

# U.S. SKI & SNOWBOARD BOARD OF DIRECTORS' MEETING MINUTES

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Tuesday, May 10, 2022, 10:00 a.m. – 12:30 p.m.  
Videoconference

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**Meeting Chairman:** Kipp Nelson  
**Vice Chair:** Eric Resnick

**Board Members Present:** Liz Arky (Foundation), Frankki Bevins, Rosie Brennan (Cross Country Athlete), Alex Deibold (Snowboarding Athlete), Sophie Goldschmidt (President & CEO), Ken Graham (Foundation), Cami Thompson Graves (Cross Country), Lisa Kosglow (At-Large), Darryl Landstrom (Alpine), Martina Lussi (Jumping/Nordic Combined), Troy Murphy (Freestyle Athlete), Warner Nickerson (Alpine Athlete), Dylan Omlin (Snowboarding), Mike Page (Freestyle), Steve Shafran (Foundation), Steve Strandberg (Foundation), Tom Wallisch (Freeskiing Athlete), Andrew Weibrecht (USOPC AAC Athlete), and Tom Yaps (Freeskiing).

**Ex-Officio Board Members Present:** Dexter Paine, Emily Cook (USOPC AAC Alternate), Brian Leach, Kelly Pawlak, Nick Sargent, and Hank Tauber.

**Board Members Excused:** Bryan Fletcher (Jumping/Nordic Combined Athlete), Kikkan Randall (Overall Athlete),

**Additional Attendees:** Sophie Goldschmidt (President & CEO), Brooke McAfee (CFO), Anouk Patty, Amanda Black, Trisha Worthington, Anouk Patty, Guy Slattery, Sheryl Barnes, Michael O'Connor, Alison Pitt, Victoria Brown, Steve Pearlman, Gar Trayner, Sharka Fabian, Chip Knight, Craig Booth, Katie Kicklighter, David Peterson, Michael Sitton, Gillian Bower, Sara Madden, Elaine Minahan, CB Betchel (Team Summit), Karen Ghent, Beat Hupher, Brewster McVicker, Claudia Yamamoto (PNSA), Carlos Lamadrid, Bill Gunesch, Kristin Waddle, John Cashman, Tami Strong, Fletcher McDonald, Jasper Good, Nat Andreasen, Russell Tebeleff, Sharka Fabian, Alice McKennis, Allison de Windt Hull, Hannah Kearney, Rachel Warren, Travis Widger, William Dewey, Delaney Kidwell, Kaia Moritz, Tom Kelly, Jessica LaRoche, and Victor Gorman.

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

Mr. Nelson called the meeting to order at 10:00 a.m., mountain time. Ms. Pitt made a roll call and noted that a quorum was present. Mr. Nelson asked if any director had a conflict of interest with any of the items on the agenda.

Mr. Page noted that his adult child is on the Moguls team and that he supplies ski equipment to the team. Mr. Resnick disclosed that he has two adult children on the Alpine team, and he works for Alterra. Mr. Resnick's term is ending at this meeting. Mr. Yaps disclosed that he is a sports agent and represents a few athletes on the team. None of the directors felt that they had conflicts with the agenda items at today's meeting.

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

Mr. Nelson opened the meeting by thanking directors that are leaving the Board because they are at the end of their second 4-year term.

Bryan Fletcher, the Nordic Combined and Ski Jumping Athlete Representative who is a two-time Olympian in Nordic Combined (2014 and 2018), cancer survivor (lymphoma), completing his physician assistant degree at Utah State University, and he won the King's Cup at Holmenkollen in 2012, which is the highest individual race honor in Nordic Combined.

Cami Thompson-Graves, the Cross Country Sport Committee Representative. Ms. Thompson-Graves also served on the Nominating/Governance committee, she is the Dartmouth Director of Skiing, has served over 30 years as Nordic coach, which is one of the most respected across collegiate programs. Additionally, she competed for U.S. Cross Country Ski Team in mid-80s at World Cup and World Championship level.

Darryl Landstrom, the Alpine Sport Committee Representative. Mr. Landstrom played an instrumental role over the past decade as the Alpine Sport Committee Chair and was a key player in developing governance structure with regions and divisions.

Eric Resnick has served as the Vice Chair and a Foundation Representative. He was Co-Chair of the Finance Committee and enormously helpful in working with Ms. McAfee on financials, particularly in navigating our Covid period. Additionally, Mr. Resnick has been instrumental in working with Ms. Goldschmidt and Mr. Nelson on SafeSport initiatives. Finally, he provided valuable insights on the ski industry and ski resorts and led initiatives in Alpine development.

Mr. Nelson noted that the Nomination and Governance Committee has nominated Steve Strandberg as Vice-Chair to the Board. Mr. Strandberg recused himself from the call so that the Board could discuss his nomination. There was discussion among the Board on the nomination and Mr. Strandberg's background and support of the organization.

***Ms. Arky moved, and Mr. Yaps seconded the motion to approve Steve Strandberg as the Vice-Chair to the Board of Directors. There was no comment and the motion passed unanimously.***

Mr. Strandberg rejoined the meeting after the vote.

### **3. U.S. Ski & Snowboard March 9, 2022 Meeting Minutes' Approval: Alison Pitt**

Mr. Nelson asked for a motion to approve the minutes from the last Board meeting.

***Mr. Graham moved, and Ms. Lussi seconded the motion to approve the meeting minutes from March 9, 2022. There was no comment and the motion passed unanimously.***

### **4. U.S. Ski & Snowboard Chief Executive Officer's Report: Sophie Goldschmidt**

Ms. Goldschmidt thanked the departing Board members and welcomed Mr. Strandberg for his past assistance and is looking forward to his role at Vice-Chair.

Regarding the SafeSport investigation of Mr. Foley, to our knowledge, only a few parties have been interviewed. We are in a media holding pattern because there has not been any new news since the AP article. We've kept our communication channels open for reporting and have added an anonymous text message option for reporting. We haven't received any additional reports regarding our staff.

We are continuing to address culture and have an outside party doing an audit of our human resources department and practices. Ms. Goldschmidt reaffirmed that there is nothing more important than the health and safety of our athletes and teams. We have had a commercial impact from this report with a few partners on hold but several staying in support of the organization. It will remain a concern for us.

Ms. Goldschmidt noted our new apparel partner, Kappa. Kappa is Italy's leading sportswear brand and will be the Official Technical Apparel Partner of the U.S. Ski Team, U.S. Freeski Team, and U.S. Snowboard Team. As a global sports and lifestyle brand with a focus on athletics, fashion, innovative campaigns, and collaborations, Kappa will outfit all teams with outerwear, speed, and race suits; and provide additional support for all U.S. domestic FIS World Cup events through the 2032 season. The

partnership also includes outfitting all U.S. Ski & Snowboard athletes who will compete in the 2026 Olympic Winter Games in Italy, and the 2030 Games.

While we welcome Kappa, we also want to thank Spyder, Volcom, L.L.Bean, and SWIX for decades of support and everything they have provided our teams and athletes over the years.

Ms. Goldschmidt noted that there will continue to be a deep dive into sport with the addition of Ms. Patty as the Chief of Sports. Additionally, we have concluded an important initiative, the Jeff Shiffrin Fund, which was developed during covid. It has been well received with Mikaela Shiffrin and her family has been involved with the fundraising. We also have received matching grants. The grants will assist with covering costs from last season and the upcoming season.

Ms. Goldschmidt briefly discussed the challenges for FY23 and well as opportunities. Ms. McAfee will provide more details on the budget. We are stretching our budget and hoping to not experience too much of a dip after the Olympics, which is what we usually experience. We are broadening our base and support for our teams. Our budget is very ambitious, but Ms. Goldschmidt mentioned that she feels we can meet it. Ms. Goldschmidt thanked Mr. Nelson for his comments. She is optimistic and has noted the challenges.

#### **5. FIS Update: Dexter Paine, Sophie Goldschmidt, and Hannah Kearney**

Mr. Paine mentioned that it has been a tumultuous six months at FIS. FIS continues to review the value of the media rights and has analyzed the fees that are received by national associations from Infront and reviewing the risks and investments that Infront has made. There have been several lawsuits between FIS and Infront. FIS continues to review and push for the centralization of the media rights and Mr. Paine reported that the centralization would most likely bring more value to the national associations.

Ms. Goldschmidt has been involved in the discussion and mentioned that many other sports have similar centralization of rights. Many of the efforts by FIS will most likely assist the national associations realize more value from the media rights as well as broaden the channels of distribution.

Ms. Kearney mentioned that she is representing the athletes in the decision-making process and the athletes are supportive of the centralization.

The FIS assembly will be held in two weeks in Milan and it is the first time that a meeting has been held in person since before Covid. We will have one representative, Sophie, from our organization. Each national association will only send one representative. The FIS Council will also be present in person and the FIS President will be up for re-election. FIS has made a big step in adding women to roles in leadership.

The FIS items that will be discussed at the meeting that impact our organization include: (1) the World Championship locations for Snowboard, Freeski, Freestyle, Cross-Country, and Alpine will be decided at the meeting, (2) the centralization and control of media rights, and (3) we should be granted additional FIS events for the 2022-23 season. We are currently working with FIS to finalize the calendars.

It is a huge commitment by the host resorts to accept a new FIS event, but we've received feedback from a few of our resort partners that are willing to make the economic sacrifice (\$250-500K loss per day as well as the resort disruptions and impacts). Ms. Goldschmidt added that the centralization of the media rights should assist us with receiving more revenue and further providing value to the host resort and our partners. The Board discussed that the goal is to make hosting events sustainable for the resorts, our partners, and our organization. We need to create a better economic model on hosting an event with added TV and marketing rights with increasing our brand positioning. The Board further discussed increasing the engagement to our sports.

#### **6. USOPC Update: Dexter Paine, Emily Cook, and Andrew Weibrecht**

Mr. Paine reported that Ms. Goldschmidt was named to the NGBC Executive Committee. Our primary contact at the USOPC was let go a few weeks ago with the USOPC's restructuring. The USOPC is in a job search for the new position that they are creating from their restructure. The impact of the pandemic on both the Tokyo and Beijing Olympics was straining on the USOPC. For Toyko, the U.S. won the medal count. For Beijing, the U.S. was fifth with 60% of the U.S. medals were won by our organization and we only make up about 52% of Team USA at the Winter Olympics.

There is an assembly with the AAC and NGBC in June. It is the first assembly since the pandemic.

SLC2030 bid continues to move forward. The IOC recently visited SLC to review the venue and the proximity to the airport. There are four bidders (Vancouver, Saparo, Barcelona, SLC). The decision will be made a year from now.

Mr. Weibrecht mentioned that there has been approximately 30% turnover at the USOPC with the restructuring. The departures have slightly impacted the consistency in contacts with the USOPC.

There was Board discussion on whether the Olympics will come back to North America if Vancouver wins. There is ongoing discussion around the economics of the Olympics and how it would be received if both Olympics in the cycle are held in the U.S. There is concern that if 2030 is not awarded to SLC, that the next opportunity would not be until 2042.

#### **7. FY23 Operating Budget for Board Approval: Brooke McAfee**

Ms. McAfee noted that the close of FY22 had a balanced budget. Ms. McAfee directed Board members to the Board book for the financial pages. For the new FY23 budget, she reported that the FY23 total operating revenue is \$41.6M, with planned growth in Commercial Sales, the Foundation, and membership categories. Regarding the FY23 New Alpine Events, the goal is to grow revenue with the new opportunities.

Foundation is just over \$15.1M and above forecast by \$770K with great momentum through the Olympics in all categories of fundraising. Ms. McAfee noted that Ms. Worthington will provide further detail on the Foundation revenue with Gold Pass sales leading support as well as principal giving.

On the FY23 Commercial Sales, the budget is \$10M. Global partnerships makes up \$9M of this amount. In global partnerships \$5.6M is contracted, \$1.3M is in renewal and \$2.1M is in new business. As part of the \$2.1M in new business, two newly added alpine events create opportunities for securing sponsorship from core alpine supporters. Net media revenue is \$797K and merchandise is \$125K.

We had a positive net media of \$800K. On the Operating budget, athletics will be \$18.9M, with the decrease from last fiscal associated with reduced costs from not being an Olympic year. We expect to have pay raises and end of season bonuses.

We also experienced some decreases in insurance premium costs and the Foundation and Commercial budgets reflect the restructure of the team with the goal to drive revenue growth while maintaining strong client relationships.

Ms. McAfee asked for a motion to approve the FY23 Operating Budget starting as of May 1, 2022.

*Mr. Landstrom moved, and Ms. Thompson-Graves seconded, the motion to approve the FY23 Operating Budget as presented. There was no comment and the motion passed unanimously.*

#### **8. Audit Committee: Brook McAfee**

Ms. McAfee presented that the Audit Committee has selected Eide Bailly as the organization's external financial audit firm for FY23.

***Mr. Strandberg moved, and Mr. Weibrecht seconded, the motion ratify the selection of Eide Bailly as the organization's external financial audit firm for FY23. There was no comment and the motion passed unanimously.***

**9. Commercial & Foundation Report: Trisha Worthington and Amanda Black**

Ms. Worthington thanked everyone that has assisted her with her new role. She noted that the core budget funding goal is \$9.9M and that the partner summit will be held in person from June 22 through June 24 in Park City, Utah.

She noted that the FY23 Foundation Revenue goal is for a total fundraising impact of \$20.1M. We are hoping to surpass our prior year fundraising by \$1M. She also noted that we are close to reaching the Bob Beattie Athlete Travel Fund. Additionally, the Gold Pass and Champions Club are sold out. The focus will shift to the new North American World Cup events in Aspen and Palisades. Finally, the upcoming special events are the 56<sup>th</sup> NY Gala and the sport specific fundraisers.

**10. Nomination & Governance Committee Report: Steve Strandberg/Liz Arky**

Ms. Arky noted that the Athletes' Council put forward nominees for the Nordic Combined/Ski Jumping Athlete Representative to the Board to the eligible athletes to vote. The athletes elected Jasper Good as the new Nordic Combined/Ski Jumping Athlete Representative for a 4-year term.

The Nomination & Governance Committee has put forward the following nominees for re-election and election:

- Renomination of Steve Strandberg and Kenneth Graham as Foundation Representatives to the Board for another 4-year term.
- Nomination of Henri Rivers as a Foundation Representative to the Board for a 4-year term.
- Nomination of Karen Ghent and Rick Kapala as Sport Committee Representatives for Alpine and Cross Country, respectively.

We do have an at-large board seat, but we will wait for the SafeSport investigation on our SBX coach to be resolved prior to filling this position. We have identified potential candidates.

Ms. Arky asked for motion to re-elect and elect the nominees.

***Mr. Nickerson moved, and Mr. Landstrom seconded the motion to approve Steve Strandberg and Kenneth Graham as Foundation Representatives to the Board for another 4-year term, Henri Rivers as a Foundation Representative to the Board for a 4-year term, and Karen Ghent and Rick Kapala as Sport Committee Representatives for Alpine and Cross Country, respectively. There was no comment and the motion passed unanimously.***

Finally, the Nomination & Governance Committee nominated Ms. Tanner Lenart to serve on the Judicial Committee. Ms. Lenart is an attorney with Christensen & Jensen, P.C.

***Mr. Nickerson moved, and Ms. Lussi seconded the motion to approve Tanner Lenart to serve on the Judicial Committee. There was no comment and the motion passed unanimously.***

**11. Chief of Sport Update: Anouk Patty**

Ms. Patty noted that this week marks her first month with the organization. She has taken a deep dive into reviewing the results of last season and planning for the upcoming year. She currently has each sport outlining its goals as well as the qualitative side of what they want to accomplish in the year ahead. The process has also included a very extensive review of the athletes that will be nominated to the Team. The nomination process has started this week with Alpine announced on Monday, and this morning we announced Cross Country. In total, we have nominated the 2022-23 athletes to the team with 27 new rookies (15% of the team). We have a focus on the development side.

## **12. AAC Update: Warner Nickerson**

Mr. Nickerson reported that this has really been the year of athletes getting a bigger voice and better seats at the table. With the changes in the bylaws to increase athlete representatives to 33%, we've added 22 new athlete representatives to our Board and Committees. Mr. Nickerson thanked the organization's effort to increase the athlete seats.

Additionally, Ms. Goldschmidt and Ms. Patty have held meetings with the AAC to discuss funding and outlook on the teams. The AAC is also focused on communication and culture. The athletes feel that it is important to have their involvement in the hiring of coaching staff. The AAC is also focused on retaining great coaches.

Finally, Mr. Nickerson thanked Bryan Fletcher for his service and mentioned the excitement of having Jasper Good on the Board. He recently raised \$40K at a fundraising event for Nordic sports.

## **13. Sport Committee Action Reports**

### **Alpine Sport Committee: Darryl Landstrom**

Mr. Landstrom thanked Mr. Nickerson for assisting his committee to reach its 33% athlete representation. Additionally, he welcomed Karen Ghent, who was elected as chair. Mr. Nickerson was elected as vice-chair.

Mr. Landstrom reported that the Alpine Action Items for the upcoming season are (1) Competition Start Dates, (2) U18 FIS Start Limitation – 30 tech Starts (SL & GS), (3) L100 Coach Certification Requirement, and (4) FIS TD and Course Inspector per-diem increase.

### **Cross Country Sport Committee: Cami Thompson-Graves**

Ms. Thompson-Graves welcomed Rick Kapala to the Board. The Cross Country Sport Committee is in the middle of its meetings, so it does not have action items today. There is discussion with FIS to have equal distances for both genders in events going forward. It will be discussed at the upcoming FIS meetings. Additionally, the fluoro-ban is officially in effect.

### **Freestyle Sport Committee: Mike Page**

Mr. Page thanked Troy Murphy for his support and assistance with the committee. Mr. Page reported that the Aerials Subcommittee and the Freestyle Sport Committee have put forward an action item to reallocate funding for the following Freestyle Action Item:

#### Aerial Development funding:

- Highlight: Reallocate funds from National Championships
- Propose Change: Combine National with another event, freeing funds for Jr. Nationals, Regionals competitions, and other recruitment efforts.
- The ASC and FSC passed the proposal.

### **Freeski Sport Committee (Tom Yaps)**

Mr. Yaps reported on the Freeski Sport Committee meetings. The focus of the meetings has been addressing pipelines. Additionally, he reported that their committee is compliant with athlete representation.

**Ski Jumping/Nordic Combined Sport Committee: Martina Lussi**

Ms. Lussi reported that the Ski Jumping/Nordic Combined Sport Committee is presenting the 2023 Ski Jumping World University Games Team Selection Criterion to the Board for approval, as presented in the Board Book.

Ms. Lussi is excited to report that Iron Mountain will host an event on February 11-12, 2023. The venue has recently been updated and not only provides for the opportunity to host world cup events, but also continental cups. All the athletes are looking forward to the event.

USA Nordic is also about to enter into an agreement with Norway to develop and train athletes together.

**Snowboard Sport Committee: Dylan Omlin**

Mr. Omlin reported that they have great attendance at their meetings and the committee is focused on transparency in the funding allocation so that they can report to their community.

*After the opportunity for discussion and questions, Mr. Landstrom moved, and Ms. Bevins seconded, the motion to approve the motions as presented and submitted by the Sport Committees. The motion passed unanimously.*

**14. Athlete Safety, Avalanche and Security Update: Brooke McAfee**

Ms. McAfee summarized the open cases with the Center (19) and the NGB has four (4) open cases. We had our administrative audit in September 2021 and submitted our responses on November 5, 2021. We had our site visit on December 8, 2021, at the Toyota Grand Prix at Copper Mountain, Colorado, which is preliminary to our on-site event audit. Our on-snow event audit was held on March 23-25, 2021, at the Moguls National Event at Deer Valley, Utah.

Finally, Ms. McAfee mentioned the membership Avalanche training course developed with the BRASS Foundation and the Utah Avalanched Center and that ~18,260 members have completed it (two-year cycle).

Ms. Cindy Berlack from the BRASS Foundation will join the August meeting to provide a BRASS update.

**15. Diversity, Equity, and Inclusion Action Plan Update: Brooke McAfee**

Ms. McAfee summarized the departmental highlights that are being implemented to address our DEI action plan including updates within our human resources which include updating our hiring guide, job description template, interviewing best practices, and recruitment strategies,

**16. 2022 U.S. Ski & Snowboard Awards: Tom Kelly**

Mr. Kelly provided an update of the awards from the Awards Working Group. It currently has 14 members and is chaired by Bill Slattery. They are hoping to add at least one more member for an odd number. If you would like to learn more about it, please visit our website. Mr. Kelly thanked the staff that support the program including Sharka Fabian, Gar Traynor, and Ellen Adams.

The announcements will be spaced this year. The highest award is the Julius Blegen award, which will go to Chuck Heckler, a longtime volunteer in Nordic. The Beck award, which is the highest athlete award will go to Jessie Diggins and Ryan Cochran-Siegle. Rick Kapala will receive the Youth Sport Alliance. The DEI award will go to SOS Outreach. Mr. Kelly summarized the other awards. He asked for discussion of the awards. There was discussion on the recognition.

***Mr. Landstrom moved, and Mr. Nelson seconded, the motion to approve the awards as presented and submitted by the Awards Working Group. The motion passed unanimously.***

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

Mr. Nelson discussed the future Board meeting dates.

August 31, 2022 – Wednesday 1:00 p.m. – 3:00 p.m. MDT, Virtual

November 16<sup>th</sup>, 2022 - Wednesday 1pm – 3:30pm MST, Virtual

February 15<sup>th</sup>, 2023 - Wednesday 9am – 11:30pm MST, Virtual

May 12<sup>th</sup>, 2023 - Friday 9am – 11:30am MST, In-person

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

**18. Floor Open for Member Comments/Questions**

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

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

***Mr. Yaps 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 2:35 p.m., the Board went into an executive session.

Respectfully submitted.

/s/ Alison Pitt  
Alison Pitt, Secretary of Meeting