

USA Archery
2017 Annual USA Archery Assembly Meeting Minutes

Wednesday, August 2, 2017 – 7:00PM
502 Event Centre, Carmel, IN

USA Archery staff members present: Denise Parker, CEO, Mary Emmons, and Rod Menzer

USA Archery Board members present: Mike Cullumber and Skip Trafford

Audited 2016 USA Archery financials were made available for review.

I. Welcome and Introductions

- a. CEO Denise Parker called the meeting to order at 7:05PM and welcomed members. Board of Directors (BOD) and USA Archery staff present introduced themselves. CEO Denise Parker informed members the grassroots non-JOAD and coach positions on the BOD would be up for re-election in 2017 and encouraged members to vote in the upcoming election.

II. Audit Committee Report

- a. Skip Trafford, Grassroots non-JOAD Director, reviewed the 2016 audited financials and reported that the financials demonstrate the continuance of a favorable (low) overhead cost and that USA Archery is in a good financial position.

III. CEO Report

- a. CEO Denise Parker provided a presentation to demonstrate the current overview of USA Archery:
 - Andre Shelby earned an Individual Gold Medal at the 2016 Paralympic Games
 - The International Olympic Committee has announced archery will receive a 6th medal event at the 2020 Olympic Games: Mixed Team Round
 - The International Olympic Committee has announced Paris will host the 2024 Olympics and Paralympics, Los Angeles will host the events in 2028.
 - Compound has been added to the 2019 Pan-American Games. Lima 2019 will include individual compound competitions for eight men and eight women for a total of 16 archers and a mixed team event.
 - Outgoing board members include Rod Menzer, Compound Athlete Representative, Nick Kale, Recurve Athlete Representative and Brian Scheffler, NFAA Representative. New USA Archery board members include Brady Ellison, Recurve Athlete Representative and and Reo Wilde, Compound Athlete Representative. It was also noted Board of Directors members Skip Trafford, Grassroots non-JOAD Representative and Dee Falks, Coach Representative are up for re-election in 2017.
 - USA Archery announced new staff members:
 - Rod Menzer, Director of Marketing

- Songi Woo, Women's National Head Coach
- Denise Parker presented the USA Archery Dashboard. Key Updates included:
 - Growth:
 - Overall Membership – 6% growth in the last 6 months
 - Individual Membership – 3% growth
 - Club Membership – 5% growth
 - Level 4-NTS Coach – 9% growth
 - Level 5-NTS Coach – 5% growth
 - Indoor Nationals – 16% growth
 - National Outdoor Collegiate Championships 33% growth over prior year.
 - Gator Cup – 24% growth
 - Decline:
 - Field Championships – 3%
 - Level 2 Instructor – 6%
 - Level 3- NTS Coach- 6%
 - Facebook Followers – 1%
- New programs developed include:
 - Explore Archery -2014
 - Level 1 - 2015
 - Level 2 - 2016
 - Level 2 Instructor Trainer - 2016
 - Level 3 NTS Coach – NEW 2017
 - Level 3 NTS Coach Trainer – NEW 2017
 - USA Archery Mobile Coach – UPDATED 2017
 - It was noted USA Archery programs have been well received and other countries have inquired about licensing the programs.
- State Championship Events
 - USA Archery has worked to improve event standards and coordination for state championship events as follows:
 - Format
 - Event Promotion
 - Budget Tools
 - Event Equipment
 - State Communications
- Collegiate Archery Program
 - The collegiate archery program continues to grow as follows:
 - 71 colleges and universities
 - 1044 collegiate members
 - 806 collegiate archers with eligibility
 - 309 Regional Outdoor Championships participants
 - 393 National Outdoor Championships participants

IV. Nationals Events Update

- The 2018 National Target Championships will be held separately from the 2018 Junior Olympic Archery Development (JOAD) National Championships.

Key Points:

- Events will be held on separate dates
 - NTC – Dublin, OH
 - JOAD – Raleigh, NC
- The JOAD event will be held prior to school starting to maximize opportunity for youth participation
- Format
 - Opportunity to add club team rounds
 - Opportunity to add mixed team rounds
- The 2018 National Indoor Championships will include a separate finals event.
 - Format
 - Top 8 Men and Women Compound – All Ages
 - Top 8 Men and Women Recurve – All Ages
 - Event will be held the day prior to NFAA National Indoor Championships
 - Head to head competition
 - USA Archery will provide increased marketing of this event
 - The 2018 indoors national schedule will be January to February 2018
 - USA Archery may consider the vertical 3-spot, however there is concern this may discourage new shooters and/or Barebow archers
 - It was noted, this change could affect event organizers who purchase target faces in bulk
- Rules
 - The USA Archery dress code is still being reviewed. USA Archery is looking at ways to improve the customer experience at events.

V. Open Forum Discussion

MEMBER QUESTIONS

1. Will JOAD aged archers be able to shoot at NTC once the events are separated?
 - USA Archery will evaluate this question further and provide an update at a later time
2. Will Barebow be permitted at NTC once the events are separated?

- The BOD will continue to monitor the barebow division attendance and adjustment as necessary.
- 3. Will USA Archery look to find ways to transition collegiate barebow shooter to senior barebow shooters?
 - USA Archery recognizes that financial constraints are a major issue for college students. Therefore, USA Archery is encouraging state event organizers to offer Barebow to grow the division at the local level.
- 4. Why is NTC required for Master USAT, but the score does not have to count?
 - The athlete advisory council members felt it was important to attend the NTC, but preferred to be able to drop the score, as is the case with other USAT events.
 - Masters archers would like to reconsider this rule for their division. USA Archery will survey the Master division for preferences.
- 5. Will the Master division continue to be separated by age?
 - Participation rates will be monitored and re-evaluated.
- 6. Will USA Archery be willing to consider a volunteer to manage National Records?
 - Yes, Rod Menzer, Marketing Director will review this request.
- 7. Can USA Archery release national event schedules sooner to help accommodate state event organizers?
 - Yes, USA Archery will release schedules as soon as possible, but the schedules are subject to change pending World Archery event schedule changes.

Minutes were approved by the Board of Directors on April 14, 2018