



USA Archery Board of Directors
Meeting Minutes
May 3rd, 2025
Colorado Springs, CO (All Times are Mountain Standard)
In-Person and Virtual (Zoom)

Saturday, May 3, 2025

I. Welcome and Introductions

- a. Chair Belinda Foxworth called the meeting to order at 8:04 a.m. MT.
 - i. The following members were present in person: Belinda Foxworth, Doug Denton, Dee Falks, Nobu Ishizuka, Josh Halpern, Jonathan Herpy, Erin Niehaus, Heather Koehl, Katherine Wu (Non-Voting), Jason Tabansky, and Kevin Mather.
 - ii. The following members were absent: Makenna Proctor and Lexi Hull.
 - iii. The following USA Archery staff members were present: Rod Menzer, Mary Emmons, and Nicole Glunt.
 - iv. Chair of the Ethics Committee, Chuck Platt, was present in person.

II. Conflict of Interest Discussion/ Disclosures

- a. Foxworth began the meeting by requesting that Board members review the agenda to identify any potential conflicts of interest and reminding members that Chuck Platt, Chair of the Ethics Committee, is available for assistance in determining potential conflicts. Foxworth reminded the Board that if during the meeting any director believes that they or any other director may have a conflict of interest with respect to any Board discussion or decision, then that director should speak up so the conflicts can be proactively addressed.

b. Approval of Meeting Minutes

- i. Board of Directors Meeting Minutes – December 7-8, 2024.
 - 1. Halpern motioned to approve, Falks seconded. Approved. No abstentions, recusals, or oppositions.

c. Board of Directors Election Updates

- i. Glunt reviewed the 2025 election timeline. There are two open seats on the Board of Directors, the At-Large Athlete Director seat and Para Athlete Director seat, both of which will start a term effective January 1, 2026.

Call for Nominations closes on June 26th, voting opens on October 7th and voting closes on November 4th.

- ii. Glunt reported that both Jonathan Herpy and Belinda Foxworth have been reappointed by the Nominating & Governance Committee. Herpy and Foxworth will serve a term from 2026-2028.

d. **Committee Updates**

- i. Glunt reviewed committee updates and rosters.

e. **World Archery Elections**

- i. Menzer reviewed the positions up for election at the 2025 World Congress.

III. **Finance Update**

a. **2024 Financial Audit Results**

- i. Mulherin reported that the organization received a clean 2024 financial audit with no material findings. Mulherin reported that there were no audit adjustments and no management directives; Mulherin reported that this is the highest level of opinion an auditor can give.

b. **2024 EOY Financials**

- i. Mulherin reviewed the 2024 EOY Financials, to include the balance sheet, variances, and reserves.

c. **2025 Financials through March**

- i. Mulherin reviewed the 2024 Financials through March.

d. **2025 Board Payments**

- i. Emmons provided an update on the 2024 and 2025 Board of Directors payments.

- 1. Halpern motioned to approve the 2024 audited financials; Ishizuka seconded. Approved. No abstentions, recusals, or oppositions.

e. **USA Archery Foundation Update**

- i. Peggy Poore, Chair of the USA Archery Foundation Board joined via zoom at 9:30 AM to provide an update on the former National Archery Association Foundation, now known as the USA Archery Foundation.
- ii. Poore reported the Foundation approved the 2025 grant requested by USA Archery.
- iii. Poore advised that the Foundation received a clean 2024 financial audit.
- iv. Poore reported that the Foundation has adopted revised governance documents and new policies.
- v. Poore reported changes to the Foundation Board, to include the addition of new members.
- vi. Poore provided an update on the Foundation's fundraising efforts.

The meeting adjourned for a break at 9:40 a.m. MT and Poore left the meeting.

The meeting resumed at 9:55 a.m. MT.

IV. Conflict of Interest and Good Governance Training

Melanie Herman, CEO of the Non-Profit Risk Management Center joined the meeting via zoom at 9:55 AM and provided the Board a comprehensive training on conflict of interest and good governance.

The meeting adjourned for lunch at 12:15 p.m. MT and Herman left the meeting.

The meeting resumed at 1:00 p.m. MT.

V. Organizational Updates

a. USA Archery Dashboard

- i. Menzer presented the USA Archery organizational dashboard.

b. USA Archery Athlete Safety Dashboard

- i. Glunt reviewed the Athlete Safety Dashboard to include U.S. Center for SafeSport updates, case data and trends.

c. 2022-2028 Strategic Plan Dashboard

- i. Emmons presented the 2028 strategic plan dashboard and progress to date.
- ii. Menzer highlighted LA28 programs and provided an update on federal funding and potential impact to LA28 initiatives.
- iii. Emmons reported that there is an increase in collegiate eligibility demonstrating that there is an increase in the number of collegiate athletes who have chosen to compete competitively.
- iv. The Board discussed revenue growth, the high performance pipeline, LA28 quota slots and athlete engagement.

d. Paris 2024 Media Statistics

- i. Menzer reported that archery was one of the top sports for Olympics and Paralympics in regard to net reach and broadcasting time.
- ii. Menzer reported that the audience demographics for the Olympics were reported to be younger, more female, more educated, and had a higher average income than the average Olympic viewer. Menzer reported that the audience demographics for the Paralympics were reported to be younger, more male, more educated, and less affluent than the average Paralympic viewer.
- iii. Menzer reported on social media reach and engagement analytics for 2023 and 2024. Menzer advised that there was significant growth on both Facebook and Instagram followers, in addition to a 2500% + change in monthly average impressions on both platforms. USAA social media

channels has impactful performances compared to global competition during the Games

e. High Performance Update

- i. Sara Crowell presented an update on the status of USA Archery's High Performance programs.
- ii. Crowell reviewed High Performance Staff and Programs, International Events, Technology and Sport Performance services efforts.

VI. USA Archery Culture

- a. Foxworth prompted the Board to discuss the organization's culture and objectives. Emmons recommended USAA develop surveys to measure and evaluate the current culture among various constituent groups to establish a baseline cultural index and then repeat annually, and respond with actionable feedback, when applicable.

The meeting adjourned for a break at 3:42 p.m. MT.

The meeting resumed at 3:52 p.m. MT.

VII. Policies and Procedures

- a. USA Archery Bylaws
 - i. Glunt reported on proposed change to Eligible Athlete and Eligible Para Athlete definition to be in alignment with USOPC Bylaws language.
 - ii. Emmons reported a proposed language change under Selection Procedures Committee to be clearer as to whom the selection criteria applies to.
- b. Policy for Adaptive Devices
 - i. Emmons outlined proposed change made in response to new World Archery interpretation issued in regard to non-electronic devices worn.
- c. Policy for Missing a Required Event
 - i. Emmons outlined proposed change, such that group may do an e-vote for all requests, except "Other Serious Extenuating Circumstances".
- d. National Judge Selection Procedures
 - i. Emmons reported on proposed changes such that a provision was removed giving priority selection based on experience and certification level.
 - ii. Emmons reported that it was proposed that the Judge Selection Committee be modified to include an International Judge Representative.
- e. Personal Coach Policy
 - i. Emmons reported proposed language change to be more in alignment with how World Archery operates their events in respect to coach access to the field of play during practice.
 - 1. Halpern motioned to approve, Ishizuka seconded. Approved. No abstentions, recusals, or oppositions.

VIII. Organizational Updates (Cont'd)

a. Events

- i. Emmons reported on the development and release of a new Event Organizer Visual Resource Assistant to support Event Organizers in being compliant with MAAPP.
- ii. Menzer reviewed the 2027-2028 Target Nationals and U.S. Open and the 2026-2027 JOAD Target Nationals & JOAD U.S. Open bid proposals.
 1. Koehl motioned to approve, Herpy seconded. Approved. No abstentions, recusals, or oppositions.
- iii. Emmons advised that USAA event tablets were replaced with updated models, with discounted pricing being extended to State event organizers and clubs.
- iv. Menzer reported on the Indoor Dashboard with an Event Survey Satisfaction Score Average a 4.48 out of 5, with 3,809 participants in total.
- v. Menzer reported that the Arizona Cup livestream received 17,000 views to date.
- vi. Emmons reported on event strategy and growth planning. Emmons reported that there was a SWOT Analysis conducted in 2024, in addition to a financial analysis being conducted to further evaluate future changes to event strategy and offerings.
- vii. Emmons provided an update on the new judge selection and evaluation process.

b. Sport Development

- i. Emmons reported on the Olympic Archery in the Schools (OAS) program. Emmons reported that the goal is to transition the program operationally at the end of the current school season and to focus on program growth thereafter. Emmons reported that there was a record number of participation at OAS events this year to date as compared to previous years.
- ii. Emmons provided an education update, to include a Specialist Track Task Force to assist the Education Manager in developing and building new curriculum. Emmons reported that this is projected to create depth in the coach education pipeline.
- iii. Emmons reported that the organization will host two Level 3 National Judge Practical's in 2025. After completion of these practical's, the Education Manager will create and implement a new Level 3 National Judge Trainer Course and Certification.
- iv. Emmons reported that the organization continues to work with PlayLA and the City of LA rec and park to get archery in as many community centers as possible. Emmons reported that growth may be contingent on federal funding.

- v. Emmons reported that the organization continues to partner with Move United and plans to host a Level 2 Practical and implement a VA Adaptative Sports Grant to host a Level 2 Training at a selected VA Training Center.

c. Communications and Marketing

- i. Emmons reported that the organization is working towards a 2026 website refresh.
- ii. Emmons reported on that the USAA online store has been migrated over to Shopify. The new platform will streamline distribution and facilitate a better customer experience and improved shipping costs.
- iii. Emmons provided stats on the 2025 Event Magazine, with over 1,500 views after it was launched in February, with ongoing reoccurring visits and site traffic.
- iv. Emmons reported USAA will host two athlete media summits in 2025 as well as an athlete content developer program.
- v. Emmons provided on an update on the livestream, such that with enhanced promotion, there was a significant increase in broadcast views for Indoor National Finals, with the organization boasting the highest views ever had for one full broadcast with 21,884 views.

The Board went into executive session at 4:39 p.m. MT.

IX. Executive Session

- a. Legal Update
- b. Budget
- c. Board Self-Assessment
- d. CEO Goals and Evaluation

The meeting adjourned at 6:15 p.m. MT.