

Open at 2:15, November 17th 2019

Danera, Ryan, Lynn, Emily, Jim, Duff, Eric, Al

Social Media:

Waiting on another quote based on intern model

Framework for communication

Problem: 1.) communication to membership audience, history, marketing

Research from other associations

Website as a hub

Demographics

Press releases

Website Revamp:

Goal January 1st

Jan - March add content to website

March - June push out to other social media platforms

Committee: social media

Email from Al regarding other associations

Monthly meetings 2nd Sunday of the month, 7:00PM

Call, Jim will look to secure tech for meeting

Get info to share for meetings

No budget to share

No big meets to host

New working shirts with new logo, color other than white or white and a 2nd option

Awards process

- Communication of nomination to nominees prior to voting
- Who nominates? Open or Committee / chair
 - LDR as example
 - Open for youth , to allow state to have a voice
 - Start nominations early, Early August after National Meets (Youth and Masters)
 - How to involve chairs, Masters, Open, LDR,
 - Contact sanctioned running clubs
 - Qualification- member of USATF Iowa
- Bios should be edited??

Jim check on state meet with Ames and AAU for date for meet in 2020

Not trying to get Masters throws meet, due to conflict with ISU soccer, push for 2021 to host the throws national meet for Masters

No money made on USATF National Meet. Expensive hotel for officials. Bus shuttle rental was expensive. Ames put in money to break even.

Open initiative to increase participation:

- Questions for Survey Monkey to gather info on participation for open meets
- Partner with Wenzel for open athletes to join masters athletes
- Iowa Central

Officials

Training at Drake for Officials

- Renamed to USATF Officials Training - hosted by Drake University
- Focus on NCAA / High School
- Sprinkle in USATF Officials info
- Time to be determined
- Increase certification
- Northwest Iowa fall 2020 for officials clinic
- Interactive with athletes doing events for officials to practice
- Focus on being part of a good crew not knowing all of the event
- Expand official base with starters for IATO (Jim initiative as Drake Official Coordinator)

2021 recertification and safe sport

Annual Meeting Delegates

- Approval from Lynn to vote