Desired Outcomes:
• A shared understanding of the highlights and challenges of this year
• A shared understanding of sponsorship efforts
• A shared understanding of livestream efforts and metrics
• An agreement on how to move forward with livestream
• An agreement on desired dates and locations for US Cup Competitions
• An agreement on 3 priority areas to focus on for the coming year

Topic:
2016/17 Highlights/Challenges
• Reviewed Report

Sponsorship
• Need to get sponsor earlier to have everything in place when the season starts
• Sell sponsorship spots to local businesses
• Put jumbotron up at venues

Livestream Overview and Plans
• Watched video and reviewed numbers
• The feeling is that hat commercials need to be shorter and used to kill dead space rather than scheduled breaks
• Morning events and weekend events had better viewership
• Challenges
  o New thing for each venue since Dan had not done it there before
  o Need a point of contact for each venue who just is solely to coordinate Livestream
  o Bandwidth at sites
  o Volunteers to run cameras and help with input

Locations and Dates for Next Year
• Proposed:
  o Springer HS 100
  o Steamboat Winter Start
  o 5 Hills
  o Eastern Three States Tour
    ▪ Lake Placid, Salisbury, Brattleboro

Focus Areas
• Rules Review
  o Remove Tiebreaker from format
• Areas in need of improvement
  o Livestream XC portion when and where possible
  o Provide shared technology
    ▪ Data, Resources, jumbotron,
  o Share costs
    ▪ EWOXX
  o Venue Resources
    ▪ Internet/Satellite, Power, Space
• Changes for Next Year
  o Bibs earlier
• Important Priorities for Organizers
  o Better Field, Long Jumps, USA Nordic presence, livestream, Jumbotron, data
Action Steps:
  • Get point person at site earlier to help with volunteers – Dan and Tom
    o 3 volunteer camera operators
  • Revise rules to clarify point system and tie breaker – Jed – By July 15
  • Look into Evoxx/Data System
  • FIS Cup – 2 weekends – Bill and other FIS representatives
  • USA Nordic Venue Contracts – Bill and Tom