



Inclusion and Community Impact Committee

MEETING MINUTES

Date/Time: September 9, 2025 8:00 pm EST/5:00 pm PT

Attendees: Jenny Withycombe, Malcolm Doldron, Cara Stawicki, Myrna Gotrell, Molly Moore and June Marshall

USRowing Board Member Liaison: Stephen Ciraolo

Guest: Lizzie Seedhouse, Chief Marketing Officer, USRowing

I. **Call to Order:** 8:04 pm EST/5:05 pm PT

- A. Approval of Prior Minutes – Ms. Gotrell made a motion to approve minutes taking during the August 12, 2025 meeting; seconded by Ms. Marshall. Minutes were unanimously approved.

II. **New Business:**

A. Guest Speaker - Lizzie Seedhouse, Chief Marketing Officer

- Ms. Seedhouse began by providing background information about herself and her marketing team. Her team's purview includes, social media, branding, photography, broadcasting, intellectual property and trademarks.
- Ms. Seedhouse acknowledged the messaging history of the organization and its lack of diversity. Ms. Seedhouse also acknowledged that the media team has been more reactive and not proactive in its story telling. The current emphasis is on building the US National Team for fundraising until LA28, however Ms. Seedhouse stated that there will be focus on "storytelling" to include broader representation and diversity in the organization's media coverage. There is also a plan to grow coastal rowing.
- Ms. Marshall provided feedback that there has been a lack of diversity in social media posts, the same stock photos are used that do not show diversity. Ms. Marshall also brought up the complaints she and others received regarding the 4th of July post and its representation of the organization, not including diversity.
- Ms. Withycombe added that Masters athletes feel left out because they are not featured, specifically on racing packets that show Junior athletes for Masters' regattas.
- Ms. Stawicki posed the question that since the media team has been in a reactive position what steps are being taken to create a strategy that will address the feedback that had been provided. Ms. Seedhouse responded

(1) staffing up appropriately, (2) improving internal work flow mechanisms, (3) broadening diversity beyond “heritage months” to weaving stories of diversity throughout the year.

- Ms. Seedhouse acknowledged that she had not received the DEI Lens review rubric until Ms. Stawicki provided it to her a couple of months ago. Ms. Seedhouse liked it and proceeded to discuss an example of her team’s work using the DEI lens. Ms. Seedhouse also acknowledged the need to make things more accessible for different types of users, including but not limited to, captions on videos and training for staff on accessibility issues.
- Ms. Withycombe asked if there was any diversity training provided by USRowing. Ms. Seedhouse responded only what is on the Launch or standard HR training but she is building next year’s budget in October and can include diversity training for her team. She then asked for any recommendations from the committee. Ms. Marshall also added that now is the time to include diversity leading up to LA28, Ms. Seedhouse agreed.
- Ms. Seedhouse thanked the committee for its feedback and will include it going forward. Ms. Seedhouse also asked if the committee could be used as a sounding board and committee members agreed that is one of its purposes.

B. Board Committee Updates

1. USR General – Ms. Withycombe discussed a potential partnership USRowing was considering with Finish Line. Discussion ensued.
2. [Finance](#) – Ms. Withycombe stated that the budget was being re-forecasted. There continues to be an issue of receiving the materials early enough to review.
3. Board Meeting/NomGov – Ms. Marshall provided overview and next steps regarding the revised ICI Committee Charter to be voted on at the September 13th USRowing Board Meeting. Discussion ensued. Ms. Marshall made a motion to approve the revised Charter, Ms. Withycombe seconded; the revised Charter was unanimously approved.
4. HR / Comp – Nothing to report.
5. HP Subcommittee – Nothing to report. The next meeting would take place on September 12th.

Board Presentation – Recommendations for the Gender Policy – Ms. Withycombe discussed the recommendations regarding the Gender Policy that would be made at the September 13th Board Meeting.

III. **Adjourned:** 9:54 pm EST/6:54 pm PST