

Ken Kapner opened and chaired the meeting at 7 p.m. for Kevin Brandon, who was not able to attend due to family reasons.

In attendance: Ken Kapner, Tom Jennings, Robin Jefferis, Lauren Siegel, Kirsten Tallman, Paul Montini, Tom Steenkamer, Alison Schwalm, Earl Edwards, Frank Palombaro, Anabelle Broadbent

Reports were not required for this meeting, but Robin J. presented her monthly Membership report. Her concerns are will the Association meet the Accreditation standards, and Sanction migration, will the new platform operate efficiently?

Youth: the new Youth Chair, Paul Montini, was introduced and welcomed. Paul has many issues to work on and has not yet had success in securing transition help from the former Committee members. The Youth equipment is scattered over 3-4 locations, with no complete inventory list. Storage facilities are being explored, a central location for all equipment is being sought. Paul has recruited 4 new committee members, who combined have access to 4,000 Youth Sthetes:

Mike Gross- Ambler Olympic Committee

Brian Johnson- Assistant Athletic Director of Philadelphia CYO

Candace Lee- Infinity TC, Penn Charter

Derek Shockro- Seashore Striders Youth TC.

The January 9 Youth awards ceremony has been canceled. A joint ceremony for all Members is being discussed, any assistance is welcomed. Youth families complained that the combined ceremonies in the past were too lengthy, the kids were bored.

Grow to Impact Grant- Associations can submit proposals for a \$5000 grant, identifying three Key Performance Indicators(KPI) to quantify the benefit of the grant. The grant is mainly geared towards increasing Membership through impacts. A discussion about which areas the grant should be focused on ensued, with Youth, LDR, scholarships, and membership discussed as options. The biggest Income stream results from Membership, which has a trickle-down effect. Robin has concerns with National migrating to the new platform. A premium service was not used, and major problems have been the result with renewals. Using the grant funds to upgrade Sport80 would result in having the information of 5000 members migrated over smoothly. Tom J. agreed that the system discourages clubs and members from renewing, it's too cumbersome. Tom supports Robin's idea of Membership growth in all areas and asked if any technical people could articulate the needs for the grant.

Earl also agreed and said many Officials have been lost. If MAUSATF loses just 15 more Officials, Accreditation will possibly be lost. Paul noted there has been cases of Auto Renewals not being processed, Robin was not aware of this and will be rectifying the issue.

Alison suggested creating a Google doc so the group can add suggestions and ideas for the grant. Lauren will create a doc after she talks to Kevin about it.

Earl said USATF doesn't attract Youth like AAU and CYO do, to become top tier athletes.

Frank gave notice that Multi events will not be held at Penn Relays this year, which hurts USATF by not bringing as many Officials in.

HP- Tom J. introduced a new member of HP, Alison Schwalm. She is excited to work on the Committee and take leaders roles in the Association. It was suggested that each Committee develop an idea for the grant.

Youth- Paul talked about USATF lacking in National and Regional youth meets, with Youth going to AAU for top level opportunities. The new Youth committee is energized to keep Youth competing and involved. Robin said giving the kids t shirts, hats, backpacks, etc is not only an incentive, but attracts other Youth to join. Earl noted that kids bring in siblings and parents also, as new members.

Ken made a motion to adjourn, meeting adjourned at 8:11.

Minutes respectfully submitted by:

Lauren Siegel

Secretary, MAUSATF

January 5, 2022