

USA Archery
May 2016 Board of Directors Meeting Minutes
Monday and Tuesday, May 2-3, 2016
Easton Salt Lake Archery Center, Salt Lake City, UT

I. Welcome

CEO Denise Parker opened the meeting and welcomed Board members at 8:07 a.m. MT on Monday, May 2, 2016. CEO Parker introduced facilitators Kae Rader and Avery Wilson. Kae will lead the Board Governance Workshop and Avery will facilitate the strategic planning session. Board Chair Rod Menzer offered opening remarks; this was the first in person meeting for four new Board members, including Jennifer Rottenberg (Independent), filling the seat recently held by Belinda Foxworth so Board members introduced themselves and stated why they wanted to be on the USA Archery (USAA) Board of Directors.

II. Roll Call

The following USA Archery Board members were present: Chair Rod Menzer, Mike Cullumber, Dee Falks, Nick Kale, Rob Kaufhold, Julio Mazzoli, Jennifer Rottenberg, Brian Sheffler, John Stover and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Guy Krueger, Sheri Rhodes

Guests: Kae Rader, Rader Consulting, LLC and Avery Wilson, Director of Strategic Planning, USOC.

III. Governance Workshop

Kae Rader led the Board through a Governance workshop which covered a variety of topics: 1) Governance Overview, 2) NGB Life Cycles, 3) Ten Basic Responsibilities of NGB's, 4) NGB Governing Standards, 5) Board, Staff and Committee Responsibilities, and 6) Ethics and Conflicts of Interest. A list of actions/governance ideas was developed through this workshop.

IV. Long Range Strategy Workshop

- a) CEO Parker reviewed USAA's current mission and values and provided an overview of the 2013 -2016 organization objectives, strategies and goals as well as outcomes achieved.
- b) Avery Wilson led the Board and staff through both large and small group discussions to identify 6 key objectives, their success factors, current challenges and lessons learned. The 6 key priorities identified for 2017 – 2020 through this workshop were: 1) Competitive Excellence, 2) Membership Outreach & Growth, 3) Coaching Quality, 4) Marketing & Promotions, 5) Event Optimization and 6) Organizational Health.

V. Barebow Distances

The Board had discussion regarding the current distance shot by Seniors and Masters. CEO Parker presented the recommendation by the Barebow Task Force to adjust the distance from 60m to 50m, which was also supported by the survey that had been distributed to the Barebow membership. Discussion was held regarding the appropriate year to make the adjustment, but given a provision in the bylaws, the decision was to make the change effective for the 2017 Outdoor Nationals. ***Motion was made to set 2017 National Outdoor***

Target Championships barebow distances to 50 meters for the Senior and Masters age classes. Motion was seconded and approved.

VI. Other Business

Chair Rod Menzer moved the meeting to an Executive Session at 4:00 pm. It was reported out of the Executive session that Chair Rod Menzer (previously appointed as temporary Chair pending the election of a Chair when members could meet in person) had been elected to continue to serve as Board Chair. Additionally, Julio Mazzoli was selected as chair of the Audit Committee. Other members of the Board of Directors to serve on the audit committee include Nick Kale, John Stover and Skip Trafford.

The meeting was adjourned for the day at 5:30 pm.

VII. Other Business

Chair Rod Menzer called the meeting to an Executive Session from 8:00 am to 8:30 am.

VIII. Day 2 Strategic Planning Workshop

Avery Wilson led the Board members and staff through large and small group discussions to identify strategic goals for each of the 6 key priority areas identified earlier in the workshop for 2017-2020. Following these sessions the group reviewed the organization's mission and values. As a result of further discussion and breakout sessions the Board and staff agreed that USA Archery is committed to the following guiding principles: 1) Integrity, 2) Leadership, 3) Communication, 4) Excellence and 5) Respect. A draft of the 2017-2020 Strategic Plan was developed. Next steps will be to fine tune the plan for final approval and staff will develop an operating plan.

IX. Day 2 Board Meeting Session

Chair Rod Menzer called the Board meeting to order at 3:30 pm following the conclusion of the strategic planning session.

X. USA Archery Website

CEO Denise Parker presented an overview of the pros and cons of developing USA Archery's own website. Discussion followed regarding the potential value of having the organization's own site versus utilizing the USOC platform. Consensus followed to allow CEO Parker to continue negotiations with the USOC on an extension of the contract.

XI. High Performance

- a) **National Ranking System:** CEO Parker and Coach Guy Krueger led a discussion of the current National ranking system. A task force of current active shooters will be selected to review the rolling ranking system prior to the National Outdoor Target Championships (Nationals) including whether Nationals participation should continue to be mandatory for ranking.
- b) **Personal Coach Policy Task Force:** A personal coach policy task force will be served by 5 participants. This task force will meet to develop a recommendation within the next 30 days.
- c) **Standardizing Selection Procedures:** Discussion was held regarding the posting of selected International Tournament Coaches and Judges. The Board requested that they would like a pending schedule in November for the following year.

XII. Costs for Coaches and Judges

Discussion was held regarding the cost and fee increases for coaches due to the costs of updated coach certification materials and background screenings. Discussion was also held regarding USA Archery judge program costs.

XIII. Adjournment of Meeting-

Chair Rod Menzer adjourned the meeting at 5:40pm.

Minutes were approved by the Board of Directors on June 1, 2016.