

Minutes of the Meeting of the USAT Florida Regional Council

July 17, 2013

Purpose: Update

Conference Call

July 17, 2013

7:03 pm – 7:55 pm

- I. Introduction and Call to Order
 - A. Meeting called to order at 7:03 by Hector Torres
 - B. Verbal roll call by Emily Jetton

Participants:

- *Emily Jetton
- *Ana Howard
- *Tom Reilly
- (John Letourneau)
- *Jim Sheets
- *Heather Butcher
- *Hector Torres
- *Jackie Miller
- (John Jones)
- *Linden Fenton
- *Carl Knutsson
- *Jennifer Hutchison
- (Brian VanCleave)
- (David Benedetti)
- *Lacey Chimienti

The following are the minutes of the meeting, which will be considered approved and final if Emily Jetton does not receive attendee comments within one week from the date listed above. I will do final edit in one week and submit.

- II. Budget
 - a. Expense sheet sent out with agenda in email regarding spending for each program
- III. Membership
 - a. Drop, but not huge about 300 down from last year adult
 - b. Youth down about 200
 - c. **How do we improve this and start growing our membership again??**
- IV. Program Updates for the Half with focus on membership growth

- a. Hector Torres – Chair/Parathiathlon
 - i. Camps
 - 1. August in Orlando for all levels
 - ii. Attended Amputee coalition in Orlando
 - 1. Had all different sports
 - 2. A lot to offer to amputee in the way of activities and different prosthetics
- b. Thomas Reilly – Vice Chair/RODC
 - i. Need to put together a race director newsletter once a quarter
 - 1. What the value is to them as a race director
 - a. Many events do not use officials and do not sanction with USAT
 - b. See USAT as a burden
 - c. They do not see the return
 - ii. 9 less races using officials this year from last year
 - iii. 55 officials this year
 - iv. Make sure we are reporting any unsafe races due to self officiating
 - v. 2 ways to sanction 1, with USAT officials, 2, self officiating
 - 1. It was said at one point that there are not enough officials to make it mandatory
 - 2. This is not true in Florida...we have plenty of officials
- c. Emily Jetton – Secretary/Membership
 - i. Easier membership registration at membership drives
 - ii. Grab bag with swag and USAT info that people can take to any races they are going to be attending
 - iii. Calendar updates who will be at what events
- d. David Benedetti – Treasurer/Asst Club
 - i. Not on the call
- e. John Letourneou – Clubs
 - i. Not on the call
- f. Jackie Miller – Coach Education
 - i. Coaches prefer clinics from home
 - ii. Volunteering for other athletes may be a better way for coaches to earn CEUs
- g. Heather Butcher – Coach Education
 - i. Working on continuing education for coaching
 - ii. Not a great need for traveling coaching clinics because there are so many online
 - iii. Maybe start aiming camps as age/group specific
 - 1. Seniors
 - 2. Youth
 - 3. Women's
 - iv. Giving something back to the members
 - v. Coaches can come volunteer their time in exchange for CEUs
- h. Jim Sheets – Youth

- i. Race directors do not sell or promote annual memberships
 - 1. They just set up the one day and that's it
 - ii. Youth Update
 - 1. Has a facebook page for the youth
 - 2. Trying to build membership 78 so far
 - 3. Communicating to parents
 - 4. Attending youth races around the state ...Visibility
 - 5. Working on Splash and Dash series in Florida
 - a. Buying one day membership through registration
 - i. Carl Knutsson – Membership and coach education
 - i. People are more inclined to sign up for one day membership these days
 - ii. Need to figure out how to move from one day to annual
 - iii. Cost, illness, and injury are main reasons for not renewing
 - j. John Jones – Social Media
 - i. Will be stepping down
 - ii. Been on the council for 3-4 years
 - iii. Position will be open
 - k. Lacey Chimienti – Women's Initiative
 - i. Survey via email, website and facebook for women
 - 1. If they take they will be entered in raffle for swag bag
 - 2. Are they currently USAT member? If not how can we get them involved
 - 3. Are race directors requiring USAT membership cards at sign up/check in?
 - l. Linden – Race Directors
 - i. Directors do not seem to play well with each other
 - ii. Hard to get them together for a meeting
 - iii. Average Triathlete income is \$100,000 they can afford membership
 - iv. Need to give them a better understanding of the benefits to them
 - m. Jennifer Hutchison
 - i. Half way through talent ID series
 - ii. Participation up 23%
 - iii. Clearwater August 24th Courage to Try bonus points race
 - iv. Top Gun Jim will be there for Jennifer for talent ID
 - v. Sept 7th Clermont Series Finale
 - vi. Wrapped up Jr. Select and Skills camp
 - 1. Lots of new talent
 - vii. Draft legal clinics coming up in Ohio
- V. Follow Up
 - a. Clean up ideas for membership growth and send them to Ana for the newsletter and for Hector to take to Nationals
 - b. Each councils member write an article to be posted on the website
 - c. Lacey – wrote bio with link to the survey can be used for next week

VI. Calendar

A. **Next Conference Call: Thursday, August 15th at 7pm**

B. Newsletter due dates in Calendar

X. **MOTION** to Adjourn by Lacey Chimienti at 7:55 pm, **Seconded** by Jim Sheets

Submitted to council for review by Emily Jetton on July 17, 2013.