

USATF Mid-Atlantic Board Meeting - November 10, 2025

Meeting minutes

Format: Zoom

Full Committee reports: attached.

Start of Meeting: 7:30 PM

Roll Call/Meeting Attendance

1. Robin (Acting President)
 2. Tom Jennings (Acting Secretary/Financial Secretary)
 3. Kenneth Kapner (L&L Chair)
 4. Alison Schwalm (HP Committee Chair)
 5. Nelson Berrios (Youth Committee Chair)
 6. Rogers Glispy (Coached Education)
 7. Tom Steenkamer (LDR Committee Chair)
 8. Kenneth Yerger/Monique White
 9. Salvatore Scarafone (Godspeed Club Coach, guest)
- Absent without notice: Earl Edwards, Annabelle Broadbent, Frank Palombaro

Committee Chairs Oct. 27 meeting minutes: approved

Presidents notes/Leadership Transition Details

Robin explained that outgoing president Ken Yerger has been inactive for the past year due to illness, necessitating leadership changes. Robin had initially considered dissolution of the association but agreed to serve as president to stabilize the organization. Tom Jennings agreed to serve as secretary.

The Board formally approved meeting notes from October 27th, formalizing this leadership transition.

Elections (past and future)

- Discussion about previous and upcoming elections and meeting schedule.
- Additionally, the question of sports committee elections (Oct. 2025) was raised.
- Kenneth Kapner confirmed that elections are required even for uncontested. Offered to work with Mike Hemsley to organize the election process.

Financial Status - Detailed Breakdown

Tom Jennings presented comprehensive financial information:

Revenue and Expenses

- Revenue through August: approximately \$57,000
- Projected annual revenue: \$90,000
- Administration expenses: \$15,000 against projected \$40,000
- Youth activities: \$16,500 deficit instead of projected \$42,000
- Officials committee revenue: twice as much as projected
- Officials expenses: about half of what was projected (\$3,200 deficit)

- Total year-to-date: \$82,000 revenue, \$65,000 expenses, \$17,000 surplus

Account Balances

- Checking account: \$38,300 (up from \$27,500 at year-end)
- Money market fund: stable (exact figure not specified)
- Total bank account assets: \$75,000 (up \$10,000 since year-end)
- Vanguard investment accounts: \$97,000 (up from \$87,000 in December)
- Total net assets: up about \$21,000 year-to-date

Conclusion

- The association is in good financial shape with increasing assets.
- Committee chairs will reconcile their submitted payment vouchers against Tom's records.
- The Finance committee will review the 2025 financials and proposed 2026 budgets in the coming weeks to consider potential improvements.

Membership Details

Robin presented detailed membership statistics:

Current Membership

- Total members as of October 31st: 3,264
- Youth members: 1,774/Adult members: 1,490
- Membership is growing and rebuilding from COVID levels
- Club membership as of October 31st: 83 clubs
- Sanctions count: 152 (1/1/24-10/31/25)

Participation vs. Membership discussion

Salvatore raised concerns about the disparity between membership numbers and event participation:

- Only 400-450 youth members participate in outdoor meets despite having 1,774 youth members
- Many clubs require USATF membership for insurance purposes but don't participate in events
- Example: Nittany club has 500 kids but sends only 5-10 to meets
- Many coaches prefer AAU over USATF meets due to perception issues and competition levels

Marketing Initiatives

Robin detailed marketing efforts throughout the year:

Event Sponsorships and Tabling

- Sponsored 5 events with marketing tables
- Additional 7 tabling at LDR races and youth events
- Upcoming table at Delaware Open XC Champs

Belmont Plateau Course signage

- Work with Dave Thomas on replacing Belmont Plateau maps. Board reco to include all the course ma Robin proposed replacing deteriorating course maps at Belmont Plateau
- Nelson suggested adding maps for additional distances (2K, 3K, 4K)
- Board supported the initiative with an estimated cost/donation of \$500-\$600

- Add a USATF Mid-Atlantic logo on the map/sign.

Marketing giveaways

Robin emphasized the importance of giveaways to attract people to the USATF table:

- Used marketing grant funds for promotional items
- Even inexpensive items significantly increased engagement
- Found a good mix of items under \$1 that appeal to kids
- Recommended allocating funds in the Administration budget for giveaways next year

High Performance Committee Details

Alison provided specifics about the HP committee activities:

Budget and Expenses

- Expenses: about \$7,500 against projected \$15,000
- Combined with New Jersey, total meet cost was \$18,500
- Revenue from entry fees was about \$10,500
- Net cost across both associations: \$8,500

New Jersey Partnership Benefits

- Facility access: easier to secure with combined resources
- Officials: better access to qualified officials
- Participation: 133% increase compared to 2024 meet
- Competition quality: 200+ athletes vs. 100-125 with Mid-Atlantic alone
- Special opportunities: enabled world record relay attempt

Future Planning

- 2026 outdoor meet planned at Gwynedd Mercy University, Ambler PA
- Facility assessment completed (track, throws areas, surroundings)
- Waiting for contract finalization
- Will invite New Jersey to join again (they have FIFA events that weekend)
- Dorm options available for out-of-town participants
- Throws facilities conveniently located near track

Youth Committee Detailed Plans

Nelson discussed youth events and planning for 2026:

2025 Awards

- Awards for outdoor events determined
- Cross-country awards pending completion of season
- Planning January awards presentation
- Considering both plaques/trophies and gear based on athlete preferences

2026 Championship Planning

- Mid-Atlantic Championship scheduled for January 18, 2026
- Working with Moravian University to host both association and Region 2 meets
- Contract discussions underway
- Chose Moravian after Millersville (football clinic conflict) and Widener (hotel price concerns due to 250th anniversary events) were unavailable

Region 2 Meet Concerns

Robin expressed significant concerns about hosting two Region 2 meets in 2026:

- Financial burden of hosting both outdoor and cross-country Region 2 meets
- Cross-country Region 2 meet creates barriers to participation
- Estimated only 10 of 70 kids would attend both region and national meets
- Staffing challenges with multiple major events
- Proposed November 21st date conflicts with Philadelphia Marathon weekend

Officials Committee

No Officials representative present

- Robin expressed concern about lack of communication and website information
- Kenneth Yerger offered to reach out to Earl Edwards (Officials Chair) for updates
- Nelson explained that Earl typically sends bulk emails to officials for meet assignments
- Discussion about need for better online presence and communication methods

New Business: Strategic Planning Discussion

Sal and others discussed the need for strategic planning:

Financial Resources

- Salvatore noted the strong financial position (\$75,000 in bank accounts, \$97,000 in investments)
- Suggested using financial reserves to hire part-time help rather than dissolving
- Proposed positions: part-time general manager, social media coordinator, event promotion
- Tom noted New Jersey Association pays a managing director \$60,000/year
- 2026 goal to secure PA State Tax exemption designation

Volunteer Recruitment

- Salvatore suggested creating an online mechanism for volunteers to sign up
- Proposed targeting high school athletes who need volunteer hours for college applications
- Robin noted the need for volunteer coordinators in each committee
- Discussed the importance of defining job descriptions and actively managing volunteers

Strategic Vision

- Rogers emphasized the need to define the association's identity and develop a clear product
- Alison stressed the importance of setting clear goals and growth objectives
- Agreement to schedule a strategic planning meeting for December 1st
- Focus will be on establishing 1, 3, and 5-year vision for the organization

Future Meeting Dates:

The board scheduled two upcoming meetings:

- Monday December 1, 7:30 PM - Strategic Planning meeting
- Monday, December 15, 7:30 - Board of Directors meeting (with a focus on 2025/2026 budget)

Adjournment: 9:30 PM



Membership & Sanction Report BOD Meeting November 10, 2025

2025 Individual Memberships (accreditation requirement is 2,060 members):

- Oct. 31, 2025 - 3,264 (1774 Youth/1490 Adult)
- **2024 Individual members – 3,107 (1,697 Youth/1,410 Adult)**
- 2023 Individual members - 3,039 (1,620 Youth/1,419 Adult)
- 2022 Individual members - 2,875 (1,487 Youth/1,388 Adult)
- 2021 Individual members - 2,284 (917 Youth/ 1,367 Adult)
- 2020 Individual members (club champs bump + Covid) - 2,305
- 2019 Individual members (USATF Club XC champs, Lehigh bump) - 3,575

2025 Clubs & Organizational Memberships (accreditation requirement is 49 clubs):

- Oct. 32, 2025 – 83 Clubs
- **2024 Organizational/Clubs – 92 Clubs**
- 2023 Organizational/Clubs - 84
- 2022 Organizations/Clubs - 68
- 2021 Organizations/Clubs - 77
- 2020 Organizations/Clubs - 69 (best est.)
- 2019 Organizations/Clubs - 125 (per Accreditation report)
- 2018 Organizations/Clubs - 176
- 2017 Organizations/Clubs - 122

2025 Sanctions, Nov. 1, 2024 – YTD (accreditation requirement is 103 sanctions):

- Oct. 31, 2025 – 153 sanctions (events hosted 11/1/24 to 10/31/25)
- **2024 Sanctions – 166 sanctions (events hosted 1/1/24 through 12/31/24)**
- 2023 Sanctions – 152 sanctions
- 2022 Sanctions - 106 event sanctions
- 2021 Sanctions - 72 event sanctions
- 2020 Sanctions - N/A (no reporting)
- 2019 Sanctions - 185 (140 adult road races and XC) \$23,480 net sanction revenue



2025 Marketing/Tabling/Sponsorship Initiatives/Donation

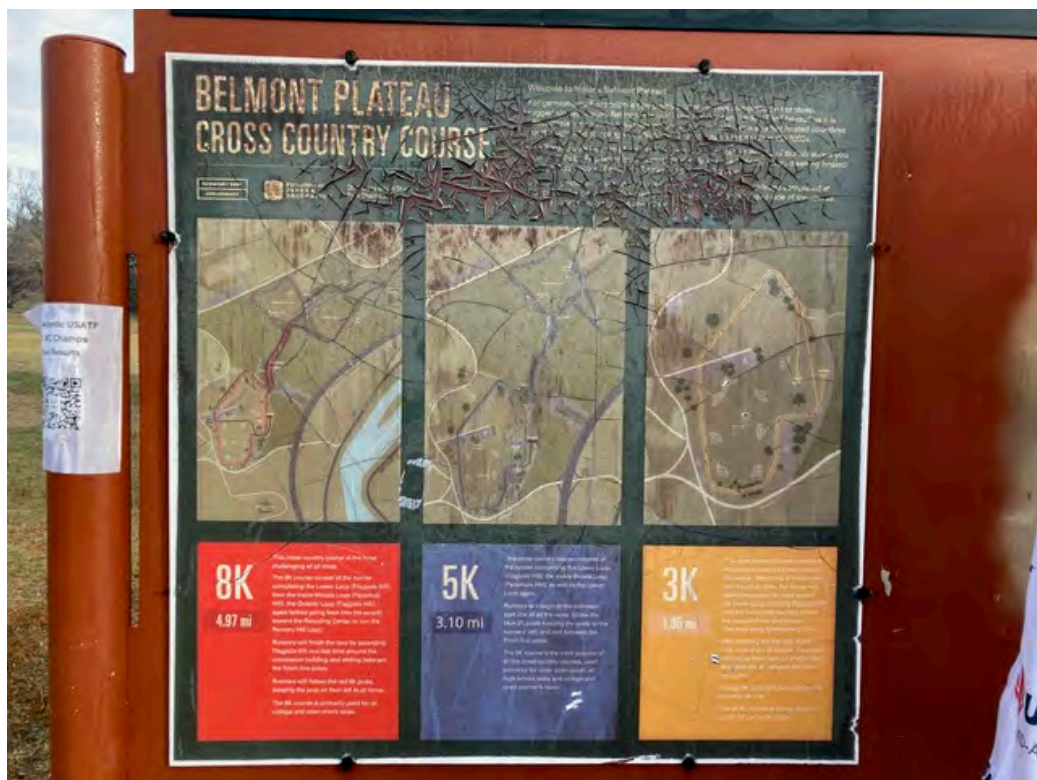
1. Feb. 22, 2025 – Frostbite 5 Miler (LDR event)
 2. April 13, 2025 – Valley Forge Revolutionary Run (LDR event)
 3. **March 8, 2025 - Philly Runner Track Club Indoor Classic***
 4. June 7 & 8, 2025 – MA JO Champs, Millersville U. (Youth Champs)
 5. June 29, 2025 – MA & NJ Open/Masters Outdoor Champs (Peddie)
 6. **July 17, 2025 – Hoey Farm All-Comers meet***
 7. **July 14, 2025 – Germantown Academy All Comers meet***
 8. **July 24, 2025 – Germantown Academy All Comers meet***
 9. **August 7, 2025 – West Chester Henderson meet***
 10. October 11, 2025 – John St. Claire XC meet – MA Open Champs
 11. Nov. 9, 2025 – MA JO XC Champs
 12. Nov. 29, 2025 – Delaware XC Champs -MA Masters XC Champs
- * sponsorship only (all youth, open and masters)*

2026 Marketing Recommendations

- Stronger social media presence from all committees
- All sports committees take an active role in updating their website pages, website news page.
- Request Board and Sports committee members to volunteer to promote the association at these events
- Sponsor three vs. five events unless we can secure additional volunteers
- Allocate funds from general Admin. budget to purchase association volunteers gifts (hats/tee-shirts).
- Consider purchasing shopping bags or something inexpensive as giveaway to youth parents who purchase door passes. Great marketing opp.
- Budget and procure inexpensive giveaways for all tabling events (cost under \$1 per item/small/lightweight):
 - Tattoos (USATF + animals)
 - bracelets
 - Grocery bags
 - Tie-back headbands
 - Other recommendations?

USATF Mid-Atlantic Association donation opportunity:

- Donate up to \$500 to replace the Belmont Plateau course signs (add USATF Logo). David Thomas is inquiring about the cost.
- Add additional course maps + USATF logo to the image.
- Note: USATF originally funded the official course certifications/markings for all the XC Courses.





LDR Committee report 11/10/25

Summary of the Mid Atlantic LDR Grand Prix competitions

This table provides an overview of the MidAtlantic membership participation in the Long Distance Running Grand Prix Competition from January until the first weekend in November. Our annual competition for individuals and clubs concludes with the Philadelphia Marathon weekend 11/22-23

Grand Prix Competition USATF Membership participation:

Race	2023	2024	2025
1. Frostbite 5 Mile	101	101	118
2. Adrenaline 5k	94	103	147
3. Valley Forge 5 Mile	43	57	74
4. Broad St. 10 Mile	161	167	231
5. Main St. Mile	157	148	181
6. Moorestown 8k (shared date)	97	93	99
7. Red Rose 5 Mile (shared date)	n/a	17	18
8. Main Line 5k	40	38	52
9. Philadelphia Distance Run HM	63	56	82
10. Delaware Distance Classic 15k	50	36	54
11. Ben Franklin Bridge 10k	58	58	66
12. Rothman 8k	68	59	tbd
13. Philadelphia HM	62	26	tbd
14. Philadelphia Marathon	50	34	tbd
	1044	993	1122

Summary of the Mid Atlantic LDR Off-Road competitions

This table provides an overview of the MidAtlantic membership participation in the Long Distance Running Off Road Series Competition from January until the first

weekend in November. Our annual competition for individuals and clubs concludes with the Delaware Open Cross Country event on the weekend 11/28.

Off Road Series USATF Membership participation:

Race	2023	2024	2025
Looney Leprechaun Trail Races 10K	25	39	35
Tyler Arboretum 10K	24	34	29
First State Trail Race 10K	N/A	N/A	31
Wissahickon Classic 10K	N/A	25	31
Run for the Ages 10K	25	26	28
Double Trouble 15K	35	37	20
Camp Innabah 5 Mile	29	32	25
Evansburg Challenge 14K	22	34	22
Delaware Open Cross Country 5K	32	37	tbd
	185	264	221

Summary of the Mid Atlantic LDR Cross Country competitions

Open & Masters XC

Race	2023	2024	2025
Jack St. Clair (Open)			41
Delaware Open Cross Country 5K (Masters)			tbd
Jack St. Clair (Open)		29	
Hall of Fame XC (Masters)		21	
Jack St. Clair (Open)	20		
Hall of Fame XC (Masters)	30		
	50	50	

Other:

- Association to consider bidding on a Masters XC Championships in 2027 or 2027 to generate excitement for our clubs and open/masters athletes. Possibly host jointly with NJ in at Camdem County Dream Park XC facility.



USATF Mid Atlantic High Performance Committee Update Nov 2025

1. HP Budget: YTD Committee Budget vs. Forecast

	Expenses	Revenue	Net YTD
Submitted	\$15, 649	\$5000	(\$10, 649)
Actual (HP)	\$7, 753.09	\$1000	(6,753.09)
Actual (MA & NJ)	\$18,723.09	\$10,400	(8,323.09)

Comments:

- This year, we partnered with USATF NJ to host our outdoor meet, which came to a total cost of \$18K.
- ~\$10K was revenue from the entries and Mid Atlantic had just under 50% of attendee count.
- Attendee Count:
- 2025 Event Participation:
 - Mid-Atlantic: 103 Athletes, 173 events (51%)
 - Total: MA Plus other regions: 216 Athletes, 335 events
- **Baseline:** 2024: 77 athletes, 264 events (133% increased attendance since 2024)

2. 2025 Activities:

- Sponsorship & Marketing Events:
 - PRTC Indoor Meet Sponsorship (Mar)
 - Hoey Track Meet (Summer)
 - German Town Academy Summer Series Meet (x 2)
- 2025 June Outdoor Open & Masters meet (June) (combined with USATF NJ)
- USATF Annual Meeting Attendance & representation: Active athlete delegates: MT&F rep.
- 2025 Annual HP Awards: Planning guidelines & selection process underway
- 2025 Outdoor Meet Planning: Contract planning with Gwynedd Mercy University for June 29 2025.

Region	Count of USATF Association	% of total
02 - New England	2	1%
05 - Connecticut	5	2%
06 - New York	14	6%
07 - New Jersey	72	33%
08 - Mid-Atlantic	103	48%

10 - Potomac Valley	7	3%
17 - Ohio	1	1%
25 - Gulf	6	3%
33 - Southern California	2	1%
45 - Georgia	1	0%
59 - Long Island	3	1%
Grand Total	216	

3. Key Initiatives for 2026

- Working on budget with forecasts for your 2026 Association Championship meets. Current 2026 Meet plans, pending contract signing:
 - Facility fee: \$2,305 for Saturday 6/29/26
 - Gwynedd Mercy rents out student rooms:
 - Standard room with two beds is \$50 per room (single occupancy) or \$60 per room (double occupancy)
 - Suite \$60 per bed or \$70 for a single.
 - Throws are right next to the track, easy location for officials and volunteers.
 - Far enough away from Philadelphia to not be burdened by the 2026 FIFA/250th celebrations.
- Next Steps: Finalize contract, explore partnership with NJ Assoc to join our Championships.

4. Other 2025 Remarks:

We have a new committee with Kate Powell, Mike Leonard, Gary Ondecko, Chuck Frolich.

Respectfully submitted by

Alison Schwalm

Mid Atlantic HP Committee Chair

Youth Committee Report

Youth Committee 2026 Events

Awards for 2025 Youth Luncheon: On January ?, 2026

Indoor Meet:

1. January 18 at Alvernia University- Sanctioned.

Outdoor Meets:

1. Association Meet-June 5-7 @ Moravian University; June 5th is set up.
2. Region 2 Meet-July 8-12; @ Moravian University; July 8th is set up day.

Cross Country Championship:

1. Association Meet-Nov. 8th @ Belmont Plateau
- ~~2. Region 2 Meet-November 21st @ Belmont Plateau~~