



USCSA 2018 Board of Directors Meeting

Meeting Minutes

Hyatt Regency Washington on Capitol Hill
Washington, DC
June 7-9, 2018

Attendees

Voting members of the board

Adam Stark	President
Chris Shumeyko	Vice President
Jenna Ude	Treasurer
Collin Casper	Vice President of Academic Affairs
Christi Boggs	Vice President of Nordic
Patrick Wilcox	Vice President of Snowboard and Freeski
Mike Dzubay	Vice President of Alpine
Eric Millbrandt	Executive at Large
Jay Moyer	Executive at Large
Sarah Geiger	USCSA Allegheny Conference
Corey Tolkin	USCSA Atlantic Highlands Conference
Bo Bigelow	USCSA Eastern Conference

Jerry Wolf	USCSA Grand Teton Conference
Robin Dzubay	USCSA Midwest Conference
Ron Bonneau	USCSA Northwest Conference
Nick LaBue	USCSA Rocky Mountain Conference
Doug Grayson	USCSA Southeastern Conference
Shawndrea D'Ooge	USCSA Southwest Conference
Brittney Jackson	Student Athlete Representative
Charlie Kelly	Student Athlete Representative
Mitchell Hollman	Student Athlete Representative

Non-voting attendees

Alec Tandara-Kuhns	Executive Director
Andrew Rangen	Immediate Past President
Melissa Thies	Midwest Conference, Secretary
Luke Dean	Midwest Conference
Andrew Johnson	Midwest Conference
Matt D'Ooge	Southwest Conference
Ethan Fowler	Southeast Conference
Becca Watson	High Plains Junior Nationals Division Nordic
Daniel Demschar	University of Utah
Bruce Diamond	University of Connecticut
Cheyenne Crigger	Southeast Conference
Scott Hoisington	University of Maine
John Jacobs	Reliable Racing
Cassie Stark	Guest

Full Board
Friday, June 9th
8:00am

Motion: Call meeting to order by Adam Stark

Topic: Approve agenda; ED Introduction

1st: Chris
2nd: Jenna
Discussion: None

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Approval of 2017 minutes

Topic: Approval of 2017 minutes

1st: Patrick
2nd: Chris
Discussion: None

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Approval of Shawndrea D'Ooge for Southwest

Topic: Conference Coordinator nominations

1st: Adam
2nd: Patrick
Discussion: Unopposed

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Approval of Ross Collins for Northern California

Topic: Conference Coordinator nominations

1st: Collin
2nd: Patrick
Discussion: Unopposed

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Nomination of Mike Dzubay for VP of Alpine

Topic: Elections

1st: Adam
2nd: All
Discussion: Unopposed

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Nomination of Jenna Ude for Treasurer

Topic: Elections

1st: Adam
2nd: Jay
Discussion: Unopposed

Full Board Vote

21 Approved

X Opposed

X Abstentions

Motion: Nomination of Jay Moyer for Executive at Large

Topic: Elections

1st: Adam
2nd: Collin
Discussion: Unopposed

Full Board Vote

Old Business

- University of Utah (Jay Moyer)
 - Continue to assess and evaluate again in 2019
 - National Championships in the Midwest (Luke Dean)
 - Bylaws Restructure (Andy Rangen)
 - Snowboard Discipline (Chris Shumeyko)
 - Nordic Qualifications (Christi Boggs)
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Conference Coordinator Meeting: Corey Tolkin

The (informal) conference coordinator meeting was held Thursday, June 7th. Multiple topics were discussed including:

- Setting up a schedule for communication, probably on a quarterly basis, and they should maintain a current contact list
 - Following a defined and logical definition for conference lines. Some schools, with permission, may compete in a different region based on geography
 - How to attract volunteers, recruitment alumni, and keep them engaged within USCSA
 - Each region has different barriers to this and should come up with and discuss best practices on a regular basis
 - Coordinators don't want to lose their voice in discussions within USCSA.
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Sport V.P Reports

- Nordic: Christi Boggs
 - There are struggles for some teams/athletes to find quality events within region but utilize local or large events
 - Some positive growth with more opportunities (addition of schools); also, waxing rules help create equality amongst teams
 - We really appreciate Lake Placid. The location, the volunteers, and ORDA help make a memorable event
- Snowboard/Freeski: Patrick Wilcox
 - 2018 was the first National event for Snowboard Alpine competition
 - Season totals did reflect declining registration in both disciplines
 - Still utilize partnership with USASA. Proven to be useful but don't want to outsource too much

- Alpine: Mike Dzubay
 - Retaining programs and showcasing USCSA to prospective athletes, including high school, local clubs, and college athletes, even non-athletes
 - Regional races should try to emulate Nationals

Committee Chair Reports

- Historical Committee: Ron Bonneau
 - Currently, everything is on paper since most records are pre-internet
 - Recommends that anyone should pass along any document available, all information is relevant
 - In the process of digitizing film
 - Hall of fame: is there interest in maintaining a section at the Hall? Consider a nomination/representative to the Hall
 - Funding would be appreciated
- Membership Committee: Chris Shumeyko
 - Last season the fee structure updated to remove “late fees” creating a tiered pricing structure
 - Registration video walkthrough was a positive
 - Academic paperwork is now accepted as PDFs
 - More information can be collected in SportsEngine
 - Challenges: moving toward paperless, distributing information, order of registration individual/team
 - Use of SportsEngine to contact alumni
- Tech Committee: Andy Rangen
 - New platforms for communication: Zen Desk, Slack
 - These programs allowed for transparency, those with access could see all questions and response times
 - They also track and show trends of questions
- Marketing Committee: Jay Moyer
 - 2017-2018 retained our prior sponsors
 - Added one new financial sponsor, Sierra Nevada College
 - Need to create a marketing work plan

USSS presented by Jay Moyer

- Have a recognition of USCSA but don't really know who we are
- We should utilize their affiliations with local clubs
- Marketing and branding; update how we can stand out and how do we look to others
- What is our relationship with USSS, how can we provide consistency from high school through college (Pathways)

Discussion Items

#4: National Championships Cost - Andy Rangen

- To anticipate future venue increases, costs will increase each year
 - Fixed amounts can help with planning
 - Revenue really only comes from registrations
 - Expenses are incurred from venues, capital purchases, and broadcast
- Snowsports industry inflation has exceeded the pace of standard inflation
- Capital purchases are needed for equipment simplification and sustainability and reviewed yearly
- Survey was sent to Nationals participants; comments included, good value, Opening Ceremony, awards too long, and would love more photography
- Increase value and maintain our special experience

Discussions:

- How do athletes qualify good competition? Is it the quality of competition, maybe the number of events, or overall experience
- How long are awards really? This is being assessed and discussed

#14: World University Games - Christi Boggs

- Olympic style events for Nordic
- Possible opportunities for USCSA to be a source for athletes to compete

Discussions:

- There is a quota to qualify and has a very high level of competition
- If the calendar allows, USCSA should step in
- Should not sacrifice our events for athletes to compete. Athletes can choose to go but still need to meet our requirements.
 - Mention of a possible working group to include Daniel (U of Utah) and Christi

#15: Marketing Plan - Jay Moyer

- Cultivation
 - Alumni
 - Sponsors
 - Engage
- Marketing
 - Increase membership by 5%
 - Intern possibilities
 - Newsletters or blogs

- Communication
 - Newsletter
 - Engage in more social media and encourage participation
 - Use text messages

Discussions:

- We should consider “donations.” Utilizing the registration process for alumni or those registering as a coach/official/participant
- Currently, there is little funding for social media.
 - Does sportsengine allow email blasts to registrants? Yes
- We could create partnerships with sponsors. For example, career opportunities for athletes
- Location and value of our marketing is important for our value and image

#16: Pyramid Structure - Mike Dzubay

- Turn the pyramid upside-down
 - Why are you here, how did you get here?
 - Top = base = athletes; how do we support them as they are our top priority

Discussions:

- How do we make sure we are addressing the athletes in a timely manner and do they know who to go to? Have the tools to solve the problem at the right level
- Chain of communication
 - We should follow a chain of order, but don't think Executive board is inaccessible
 - There should be a process to go the other way also, facilitate de-escalation

#8: Discipline Requirement Differences - Collin Casper

- Differences between disciplines - alpine, snowboard/freeski, nordic
 - Eligibility
 - Seeding
 - Protests
 - Results

Discussions:

- We follow these in practice, our rules should reflect it and be updated

#10: Super Giant Slalom - Jerry Wolf

Topic withdrawn, no discussion needed

#11: Ski Joring - Jerry Wolf

Short discussion of possible opening ceremonies event

#12: USSS Licensing - Jay Moyer

- USSS would sanction our events and would be considered non-scored events

- Allow a progression pathway for those licensed as officials
 - Create a new relationship with USSS
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Board Restructure

Presentation - Andy Rangen and Adam Stark

- Committees will allow to get things done without having to be voted on by 26 people
- Meeting format would change, instead of 5 hours of rules changes, we could have more engaging conversations about topics (safe sport, marketing...)
- Student athletes would be moved to other committees and would no longer have their own stand-alone committee

Discussions:

- Region to Region have differences and may not be represented fully by one coordinator who also has their own region to represent. Our product is different across the country
 - Committees are there to discuss and resolve topics of concern, recommended to meet monthly
 - What are the roles and responsibilities of the board and what are the roles and responsibilities of the committees?
 - Hierarchy of structure
 - Term limits, is the president the only one that has a term limit?
 - We didn't make changes to the rules, only the structure
 - If this proposal is passed, then we should have an action item to address "clean-up" items
 - Accountability for committee members
 - Each committee will establish a vision
 - Committees can create open conversation channels
 - The new model gives the power to the committees, the Board is not the one making the rules but is there to advise and support those rules
 - Importance of subcommittees, their structure, and how they support growth
 - What is the transition plan to the new structure and into committees?
 - If our future is the athletes, they should be included all over in the rules and have a larger role
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Full Board

Saturday, June 10th
10:00am

Review: Treasury Report

Topic: Jenna to review and highlight treasury report

Discussion:

- Is broadcast sustainable? What is our plan for the future? Budget increase, do we reach out to other open markets?
 - Requested funding/budgeting for the Historical Committee
 - Possibility of increasing marketing budget: average budget for companies is around 5% and we are at about 1%. We still need a plan before approval. A suggestion of up to 10% when we have a good plan in place.
 - Split Second \$2500 marketing budget is to move to office expenses.
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Motion: Vote to Vote on Proposal #20: Board of Directors restructure

Topic: "Yes" vote is to vote now on proposal #20, a "no" vote will delay the vote until 4pm to address action items.

Full Board Vote

8 Approved

13 Opposed

X Abstentions

Motion: Accept Treasury Report

Topic: Accept updated treasury report

1st: Chris

2nd: Doug

Discussion: Amend to review available funding following registration to review if additional funds are available.

Full Board Vote

21 Approved

X Opposed

X Abstentions

Attach Treasury Report

Safe Sport

- Background checks for officials, volunteers, coaches
 - Cost: \$20.50 per occurrence
 - We charge \$10 per registrant
 - Approx 200 registrants in 2017-2018
 - Proposed increase to cost of non-student registrants from \$10 to \$20
 - Will increase applicant cost, for non-athletes (coaches, volunteers, participating alumni) from \$10 to \$15 beginning 2018-2019 season.
 - Allows for “step-up” cost increase
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USCSA Committees Full Board Proposals

Academic Affairs: Collin Casper

No Motions to move to full Board

Agenda Committee:

Proposal #20 - Bylaws for proposed Board Restructure

Motion: Andy Rangen

2nd: Collin

Discussion: Verbiage discussed and updated. Nominations for At-Large and VP of Sport open June 9th, close July 7th, vote August 5th. Rules committees filled by July 15th and Rules subcommittees by August 15th.

Rules committee must have submitted update to appeals process by October 1st, 2018.

Full Board Vote

19 Approved

2 Opposed

X Abstentions

Alpine Competition Rules: Mike Dzubay

No Motions to move to full Board

Business and Legal Committee:

No Motions to move to full Board

Historical Committee: Ron Bonneau

Topic: Holger Peterson as our nominee to Hall of Fame

Motion: Ron

2nd: Sarah

Discussion: Funding available for US Ski hall of fame

Full Board Vote

21 Approved

X Opposed

X Abstentions

National Championship Committee: Andy Rangen

No Motions to move to full Board

Nominations and Awards Committee: Jenna Ude

No Motions to move to full Board

Nordic Committee: Christi Boggs

Proposal #4 - 4-Way Event Inclusion

Motion: Christi

2nd: Bo
 Discussion:

7.1.1. Team scoring for the President’s Award for 4-way performance is accomplished by using the point by place scoring system for Alpine Slalom, Alpine Giant Slalom, ~~whichever~~ individual start Nordic event ~~is held~~, and the Nordic Team Sprint. For scoring the Nordic Team Sprint, see Section 7.2 below. To obtain the four-event total, add the points for each of the events as indicated.

Full Board Vote

21 Approved

X Opposed

X Abstentions

Proposal #6 - Nordic Sprint

Motion: Christi
 2nd: Patrick
 Discussion:

4.2.3. Sprint Race – The USCSA Sprint Race will be run in accordance with FIS ICR 36.

USCSA Exception for Final Rounds: There will be ‘A’ and a ‘B’ finals consisting of 5 athletes.

A Final	B Final
Semifinal 1 – Finisher #1	Other athletes will advance to B Final except 6 th place finishers from each heat who will not advance.
Semifinal 1 - Finisher #2	Semifinal 1 – Finisher #5
Semifinal 2 - Finisher #1	Semifinal 2 – Finisher #4
Semifinal 2 - Finisher #2	Semifinal 2 – Finisher #5
Lucky Loser #1 (based on time)	Lucky Loser - #2 (based on time)

Full Board Vote

21 Approved

X Opposed

X Abstentions

Regional Championship Committee: Sarah Geiger

Proposal #3- Regional Championship Qualification

Motion: Sarah

2nd: Jenna

Discussion:

- If you're going to hold an event, submit it. Issues include nicknames, apostrophes, and hyphens.
- If the result is not there, there would be no result to use for qualification

Full Board Vote

19 Approved

1 Opposed

1 Abstentions

Snowboard/Freeski Committee: Patrick Wilcox

Proposal #7 - Snowboard start posts requirements

Motion: Patrick

2nd: Collin

Discussion: clean up 5.2.2; Giant Slalom and Slalom will now be referred to as Alpine

21 Approved

X Opposed

X Abstentions

Proposal #8 - Freeski start posts requirements

Motion: Patrick

2nd: Adam

Discussion: Clean up of terminology

21 Approved

X Opposed

X Abstentions

Proposal #9 - Boarder X time trials format

Motion: Patrick

2nd: Collin

Discussion: Terminology change from “will” to “may” 5.9.3.1

21 Approved

X Opposed

X Abstentions

Proposal #10 - Skier X time trials format

Motion: Patrick

2nd: Shawndrea

Discussion: Update 6.9.3.1 to mirror 5.9.3.1 in relation to Skier X

21 Approved

X Opposed

X Abstentions

Proposal #12 - Freeski Loss of ski(s) in Slopestyle

Motion: Patrick

2nd: Shawndrea

Discussion: Word clean-up

21 Approved

X Opposed

X Abstentions

Proposal #13 - Freeski start requirements

Motion: Patrick

2nd: Sarah

Discussion: Removal of rule 6.2.7.1

21 Approved

X Opposed

X Abstentions

Proposal #14 - Snowboard Head Judge definition

Motion: Patrick

2nd: Shawndrea

Discussion: Change Verbiage to “Snowboard Freestyle Events”

21 Approved

X Opposed

X Abstentions

Proposal #15 - Snowboard Chief Gate Judge definition

Motion: Patrick

2nd: Shawndrea

Discussion: Update verbiage to "Snowboard Alpine Events"; remove Giant Slalom and Slalom

21 Approved

X Opposed

X Abstentions

Proposal #16 - Freeski requirements for Chief Gate Judge and Head Judge

Motion: Patrick

2nd: Shawndrea

Discussion: Amendment proposed to change Slopestyle, Rail Jam, Half-pipe, and Quarter pipe to Freestyle Events. 6.14.1

21 Approved

X Opposed

X Abstentions

Proposal #17 - Freeski TD requirement

Motion: Patrick

2nd: Shawndrea

Discussion: none

21 Approved

X Opposed

X Abstentions

Proposal #18 - Freeski Chief of Timing and Calculation requirement

Motion: Patrick

2nd: Shawndrea

Discussion: none

21 Approved

X Opposed

X Abstentions

Student Athlete Committee: Christi Boggs

No Motions to move to full Board

Technical Committee: Eric Millbrandt

No Motions to move to full Board

Meeting adjourned 4:00pm

Unanimous

Action Items

The SB / FS has 2 action items to be tracked:

1. Issue a recommendation letter regarding the use of USASA/USCSA Partnership and alternate options to host USCSA Events within a conference / division while growing to critical mass. Letter to be issued by 8/1/18.
2. Update and continue to review the SB/FS Nationals Qualification & Quota System, incorporating committee feedback. Updated document will be sent by July 15th to the committee for review and a conference call scheduled before August 15th.

