



## USATF Pacific Board of Athletics Meeting

11:00AM-1:45pm, March 24, 2024

### Meeting Minutes

- 11:00am-11:15am call for PA Meeting-Cori Evans including organizing for SP (strategic planning)
  - Attendees: Ajay Padgaonkar, Ed Hollshwandner, Beth and John Price, Randy Rafael, Phil Leake, Phil Wilder, Theodore Hayes, Amol Saxena, Robert Benoy, Tom Bernard, Lynn Garcia, Angie Longworth, Amol Saxena, Lynn Garcia, John Monsoor, Deborah Beck, Dante McCarthy, Meia Tizeno, Fred Bear, Jason Mawsdley, Ryan Kelly, JR Herberle, Charlotte Sneed, Cris Houston, Irene Herman, Cori Evans
- 11:16-12:00 noon JR facilitator SWOT and SP Groups-JR Heberle
  - Reviewed the [Long Range Strategic Plan -2017 – 2020 from 2019 v.5](#)
  - Summary:
    - Shared a SWOT analysis screen
    - Para Olympics as another growing area
    - Each individual may review a virtual brochure – Ed H. is encouraged to share marketing ideas.
  - Strategic Plan – Officials
    - Admin and Governance –
    - Goal #1 - added keep, follow up with recruitment person
    - Goal #2 – add HOF has been established. Keep it going.
    - Goal #4 – WE are currently do this right now
    - Goal #5 – Will need to stay in there
    - Goal #6 – Way to much confusing text in the bylaw’s section (Streamline elections section. Draft by September BOA meeting. Will be effective next time we do elections – J.R.) Ed. – youth has updated some operating procedures (draft and will need to some circulation) – will be done later in the year before the end of 2024 (J.R.’s notes – Safesport, references, removing too detailed items |Add Committee op process to ) updated youth operating procedures by PAYC members –
    - J.R. associations governing handbook would be ideal
  - **Athletes Development and Competition**
    - Goal #1 – Goal complete! Replace with goal to host as many indoor meets as we can. 14 weekends available. UNR will use >=6 for collegiate meets. JM planning for 3 weekends for Youth/HS/Open/Masters. LOC (Pacific or other ) TBD. For 2024 we have one meet in the budget. Can bid again for USATF Masters Indoor.
      - Fred Bair – get feedback about Grand Prix – in 2025 working with John we need to designate a couple of dates to be added to the grand prix season. (J.r. notes – new goal beginning 2025 indoor season; add indoor meets to Pacific GP or add indoor GP)
    - Goal #2 – Not complete. Discuss if we want to do that. Possibility of funding from Pacific Foundation. Idea to attract best athletes to our Open meet. Foundation focuses on elite athletes. Pacific’s interest is in increasing membership. How to measure effectiveness of an already existing program?
    - Goal #3 – Have held throws meets at Mike Curry’s meets. Need to work on other event groups. Street sprint track is available from SLC OC)
      - Fred Baer – PV Summit
      - JM – a street vault in San Jose. Offered a Street rack 100 and 50 meters, 6 lanes in Salt lake City

- Goal #4 – 1.) added or adapt existing XC & MUT series? 2.) added Ready to be launched and put together by Matt in at least 4 meets. 3.) Can be part of Open Series
- **Communications pg. 19**
  - Goal #1 – add (Keep goal. Identify new coordinator. Possibly provide travel stipend so this person can cover events)
- **Marketing and Promotions – pg. 34 (Irene led this section)**
  - **Goal #8 –**
- **Resources and Education/Training**
  - **Irene –** Wrapped up taking it now. Zoom, because of virtual training.
- Email J.Herberle for strategic plan comments – email address: [Jheberle@gmail.com](mailto:Jheberle@gmail.com)
- 12:01-12:30pm: Lunch & Learn, committee sharing & notes for SP-
- 12:31-12:35pm: BOA meeting call to order: Irene-approval of 01-16, meeting minutes.
  - Attendees: Not Recorded
- 12:36-12:45pm: Treasurer's Report-Jason M.& updated budget based on January Meeting Amendments.
  - 2024 budget posted on the PA website, Balance Sheet and P and L was also posted.
  - Merrill Lynch investment account – contains several ETF and Mutual funds and bonds (balance is \$613,000).
  - \$119,000 in Vanguard and \$46,000 in Bank of America for Operations. Total - \$853,000 in current assets.
  - (John M.) 4,400 members (2,400 adults and 2,000 youth) have renewed; mostly LDR members; 225 clubs
  - (Ed. H) Question – Grand Prix money that has been spent year to date (January to March 13) is last year's payout? (correct – John M.)
  - Jason M. and Ed H. discussed the budget for ongoing operations vs. strategic investment. This discussion was tabled for a Finance Committee meeting.
- 12:46-12:56pm: USATF Pacific Foundation Report of 2023-John Shirey & Youth on Travel Grant-Eric Stuart
  - No one from the foundation was on the call
  - Youth on Travel Grant-Eric Stuart
    - For 2025 Budget – Discussion and proposal will need to be generated by the Youth Board to be given to the PA Foundation with a written plan describing how the funds will be distributed.
    - Brunet L. – can the Youth Board utilize the PA non-profit Tax ID for youth donations?
    - Ed H. – can there be an opportunity to raise additional funds for youth programs that could be promoted to not only membership, but also to families of the youth?
    - Discussion – PA Foundation was created as a separate organization to protect the donated money that went to support athletes. In the event the Pacific Association loses a lawsuit. It's a separate legal entity by design.
    - Suggestion – Discuss how to set up money for youth with the foundation, willing to allow people to donate to the foundation with earmarks for the youth and the dedicated strategy for fundraising for the youth.
    - Next Steps – Youth Committee will discuss this plan and will present to John S.
- 12:57-1:05pm: Awards Recognition Banquet Report-Irene
  - Committee: Angie L. Charlotte S, Ryan C. and all chairs for the awards.
    - Ryan – important to begin planning for next year and something that should be ongoing throughout the year and not last minute due to bandwidth.
      - Considerations – cross country season goes through November and when will the results be in for the indoor season
- 1:06-1:15pm: Association Grant \$2000-Media, marketing-Irene SP
  - Association Grant – approved for \$2000 and we are waiting to receive that money
- 1:16-1:25pm: Grow to Impact Status Angie & John M
  - Approved for the \$5000 Grow to Impact however have not received this funding
- 1:26-1:30pm: Run, Jump Throw, Feb 10, 2024-Tori report-post report & future
  - Phil L – no TV coverage or radio coverage, but support from the Vacaville City Administration and Vacaville City School district. Held at Will C. Wood H.S.

- 200 – 300 kids in attendance
  - National office sent little giveaways (wristbands, sunglasses, water bottles) – it was well received
  - Could have used a lot more officials
- 1:31-1:35pm: Official Outreach Program: Phil Leake or Don Collins-status (SP)
  - Cards have been printed with The QR code that people can hand out to people at different meets. The regional resource coordinators have those and plan to disseminate them.
  - Working with Oregon Association and doing zoom clinics – Scott Phoenix and Bill Bartel
  - Challenge Coins – the purpose is to give recognition to those outstanding officials as they are going through the season and designed to attract and to retain good officials.
  - Officials for Reno - Additional discussions needed regarding recommendations for – accommodations, travel, funding, etc.; additional recruitment is needed in the Reno area for officials
- 1:36-1:45pm Competition updates: John, Danielle, and Charlotte, LDR Crawford
  - 2024 US Masters National Outdoor Track Championships-Phil, John & Charlotte ARC-July 18-21-2024
    - Men’s coach at ARC has decided not to continue; Melanie Cleveland (Women’s Coach) and Athletic Director are currently working with John M. to coordinate meet.
    - Waiting for National Office to finish indoor season to have final discussions relative to the budget – which will set the entry fees.
    - Currently 104 officials signed up and need 100 – 120 to make it work properly ( more volunteers will allow us to cut down on the number of officials); Officials staying at the Wyndham Hotel
  - **2024-2025 Indoor Track & Field Season-Reno-need input on interest 12-1-24 to 12-1-25.**
- Top 5 for 2024 Region 14-status
  - No status update
- Pacific Association Strategic Plan 2024-2028 Update – each committee should meet and present
  - a preliminary plan for growth. Officials and LDR already started.
- **D1 XC West Region in Sacramento-Hagen Oaks.**
- New Business
  - Discussion to not have the awards banquet in competition with scheduled and/or potential outdoor/indoor meets that may impact attendance
    - Proposed Pacific Association Awards Banquet Date – February 8, 2024
- Future Meeting Dates – May 21, 2024 Zoom
  - Motion to Approve the January Minutes (Cori); Chris (second to approve); Motion to Adjourn the meeting (Irene); Chris (second to approve); All approve