

## U.S. SKI & SNOWBOARD MAY 2021 MEETING MINUTES

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Friday, May 21, 2021, 10:00 a.m. – 12:30 p.m.  
Videoconference

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**Meeting Chairman:** Kipp Nelson

**Vice Chair:** Eric Resnick

[58 participants]

**Board Members Present:** Liz Arky, Frankki Bevins, Rosie Brennan (athlete), Alex Deibold (athlete), Bryan Fletcher (athlete), Kenneth Graham, Cami Thompson Graves, Lisa Kosglow, Darryl Landstrom, Martina Lussi, Andy McLane, Troy Murphy (athlete), Warner Nickerson (athlete), Dylan Omlin, Mike Page, Steve Shafran, Tiger Shaw, Steve Strandberg, Tom Wallisch (athlete), Troy Murphy (athlete), Heather McPhie Watanabe (athlete), Tom Yaps.

**Ex-Officio Board Members Present:** Dexter Paine, Emily Cook, Kelly Pawlak, Kikkan Randall, Brian Leach.

**Board Members Excused:** Andrew Weibrecht and Hank Tauber

**Management Team Present:** Brooke McAfee, Sheryl Barnes, Trisha Worthington, Michael O’Conor, Charlotte Moats, Alison Pitt, and Jamie Nagle.

**Additional Attendees:** Steve Berlack, Cynthia Berlack, Phill Gross, Duke Rohlen, Steve Pearlman, Carlos Lamadrid, Colleen Nelson, Jason Landstrom, Carrie Landstrom, Elaine Minahan, Jacqueline Luedtke, Craig Booth, Justin Samuels, Ellen Adams, Gar Trayner, Lindsay Mann, Mark Brown, Tom Kelly, Troy Taylor, Andrew Gauthier, Victoria Brown, Sharka Fabian, Patty Frechette, Annie Kao, Ellen Adams, Hannah Kearney (athlete), and Chris Packert.

### 1. Chairman Calls the Meeting to Order & Established Quorum

Mr. Nelson called the meeting to order at 10:05 a.m., mountain time. Ms. Pitt made a roll call and noted that a quorum was present. Ms. Pitt requested that Directors declare conflicts concerning any item on the agenda at this time.

### 2. Acknowledgment of Those Who Have Passed

Mr. Nelson acknowledged the passing of George Hovland and Bill Olson this year.

### 3. Board Member Transitions

Mr. Nelson reported the following Board Member transitions to take place at this annual meeting:

New:                Andrew Weibrecht – USOPC AAC Representative (January 2021)  
                          Emily Cook – USOPC ACC Alternate Representative (January 2021)  
                          Troy Murphy – Freestyle Athlete Representative (May 2021)

Returning:        Alex Deibold – Snowboard Athlete Representative (May 2021)

Departing: Andy McLane – Foundation (May 2021)  
Holly Brooks – USOPC AAC Representative (December 2020)  
Torin Koos – USOPC AAC Alternate Representative (December 2020)  
Heather McPhie Watanabe – Freestyle Athlete Representative (May 2021)

Mr. Nelson welcomed the new and returning board members and thanked the departing board members for their service.

#### **4. 2021 Julius Blegen Award Recipient: Darryl Landstrom**

Mr. Nelson reported that board member Darryl Landstrom is the recipient of the 2021 Julius Blegen Award. Dexter Paine, the 2020 Blegen Award Recipient, spoke of Darryl's well-deserved recognition of the highest award given by U.S. Ski & Snowboard.

#### **5. U.S. Ski & Snowboard March 17, 2021 Meeting Minutes' Approval: Alison Pitt**

*Mr. Landstrom moved, and Ms. Lussi seconded the motion to approve the meeting minutes from March 17, 2021. There was no comment and the motion passed unanimously.*

#### **6. Nomination & Governance Committee Report: Steve Strandberg/Lisa Kosglow**

Ms. Kosglow reported on the actions of the Nomination and Governance Committee. Ms. Kosglow reported that Mr. McLane has served two terms, joining the board in 2013. Ms. Kosglow thanked Mr. McLane for his service and noted that he will remain involved in other governance committees. The Foundation Nominating and Governance Committee will forward nominations for this open board seat.

There was comment about potentially changing the CEO board seat to an ex-officio board seat with the anticipated bylaws amendments.

Ms. Kosglow reported on the Committee's recommendation and nomination of Ms. Arky for reelection for another four-year term for one of the Foundation board seats and Mr. Tauber for reelection of the FIS Ranking Representative for another two-year term.

*Mr. Graham moved, and Ms. Thompson-Graves seconded the nominations of Ms. Arky to the Board in one of the Foundation seats for another four-year term and Mr. Tauber to the Board as the FIS Ranking Representative for another two-year term.*

Ms. Arky and Mr. Tauber were elected by acclamation for a four-year and a two-year term, respectively. Ms. Arky abstained from vote on her board seat.

#### **7. U.S. Ski & Snowboard Chairman's Report: Kipp Nelson**

Mr. Nelson discussed that we are going into an Olympic year and the challenges with the pandemic on our training and competitions. Mr. Nelson reported on the successes that we had throughout the 2020-21 season despite all of the challenges of the pandemic.

Mr. Nelson provided an update on the chief executive officer search. We are working with an outside search team as well as Mr. Graham, Ms. Randall, and Mr. Strandberg are leading the search team. We have received candidates and the process is well under way. There will be further discussion during the executive session on the candidates.

## **8. U.S. Ski & Snowboard Chief Executive Officer's Report: Gale H. "Tiger" Shaw**

Mr. Shaw thanked Mr. Landstrom for his dedication and congratulated him on his award. Reflecting on the season, Mr. Shaw mentioned the dedication and efforts taken by staff for the season. The breakthroughs and the successes of the season were great. Mr. Shaw highlighted the successes and podiums of the season. The Olympic preparation is well-lined up and planned. We have great partners with Mammoth, Squaw, and Timberline for training.

We are bouncing back with financial results and commercial/marketing partnerships. Our partners cooperated and worked with us throughout the pandemic

Mr. Shaw mentioned the efforts by Ellen Adams and the DEI committee that she is leading for the efforts for change.

There was discussion about the athletes and staff with positive COVID tests. The biggest impact that we experienced was the quarantine and isolation requirements. We traveled the globe for more than 250 days for training and competitions. Mr. Shaw commended Troy Taylor and Gillian Bower for the COVID protocols that they implemented and the testing measures taken.

## **9. Financial Report: Brooke McAfee**

Ms. McAfee discussed the FY2022 operating budget and also recapped the financial results of FY21 and FY20. In May, we refinanced the loan (bond) on our building as well as our line of credit, which currently has a zero balance. We reached an over \$60M endowment value this year.

Ms. McAfee discussed the FY22 budget with the amounts expected from Foundation, Marketing, Membership, USOPC, Endowment Grant, and other revenue sources. The budget is restoring to amounts prior to the pandemic. Regarding the expenses, Ms. McAfee summarized the expected expenses for athletic elite teams, the training center, domestic programs, foundation, marketing, communications, and SG&A. Ms. McAfee noted that we have had a 27% increase in our athletic budget since FY15 to FY22.

On the PPP funding, we received forgiveness on our first loan and we have applied for forgiveness on our second loan. We expect to receive a response by the end of the calendar year.

Ms. McAfee also touched briefly on the FY22 revenue risks that are on the radar:

- USOPC Funding: The grant has not been confirmed but we should hear by June.
- Beijing Olympics: Possible boycotting around the Games.
- New business (marketing).
- Foundation's upcoming events that are normally in-person.

### **a. Foundation Update: Trisha Worthington**

Ms. Worthington presented the fundraising report for FY21. It was the largest fundraising year for our organization. We are hoping to have continued growth for FY22. Ms. Worthington thanked our Foundation Trustees for all of their efforts with our fundraising. The Principal giving program and the Gold Pass Program have significantly increased and provided stability.

Ms. Worthington discussed building out the direct marketing program and growing this donor pool as well as donor stewardship (focus on enhancing donor service and engagement). Ms. Worthington

also discussed the sources of the fundraising revenue and the goals reached. Ms. Worthington presented on the FY21 focus for fundraising and development as well as department investments.

Ms. McAfee thanked Ms. Worthington for her presentation and fundraising efforts in going above and beyond fundraising goals. Mr. Nelson thanked Ms. Pawlak for her organization's support through the gold passes, which are an important part of our fundraising efforts.

**b. Commercial Update: Michael O'Connor**

Mr. O'Connor provided a recap of the season and working with our partners to protect our relationships. We brought in eleven new partnerships. NBC was supportive of our efforts and its partnership assisted us with providing fulfillment to our other partners throughout the pandemic. Mr. O'Connor discussed the new partnership and marketing revenue goals for FY22. He also noted that the partner summit will be held on the morning of May 26<sup>th</sup> and invited everyone to attend.

The Finance Committee recommended the proposed 2021 budget go forward to the Board for its consideration. The Audit Committee recommended the ratification of the selection of the auditors, Eide Bailly, for FY2021. The proposal to increase the Cross Country coach membership category dues in the amount of \$10 to cover the cost of the identifying band was discussed.

*After the opportunity for discussion and questions, Ms. Thompson-Graves moved, and Ms. Kosglow seconded the motions to approve the FY2021 budget, the ratification of the auditors, Eide Bailly, for FY2022, and the increase of \$10 to the Cross Country Coach membership category dues. There was no further discussion and the motions passed unanimously.*

**10. SafeSport, Avalanche & Security Update: Alison Pitt**

Ms. Pitt reported that there is no active litigation and no athlete grievances have been filed.

Ms. Pitt summarized the open cases with the Center and the NGB and reviewed the aging report of the open cases. The MAAPP revisions and timeline for implementation were discussed. Finally, Ms. Pitt mentioned the membership Avalanche training course developed with the BRASS Foundation and the Utah Avalanched Center and that 12,200 members have completed it.

**11. BRASS Update**

Mr. Berlack reported that it was tough year with high avalanche conditions resulting in several fatalities and it is important to continue the dialog and training of on snow safety and have noticed a big increase in participation amongst resorts.

The stone Bench outside the COE is a great is a reminder for the athletes and everyone the importance of snow safety and our relationship between BRASS and U.S. Ski & Snowboard. A big thank you to Laura Askel for getting this Bench coordinated.

We have created 10-minute and 90-minute programs for members and coaches, currently, 11,800 members and 754 coaches have been trained but emphasized that we still need to do more for on-snow training. Mr. Berlack mentioned that coaches need more snow safety training. BRASS is creating more content for the educational webinars to be included with our coach certification programs.

New programs include: Danger in the Backcountry. Nick Sargent commented that the NA Snowsport journalist association has reported that backcountry gear is the highest growth area.

BRASS hosted the first annual “An Evening with Off Piste, Tragedy in the Alps” event, that was held on the anniversary (January 5th) with a great panel of guests and the video was watched by more than 1 million people. BRASS’s next steps: more BRASS-generated continuing education, continued member and coach education, on-snow training for coaches, and revisit learnings from accident. Lindsay Mann will be assisting BRASS with implementing their goals.

## **12. U.S. Ski & Snowboard Athletes’ Council Report**

Mr. Nickerson thanked Mr. Landstrom on his leadership and receiving the Blegen award. Mr. Nickerson reported that the AAC had thirteen meetings this year. Mr. Nickerson thanked all the members on the AAC, including thanking Heather McPhie Watanabe for her leadership and mentorship over the last year.

Over the last few years our focus has been Communication, Culture and Funding. This year we would like to focus on Communication, Culture, and more Athlete Representation. There is never too much communication and we can keep improving. Now with most of the teams fully funded, we are still needing to keep our focus to bring the athlete voice across committees. The more athlete representatives that we put together helps the athletes have a stronger voice.

Mr. Nickerson reviewed with the Board that originally, there was only a requirement of 20% athlete representation on board and designated committees and then after the USA Gymnastics scandal and additional changes, the USOPC wanted the athlete voice to be bigger, up to 33.3%. It’s hard to get that core group of athletes (any athlete that has been to the Olympics or World Championships in the past 10 years). The AAC group was tasked with defining the 10 year+ athlete. The AAC wanted to have a broader net to capture athletes and created the following definition of a “any American athlete retired for 10 years, but during their career, completed at the highest level of competition in their sport discipline. As of May 21, 2021, the AAC defines this as having competed at a World Cup or Grand Prix Event.”

The next topic discussed was the Board seats for athletes. To get to the 33.3% on the Board, there needs to be two (2) more athletes to fill voting seats, for a total of eight (8) athlete reps. We decided to have the USOPC AAC athlete rep become a voting member, and the 24<sup>th</sup> seat (or currently vacant At-Large seat) would be the new alumni athlete board rep (10 year or 10 year+), with the AAC voting on this 24<sup>th</sup> seat instead of bringing it to the entire eligible athlete voting pool. The reasoning behind this is there not a representative number across all sports, and the current track record of voter turnout has been very low amongst the 10 year athletes and we do not want to have athletes voting from a small description of another athlete they have never met. We recommend that the NGB Athlete Representation Working Group proposes that the AAC votes on this board seat.

Ms. Kosglow added that when the Bylaws go into effect, the USOPC AAC rep will become an official voting member.

## **13. USOPC Athletes’ Advisory Council Report**

Ms. Cook provided the report that she and Mr. Weibrecht worked on together. She thanked Holly Brooks for her help transitioning the role to Ms. Cook and Mr. Weibrecht. Ms. Cook discussed the athletes review of the U.S. Center of SafeSport’s processing of reports and found, after speaking with other NGB USOPC AAC representatives, that this is a universal theme from the other NGBs and they are working towards exploring a collective voice to SafeSport and a big thanks to Alison Pitt and Tom Wallisch for their help and guidance.

Ms. Cook also reported that the USOPC AAC addressed the upcoming Tokyo and Beijing Olympics regarding COVID and with Beijing specifically, athletes discussed potential boycotting and it was agreed

by the group that a boycott would have the effect of the 1984 Russia boycott. There was additional discussion on Rule 40 and Rule 50 with updates to come at a later time.

#### **14. Sport Committee Action Items/Reports**

##### Alpine Sport Committee Action Items/Report: Darryl Landstrom

Mr. Landstrom reported on the action items at the Alpine Sport Committee meetings as follows:

##### *Action Items*

- Replace U19 age designation to reflect U18 as this aligns with FIS
- USSS to host a U18 National Championship to include DH, SG, GS and SL
  - a. Quota's to be equal between men and women
- ASC supports Gender Equity as a leadership goal

##### Cross Country Sport Committee Action Items/Report: Cami Thompson Graves

Ms. Graves reported on the action items at the Cross Country Sport Committee meetings as follows:

##### *Action Items*

- Approved in concept a proposal to achieve Gender Equity on committees, working groups and at camps, and trips that recruit volunteer members or staff by 2025.
- Approved proposal to give each Certified U.S. Ski and Snowboard Cross Country Coach should be issued a number assigned coaches bib. The cost of a coach's membership will increase by \$10 to partially cover the cost of the bib.

##### *Discussion Points*

- Approved selection criteria for development trips
- Approved (most) '21-22 Super Tour Events
- Rule and Competition Guide Updates

##### Freeskiing Sport Committee Action Items/Report: Tom Yaps

Mr. Yaps reported on the action items at the Freeskiing Sport Committee meetings as follows:

##### *Action Items*

*Motion: In support of sport equity and represented by the stakeholders in the Freeski Sport committee we hereby ask:*

- To provide equal opportunity for SkiCross. We ask U.S. Ski & Snowboard leadership to re-evaluate the National Team funding model for SkiCross, and report back to the committee with their findings.

##### Freestyle Sport Committee Action Items/Report: Mike Page

##### *Action Items*

No Action Items for the Governance Board

##### *Rules Update*

FIS International Competition Rules-ICR (Oct 2020) & USSS Competition Guide Merge for 2021.  
Approved/Passed

### *Elections*

- Dani Loeb – Athlete Representative, Aerials (2-year term) Approved/Passed
- Konrad Rotermund – At-Large Position (2-year term) Approved/Passed

### Ski Jumping/Nordic Combined Sport Committee Action Items/Report: Martina Lussi

Ms. Lussi reported

### *Action Items*

No Action items for the Governance Board

### *Discussion Points*

- Meetings were held spread over a few weekend days, to encourage maximum participation. Very large turnout.
- Future meetings will be a hybrid of in person and virtual options
- Presentation and approval of the Domestic Calendar
- Committee approved some word changes and clarification of the Competition Guide

### Snowboarding Sport Committee Action Items/Report: Dylan Omlin

Mr. Omlin reported on the action items at the Freeskiing Sport Committee meetings as follows:

### *Action Items*

*Motion: In support of sport equity and represented by the stakeholders in the Snowboard Sport committee we hereby ask:*

- To provide equal opportunity for PGS. We ask U.S. Ski & Snowboard leadership to re-evaluate the National Team funding model for PGS, and report back to the committee with their findings.

There was discussion on the steps for the allocation of funding for sport disciplines. Mr. Shaw mentioned that a working group would be formed to review the framework, which would be used by the organization for the allocation of funding for the next quadrant for the 2026 OWG. This decision would be made by the upcoming winter season. Mr. Shaw and Mr. Nelson will follow up with the Board on setting up the working group and further reviewing the allocation framework.

***After the opportunity for discussion and questions Ms. Thompson-Graves moved, and Ms. Lussi seconded the motion to approve the motions as presented and submitted by the Sport Committees. The motion passed unanimously.***

## **15. FIS and USOPC Report**

Ms. Randall reported that the USOPC is working on preparations for Tokyo. The safety protocols are in place and there are steps being taken to widely distribute the vaccine. The Olympics will look a lot different from what we are used to, but the playbooks and safety protocols are in place. Beijing should follow similar playbooks and safety protocols.

Rule 50, specifically the ability to protest to demonstrate at the Games and on the podium. Ms. Randall discussed the comprehensive surveying that took place internationally. The decision was to keep the rule, but to provide clarification and to give athletes an opportunity to demonstrate at the Games, but to protect the competition and the podium from demonstrations.

The USOPC has also had a committee on social justice. The USOPC is going to allow for protests at

Olympic trials; however, the USOPC cannot protect an athlete if the athlete protests at an international event. The IOC and federations can still sanction the athlete for the protest. Ms. Randall mentioned that there are a lot of steps taking place to education athletes.

Ms. Randall also provided information about athletes and staff going into Beijing. The IOC and the USOPC cannot protect athletes and staff that enter into China if either make political statements that offends the local government.

Ms. Randall provided an update on all of the mental health services ramped up at the USOPC this past year and the new team and resources that were provided.

Finally, Ms. Randall discussed the actions in Washington and discussions around boycotting. Senator Romney is assisting with communicating why boycotting the Games hurts the athletes.

Mr. Paine provided an update on the activities at FIS and the upcoming election on June 4<sup>th</sup>, the first election in 70 years. There are four candidates for president. It is a very competitive process. The first round of the election will take place on June 4<sup>th</sup> and it will require a majority of the vote to win. Dexter, Kipp, Tiger, and Hannah are interviewing the candidates. They have a high priority of someone who will support change (gender equity, inclusion, governance)

There will also be Council elections for fifteen spots. Mr. Dexter asked for to received feedback on any of the candidates.

Ms. Kearney, the athlete representative on the Council, also reported on the requested changes including voting rights for the athletes. The athletes supported a proposal for dual moguls for 2026. Eleven nations have submitted motions for dual moguls for 2026. There were no elections for this year, so the same Council members will be seated for the upcoming year until next year's in person meeting and election.

Mr. Nelson thanked Ms. Randall, Mr. Paine, and Ms. Kearney for their efforts and participation.

## **16. Diversity, Equity and Inclusion Action Plan Update**

Ms. Adams reported two new members: Donna Burton and Sydney McNiff Johnson. Ms. Adams also reported that the first DEI Champion award recipient is Henri Rivers.

Ms. Adams introduced Annie Kao, our consultant assisting with our DEI action plan update. Ms. Kao mentioned the changes to the DEI action plan that include expanding the definition of equity by June 1st. On the DEI action plan, Ms. Kao has charted a path for the specific action items over the next three years. Key highlights of action items include using the existing six DEI pillars and matching them with leaders and members to create efficiencies, accountabilities, and clarity.

The first pillar is Leadership and Governance with its top priority of establishing a DEI budget, without a reliable source of resources to support DEI, the rest of the pillars risk becoming deprioritized.

The second pillar is Training and Education with development of a year-over-year training plan with a logical progression (the training team will start with staff, the board, then athletes and move to Membership).

The third pillar is Expanded Access and Representation consolidating the Gender Equity Group and Racial Inclusion Group. The key priority is to draft best practices and develop a target for recruiting and hiring processes.



The fourth pillar is Recognition by helping to create recognition around diversity.

The fifth pillar is Website and Public facing Content to diversifying our content, deepen relationships with other organizations that target diversified youth in our sports. With authenticity and not just picking stories with current focus.

The sixth pillar is Partnerships by looking to continue to collaborate with and deepen relationships with various external community partners or organizations that target under-represented communities.

#### **17. Floor Open for Member Comments/Questions**

Mr. Nelson asked if there were any questions. There were no questions.

Mr. Resnick made a comment regarding the financial status of the organization and that it is truly commendable.

#### **18. Upcoming U.S. Ski & Snowboard Board of Directors' Meeting Dates: Kipp Nelson**

Mr. Nelson discussed the future Board meeting dates.

Wednesday, September 15, 2021 | 1:00 p.m. - 2:30 p.m. MDT

Wednesday, November 10, 2021 | 1:00 p.m. - 2:30 p.m. MDT

Wednesday, March 16, 2022 | 1:00 p.m. - 2:30 p.m. MDT

Friday, May 13, 2022 | 10:00 a.m. – 12:30 p.m. MDT

Mr. Nelson thanked Board members and employees for their work and focus.

#### **19. Closing Comments & Motion to Enter Executive Session**

*Mr. Landstrom moved, and Ms. Lussi seconded the motion to adjourn the open session of the meeting and move to the executive session. The motion passed.*

At 12:00 p.m., the Board went into an executive session.

Respectfully submitted.

/s/ Alison Pitt  
Alison Pitt, Secretary of Meeting