



US Cup Sub-Committee Meeting Wednesday, May 3 @ 3:45 pm

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
 - New thing for each venue since Dan had not done it there before
 - Need a point of contact for each venue who just is solely to coordinate Livestream
 - Bandwidth at sites
 - Volunteers to run cameras and help with input

Locations and Dates for Next Year

- Proposed:
 - Springer HS 100
 - Steamboat Winter Start
 - 5 Hills
 - Eastern Three States Tour
 - Lake Placid, Salisbury, Brattleboro

Focus Areas

- Rules Review
 - Remove Tiebreaker from format
- Areas in need of improvement
 - Livestream XC portion when and where possible
 - Provide shared technology
 - Data, Resources, jumbotron,
 - Share costs
 - EWOXX
 - Venue Resources
 - Internet/Satellite, Power, Space
- Changes for Next Year
 - Bibs earlier
- Important Priorities for Organizers
 - 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**
 - **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**