board of Directors and Staff of USA Climbing in multitude assembled, do by standing ovation recognize and give thanks for the steadfast labors of BRUCE MITCHELL.

Further be it Resolved, that these words shall be permanently inscribed on the minutes of this meeting.

Adopted by unanimous vote of the Board of Directors of USA Climbing on the 1st day of August in the year of 2022.

Whereas, MATT ROBERTS

Has served with high distinction as a Treasurer of the Board of Directors of USA CLIMBING and Whereas, he has devoted himself, his unique skills, his knowledge, his intelligence, and his energies to the advancement of the USA Climbing mission, and subsequently to Gym Relationships, the Para-Climbing Discipline, and Financial Oversight of the organization.

Whereas, He has consistently demonstrated foresight, reliability, kindness, humor and trustworthiness in the exercise of his high office, now, therefore be it resolved, that the Board of Directors and Staff of USA Climbing in multitude assembled, do by standing ovation recognize and give thanks for the steadfast labors of MATT ROBERTS.

Further be it Resolved, that these words shall be permanently inscribed on the minutes of this meeting.

Adopted by unanimous vote of the Board of Directors of USA Climbing on the 1st day of August in the year of 2022.

III. Successful Habits in Governance

- a. Mr. Norman introduced Dave Patterson, Compliance Director of the USOPC. Mr. Patterson provided an educational presentation on Governance best practices.

IV. Foundation

- a. The Foundation Board President, Patti Rube provided an update on where the Foundation stands, including committed Trustees and participants in 100 Women for Climbing.

V. Board Governance

- a. Mr. Mitchell requested that the group continue the discussion that was started by Mr. Patterson and that the Board document action items as it pertains to governance and policy/procedure creation. The Board ensued in a conversation surrounding potentially separating out the Nominating and Governance Committee into two committees and changing the reporting structure of the operational committees.

VI. CEO Update

- a. Mr. Norman provided an update on current and potential partners.
- b. Ms. Curry provided a financial update including presenting the 2022 YTD financials and a forecast of net income to year end. The forecast shows that USA Climbing expects to finish the year in a positive net income position, which is supported by the additional income earned at the World Games for leasing the climbing walls. Ms. Curry pointed out that USA Climbing is well on its way to far surpassing its highest annual revenue/expense ever.
- c. Mr. Norman introduced early-stage ideas of future operating models within the Olympic movement that have been discussed with the USOPC. The Board agreed that USA Climbing should continue to work with USOPC to learn more about the potential models, and report back to the Board.
- d. Mr. Norman proposed that USA Climbing puts in a bid to host for the 2027 World Championships, leading into the 2028 LA Olympics. Mr. Roberts moved to accept Mr. Norman's recommendation of pursuing a bid for the 2027 World Championships in the United States. All voted in favor except one Board Member (Ms. Cook). Ms. Cook voted nay because despite being supportive of the concept, there are many unknowns at this point in time.

- e. Mr. Norman provided an update on the progress surrounding the National Training Center. USA Climbing will continue to pursue funding through the Utah State Legislature in the upcoming Winter Legislative Session.
- f. The Board engaged on a discussion on a potential club certification program that would reward clubs for supporting USA Climbing in specific ways vetted through Audit. Mr. Pill expressed caution of labeling such a program as a “certification” due to potential liability exposure. Ms. Cook expressed similar sentiments but support for the idea generally.
- g. Ms. Curry provided an update on the 2023 budgeting timeline. The Audit Committee will perform a preliminary review in advance of the Board preliminary review. Likewise, the Audit Committee will perform a final review in advance of the Board final review. The Board preliminary review will take place at the in-person meeting to be held in conjunction with Nationals and the Board final review will take place at the December 14, 2022 phone meeting.
- h. Mr. Litvin requested that the Board receive an update on the progress against the strategic plan. Mr. Norman mentioned that he is bringing a progress update to the next in-person Board Meeting in late October/early November.
- i. Mr. Norman introduced the recommended policy for the inclusion of Transgender and Non-Binary Participants. Mr. Norman is looking for the Board to review the policy and provide feedback to the Medical Committee, who will maintain primary contributor of the policy.
- j. Mr. Norman discussed the recommendation for inclusion of eligible non-citizens in competitions in the General Eligibility Policy. Mr. Norman welcomed the Board to review the policy and provide any feedback to the Rules Committee.

VII. Sport Update

- a. Mr. Muse expressed enthusiasm for the success of US athletes on the World Cup circuit. On the Elite side, USA Climbing has won 23 medals total with several World Cups left to go. On the Paraclimbing side, USA Climbing has won 18 medals this season.
- b. Mr. Muse informed the Board that they should expect no changes to the Team Selection document that are going to be perceived as favoring a specific athlete, but there will be some changes due to the combined boulder/lead format. Ms. Lightner expressed concern in the future about making changes to the Team Selection document after results are available. Mr. Norman commented that the Team Selection document does need to be released sooner. The ‘23/’24 season should be released next March ideally. New information issued by the IFSC regarding the format has influenced the changes and delayed the document’s release.
- c. Mr. Muse addressed several Rulebook changes recommended by the Rules Committee for next season including:
 - i. Updates to Host Facility routesetting period entrance rules,
 - ii. Changing the QE series ranking to utilize the best (2) QE results
 - iii. Requiring a flash format for the Lead/TR Divisionals qualification round, and
 - iv. Including an additional rest period between the routes at Lead/TR Regionals.

VIII. Marketing and Communications Update

- a. Mr. Lowe provided a “state of the union” of Marketing and Communications at USA Climbing and highlighted the upcoming priority he will be focused on; creating a S.W.O.T. analysis for the organization’s communications and utilizing that analysis to

develop an organizational communications plan. Ms. Cook expressed that the Board created a S.W.O.T. analysis for the entire organization last year and that she would share that analysis with Mr. Lowe.

IX. Closed Session

- a. Current SafeSport matters were discussed during the Closed Session.

APPROVED