

WELCOME & CALL TO ORDER

The July 17, 2015 Utah Olympic Legacy Foundation Board Meeting was called to order at 3:19p.m. by Luke Bodensteiner, Chair. Additional Board members present were Spencer F. Eccles, Eric Hutchings, John Larson, Catherine Raney-Norman, Bob Wheaton, and Dave Winder. Natalie Gochnour, Brett Hopkins, Vicki Varela, Grant Thomas, Jeff Robbins, and Mike Cooper were unable to attend. UOLF Staff present included Colin Hilton, Marc Norman, Karla Knox, Jennifer Lippman, Sandy Chio, and Lisa Valiant.

Approval of Minutes. John Larson moved to approve minutes of the April 29, 2015 Board Meeting with Catherine Raney Norman seconding. Minutes were unanimously approved.

STRATEGIC DISCUSSION: CONTINUING MOMENTUM FOR UOLF FUNDRAISING EFFORTS

Luke Bodensteiner introduced the focused discussion; on the heels of a successful Project Big Air fundraising effort for the Spence Eccles Olympic Freestyle Pool it is critical to continue to cultivate these new donor relationships and leverage the momentum of this catalyst project. Colin Hilton reminded the Board that this year's intended focus on individual donor cultivation shifted to meet the increased demands of the Project Big Air capital campaign. He commended staff for their meaningful efforts and applauded the collaboration across partnerships. Utah Olympic Park is already reaping the benefits of increased awareness from recent projects.

Luke inquired on the temperature for future State funding. Colin conveyed that the collaboration between public and private donors was well received by legislators; additionally, recent Utah State Fairpark challenges supported the logic for regular upkeep funding. Reporting back to the State via an annual report was discussed.

Jennifer reviewed the demographics of Project Big Air donors and reiterated the need to support and develop this new donor base utilizing the current momentum. To aid in this effort, Jennifer intends to provide the Board with a short vision statement and messaging points that can be used to engage potential donors. The draft vision statement crafted by Vicki Varela was reviewed; the Board then took time to write their own perceptions of the value of UOLF and why they personally support the Foundation as a Board Member. Highlights were discussed.

Reporting that over 8,400 charities exist in Utah, Jennifer expressed a need to elevate UOLF to top of mind for annual giving. To remain competitive, it is critical to report 100% Board financial support when soliciting grants and donations. Jennifer reviewed examples of additional Board participation. Luke added his support and contended that it is incumbent on the Board to engage and properly leverage the current momentum.

Luke Bodensteiner thanked Board Member, Spencer F. Eccles, for jump-starting fundraising efforts. Spence commended staff for their first-class efforts and those of our new development director, Jennifer Lippman. He encouraged all board members to participate financially at whatever level. Luke and Colin presented Spence with a framed event poster and family picture in thanks and recognition for his significant efforts and contribution.

The USA Luge relocation RFP was brought to the Board's attention with a mid-August deadline for initial response. Colin recommended continuing discussions thereafter regarding any commitments by UOLF; he suggested revisiting the US Speedskating model as a starting point.

Upon arrival, Eric Hutchings was commended for his important contribution during the legislative session. Eric then reported on the legislative momentum gained in this session and the importance of keeping legislators engaged. The Oval campus project is now being promoted at the County level with Mayor McAdams's support highlighting the importance of the Oval to Salt Lake County. These partnerships resonate well with legislators.

Marc Norman reviewed Psicobloc details and invited the Board to attend.

NEXT MEETING & ADJOURNMENT

The next Board Meeting is scheduled for Wednesday, October 21, 2014 at 9:00a.m. at Ray Quinney and Nebeker. The Board moved to closed session at 4:16 p.m.



Luke Bodensteiner, Chair

Date