

**United States Curling Association
Executive Committee Meeting
November 13, 2007
Via Conference Call
Minutes**

Present:

Georgia West, in the chair
Jack Bernauer
Bob Fenson
Nicole Joraanstad
Judy Maier
Richard Maskel
Chris Moore
Robert Pelletier
James Pleasants
Chris Sjue
Mark Swandby
Bill Todhunter
Jon Wilson

Not present:

Janet Farr

Also present:

Rick Patzke, COO

1. **Convene, welcome** – West convened the meeting at 4:05 p.m. Roll was called and West declared there is a quorum.
2. **Additions, revisions to agenda** – Discussion items for updates on the Strategic Marketing/Communications Plan, CurlTV proposal and “Rockstars” concept were added to the agenda.
3. **USOC Content License Agreement** – Patzke reviewed the current proposal for a new U.S. Olympic Committee Content License Agreement that will replace the current Joint Marketing Agreement, if approved. The term would be through 2012. Richard Maskel recommended revisions to language within the agreement outlining the terms for negotiations during the renewal period at the end of the term. James Pleasants concurred that the terms could be revised to be more favorable to the USCA.

Motion by Chris Moore, second by Jon Wilson, “To authorize the Chief Operating Officer to enter into the Content License Agreement with the USOC subject to review of Section 8.3 and any possible revision of that section to clarify the wording and timeframes indicated. Even if unsuccessful in modifying Section 8.3, however, the Executive Committee would still authorize the COO to enter into the agreement with the USOC.”

Motion passed unanimously.

4. **Discussion item updates** – Patzke commented that VOX Global Mandate has completed the Strategic Marketing/Communications Plan for the USCA, and it has been distributed to all directors. Discussions are ongoing with CurlTV to finalize a proposal to create a new member benefit for the USCA. The MarketingPartners, developers of the “Rockstars” promotional concept, are proceeding with plans to build support for their project with potential TV and corporate partners.
5. **Other old or new business** – There was no other business.
6. **Next Operating Committee meeting** – The next USCA Operating Committee meeting will be held by teleconference at 4 p.m. CT on Wednesday, Dec. 12.

Motion by Pelletier, second by Sjue, to adjourn. Adjourned at 4:46 p.m.

Respectfully submitted,
Rick Patzke
Recording Secretary

Reviewed and authorized,
Jack Bernauer
Secretary/Treasurer