

## **MTF Exec. Committee Conf. Call 1-16-20**

### **Attendees:**

|                     |               |                  |
|---------------------|---------------|------------------|
| Jerry Bookin-Weiner | Mike Travers  | Mark Cleary      |
| Chris Pasko         | Lester Mount  | George Mathews   |
| Jim Weed            | Robert Thomas | Jim Flanik       |
| Amanda Scotti       | Bill Murray   | Sandy Triolo     |
| Bob Weiner          | Jim Pearce    | Elizabeth Teague |
| Steve Cohen         |               |                  |

The purpose of the call was to discuss the draft of the MTF Strategic Plan responses before sending it to the National Office.

Meeting begun at 5:33 w/ Chris Pasko presenting some background information about the Strategic Plan, which began with an October board meeting.

The board intends to develop Strategic Planning priorities from the feedback provided by the various USATF divisions. The feedback will be due in a couple of weeks, after which division representatives will go to Albuquerque to review and refine the submissions. As Jerry will be away, we will denote who will represent MTF. The goal is to have the finished and approved by mid-year.

Reviewing what (MTF) has written so far:

### **Strengths:**

--That MTF has supportive board members, Chris Pasko, Dolf Berle, Len Krsak

### **Weaknesses:**

There was discussion of whether item F was accurate. It may apply to region and association meets, not necessarily nationals.

It was suggested to amend the wording to something like:

--"Increase the participation numbers of women and the ratios of Men to women."

This, however, would fall more under the category of a goal.

--The sports participation numbers are not growing or growing fast enough.

Discussed whether or not to hold qualifiers for the national meets

--New people come into the sport but don't always return.

Re the USATF website weakness:

Chris Pasko will be in Indy next week to address customer service, and customer perception. There should be someone in charge of the customer experience.

### **Opportunities: (Opportunities can foreshadow for future plans)**

- Work with the Senior Games to increase numbers and visibility

-Allow sub masters at USATF Championships.

It was pointed out that it was just voted on to allow age 25+ at Championships (To be set up by Greensboro)

This would also be a good marketing goal

George Mathews suggested lowering the age group include the recent post-collegiate athletes.

- Adding younger athletes potentially helps grow the numbers of officials and coaches and the overall youth of those groups.

### **Destination Outline:**

#B-i-c.

Rewording was discussed, but it was decided that it was best to have high goals

How to achieve this goal:

It was suggested getting more LDR participants would help.

#B-iii

- LDR leadership

#B-v.

-It was suggested to add deadlines to goals

-Post event surveys to ask if participants ever participate at the region or association level.

### **Core Messages:**

-To participate is to win

-No qualifying/anyone can participate

Jerry suggested that the officers discuss who will go to ABQ, refine the document if needed, and decide whether there needs to be more committee discussion and another call or not.

Jerry thanked everyone for their help and time. Meeting adjourned.