

# USA Track & Field - New England Board Meeting

PJT Partners, 53 State Street, 29th Floor, Boston, MA

Monday, December 19, 2016

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**6:30** The meeting was called to order by President Chris Pasko.

A quorum was established.

Board members present: Chris, Tom, Nicole, Shaun, Stephen, Sasha, Scott, Steve, Justin, Mike, Maggie, Sean, Amanda.

Present via conference call: Laurie, Jason, Rich, Brielle, Jan, David.

- Motion was presented by Justin Kuo  
November Meeting Minutes to be approved.
- Motion Seconded by Tom Derderian
- **Motion Passed** with 1 abstention.

**Treasurer's Report** was given by Stephen Peckiconis.

There's a \$14,000 improvement compared to 2015 due exclusively to two non-recurring extraordinary expenses unique to 2015, the \$10,000 grant to RLTAAC and \$8,500 in consulting expenses. There was \$4,500 more paid out in athletic grants in 2016 to close the grant gap from \$10,000 to \$5,500. Revenues and expenses are in line. We have been just above break even for the last 2-3 years. Stephen is almost done with processing reimbursement expenses from the National Annual Meeting and has cut checks for the majority of board members who attended. Chris mentioned all the embezzlement issues that he heard about during the Annual Meeting and discussed some of the best practices for the finances of the association. Stephen said that we have an accountant who does a full financial review every year. We pay close to \$10,000 a year for a CPA for 70-100 hours of his time. He believes we are already following the "best practices", including dual signing for checks over \$5,000. Chris plans to sit down with Stephen and Jason to further discuss these best practices and fully understand them. Mike suggests that we update required signatures for bank accounts and Steve said that had already been done.

- Motion was presented by Mike Travers  
Treasurer's report to be approved.
- Motion Seconded by Scott Mindel
- **Motion Passed** with unanimous approval.

**Managing Directors' Report** was given by Steve Vaitones.

Larry Eder, of Fortius Media, will look to update website and will publish end of year Exchange Zone magazine including summary of year and upcoming schedules. Steve met with Larry to discuss additional sponsorship and media opportunities Fortius can provide to our social media sites. Larry wants to sit down and meet with Chris. Steve discussed highlight of the annual meeting being Vin Lananna elected to President since Jackie dropped out by letter prior to voting. This was helpful because people could then immediately start talking with Vin about new stuff while still at the meeting. Laurie and Dave were very active in the work Vin was doing to campaign. We will have a "sympathetic" year with an ally in the national office. Mike Scott from RI was elected to

the LDR Division chair position. Steve was also named an at-large member of the Associations Committee's Executive Board.

**President's Report** was given by Chris Pasko.

- Chris has seen beta version of website. He wants to send a new year email blast to membership with a link to announce the new website. Steve is getting roughly a question a day about how to proceed with different parts of the website. We are on track with transferring over to the new website.
- Chris wants to set up dinners to connect older national members with some of our newer board members.
- Chris emailed Jason a list for awards banquet.
- Concerning appointing a Coaching Education Chairperson, Chris considered several people but ultimately decided to select Katie Adams, Level 1 and 2 instructor and Wellesley College Throws Coach. She puts on multiple Level 1 schools a year and will put together a bid for a summer 2018 Level 2 School. She wants to focus on more Level 1 schools and she will support youth track coaches training. Chris mentioned spending some money and having her oversee the funds for pole vaulting officials training.
- Motion presented by Tom Derderian
  - Katie Adams' appointment to Coaching Education Chair to be approved.
- Motion Seconded by Scott Mindel
- **Motion Passed** with unanimous approval.
- Chris presented a slide for Association Budget Review 2017-2018 - Preliminary Overview. For our operating income we are somewhere between break even and \$5,000 profit. We received an association grant of \$3,000 at the Annual Meeting because we met and exceeded the association accreditation standards. We could have more money next year since \$150,000 has been put into the national associations budget. Masters XC 5K Championships could make some money. There is a new sanctions incentive program from National with potential to make up to \$10,000 next year.
- New marketing person will not worry about sponsorships in first 6 months, she should make all of our current events better.
- Potential office renovation budget \$5,000-\$10,000.
- Expenses for the Officials Program will increase because prices for background checks are increasing but we will cover the increase, not the officials. Expenses for the Coaching program will increase \$500-\$1,000. This puts our operating income \$28,500-\$27,000 in the negative. We could make this up by increasing adult membership by 1,900 people in the next 2 years. Goal - to get operating income to zero.
- Shaun Dever named Marketing VP.

**Marketing Coordinator Search** - Chris, Jason, Amanda, Brielle, Nicole, and Mike - led search for new Marketing hire. Barry dropped out when he found out it would not start as a full time position. Sarah May is our finalist. Her resume was passed out to board members. Highlights: Merrimack College BA 2016, Track Captain, Extensive sports marketing experience. Her role would lead ALL marketing efforts under the President and VP (Shaun): social media, website, race promotion, sponsorships, awards, sanctions incentive program. We would check in with her at 3 months and 6 months, and potentially offer \$2,000-\$2,500 as an incentive. Shaun talked about how we are a

brand with regional recognition. People know USATF-NE exists, but to what extent does it matters to them?

- Sarah May came in for an interview. She started running in 2nd grade at the Hartford 5K. This job would be an ideal merge of her schooling/experience and her interests. Talked about walking into the NE10 Championships in college at the Reggie and the wow factor upon entering, i.e.: banners with social media hashtags. She did the "100 days to the Topsfield Fair", posting something online everyday. Sean asked good questions about how she plans to appeal to our Masters runners and older membership that doesn't necessarily respond to social media advertising. Her response was to focus on different aspects of races, ie: this event is really hilly. Steve suggests going to the other olympic organizations and see how they market, what are the membership benefits. Sarah departed after her interview.

- Motion presented by Mike Travers

Chris will present an offer to hire Sarah May for the position of Marketing Coordinator with compensation up to \$30,000 per year.

- Motion Seconded by Tom Derderian

- **Motion Passed** with unanimous approval.

- Chris will work with Shaun to prepare the offer with the goal to start Jan 1st and will verify with Stephen that everything is inline from a finance viewpoint. Chris wants her going to the BU mini meet. The other 2 individuals seen for interviews should get phone calls to notify them that we will not be hiring them.

### **Other Business**

- Motion presented by Maggie Fox

For Maggie, Mike, Justin, Nicole, and Steve to form a committee to present a proposal with several concepts for office renovation and/or location at the February board meeting.

- Motion Seconded by Amanda Wright

- **Motion Passed** with unanimous approval.

- Grant Committee met via conference call last Wednesday. \$1500 to Brockton Track Club (youth) to an underserved part of our constituency (\$500 from Marja Bakker Fund and \$1,000 from the program budget). The plan is to present them the money with a big check with the youth chair and marketing person on May 1st (their first day). We will also do PR with local newspaper and our website.

- Twilight Throwers (masters throwers club from Chelmsford) bid for 2017 USATF Masters Throws Championships at Holy Cross. They are asking us to back them with a guarantee of \$3,500 against losses (backstop). Facility costs and officials costs have increased.

- Motion presented by Shaun Dever

To provide up to \$3500 backstop to the Twilight Throwers for hosting the 2017 USATF Masters National Throws Championship pending a review of their budget by the grant committee.

- Motion Seconded by Sean Duncan

- **Motion Passed** with unanimous approval.

- Some sports budgets will be presented during the January Meeting.

### **Executive Session**

Raise for Steve discussed. He has made \$57,200/year for last 3 years. Chris proposes raise to \$60,000/year.

- Motion presented by Tom Derderian

Steve Vaitones will receive a \$60,000 salary and \$6,000 to retirement fund starting January 1st, 2017.

- Motion Seconded by Amanda Wright
- **Motion Passed** with 1 abstention.

**9:07** Meeting adjourned.