

USA Archery
June 2017 Board of Directors Meeting
Minutes

Saturday and Sunday, June 17-18, 2017
Indianapolis, IN

I. Welcome

Chair Julio Mazzoli opened the meeting at 8:14 a.m. MT on Saturday, June 17, 2017 and welcomed Board members.

II. Roll Call

The following USA Archery Board members were present: Chair Julio Mazzoli, Mike Cullumber, Dee Falks, Brady Ellison, Rob Kaufhold, Jennifer Rottenberg, John Stover, Skip Trafford and Reo Wilde

USA Archery Staff: CEO Denise Parker, Finance Manager Cindy Clark, Director of Program Development Mary Emmons, National Head Coach KiSik Lee, Marketing Director Rod Menzer, National Events Manager Sheri Rhodes and National Para Head Coach Randi Smith

III. CEO Review

- a) ***Board and Staff Updates***-Ms. Parker recognized new Board members Brady Ellison and Reo Wilde who replace outgoing Board members Nick Kale and Rod Menzer. Ms. Parker provided staff updates: Newly hired Marketing Director, Rod Menzer and Women's Head Coach Songi Woo. Coach Woo's expected hire date is between August 1st and sometime in September.
- b) ***Mixed Team-Olympics 2020***-The International Olympic Committee has announced that archery will receive a fifth medal event at the Tokyo 2020 Olympic Games. The recurve mixed team competition will be added to the existing program of men's and women's individual and team events.
- c) ***Dashboard Highlights***-USA Archery has experienced a steady increase in membership over the last several years. Overall membership has increased 6% over the last 12 months. Individual memberships have increased 3%, and club memberships have increase 5% since the end of 2016. Level 4 NTS and Level 5 NTS coach certifications have increased, respectively, 9% and 18%, while Indoor Nationals and National Outdoor Collegiate Championships participation has increased respectively 16% and 33% in 2017. USA Archery has experienced a 3% decline in participation in National Field Championships and a 6% decline in both Level 2 NTS and Level 3 NTS coach certifications. A slight decrease of 1% in Facebook followers since 2016 was noted.
- d) ***Safe Sport Update***-The United States Center for Safe Sport ("USCSS") was launched in March of 2017. NGB-directed legislation was introduced concerning the prevention of sexual abuse of minors. Ms. Parker highlighted the contents of the current bill and opined that best practices need to be added, as policies and more education and awareness is needed at the athlete and club level. Staff will take the next few months to review what needs to be created for clubs.
- e) ***Decline in Youth Sport Participation***-The Youth Sport Working Group was established by the USOC to address the low physical activity and high sport dropout rate trends among youth. USA Archery staff will focus on this group's recommendations, including applying the Athlete Development Model to archery.

IV. 2016 Audited Financial Statement

Jill Goodwin of Waugh & Goodwin, LLP presented the 2016 audited financial statement to the Board during the May 24 conference call. ***Motion was made and seconded to accept the financials as presented during this call. Motion passed with all in favor.***

V. Executive Session-The Board went into executive session at 9:20 am to discuss Official Complaints and SafeSport issues. The Board came out of its executive session at 11:00am.

VI. Financial Review

- a) ***2016/2017 Financial Review***-Ms. Clark reviewed USA Archery financial reports including the balance sheet and profit and loss compared to prior year through April 2017, and the profit and loss budget to actual expenses through April 2017. Variance notes for each of the reports were distributed to the Board members prior to the meeting for review. A report of YTD payments made to Board members was also previously distributed to the Board members for review.
- b) ***IT Services Update***-An update identifying the technology infrastructure needed to meet the organization's strategic goal of enhancing operational excellence was distributed to the Board prior to the meeting. Ms. Clark reported on the selection of a new IT services provider and stated that the new IT services provider has recommended network hardware updates and is currently researching a central file sharing solution for USA Archery.
- c) ***2017 Adjusted Budget***-A 2017 budget update and related budget notes were distributed prior to the meeting. Ms. Clark reported that upon review of the current budget, staff foresaw substantial variances that were reflected in the distributed update. Some of the variances include the addition of grant funding and related expenses along with additional technology expenditures needed to make progress on strategic goals. Expense reductions were made as possible. The proposed updated budget projected a small loss for the year of \$35,401.96. ***Motion was made to approve the updated/adjusted budget as presented; motion was seconded and passed with all in favor.***
- d) ***Financial Policy***-The previously distributed updated financial policy was presented. Updates to the policy included adding the United States Olympic Endowment fund to the investment section, adding Board approval to expenses \$50,000 or higher and adding language to clarify authorization for executing contracts. Discussion was held about the added Board or Audit Committee Chair approval of expenditures \$50,000 or over. ***Motion was made to approve the financial policy with the additional language of "or designee" for approval of expenditures \$50,000 or over to add flexibility; motion was seconded and passed with all in favor.***

VII. National Events

Mr. Menzer provided an overview of National Events activity:

- a) ***2017 Survey Results***-The 2017 National Indoor and Arizona Cup event surveys were conducted following the events, and results were provided to the Board for review. Staff is looking to standardize the quality of National events which have been heavily attended this year. A taskforce is gathering a baseline to evaluate where USA Archery events stand.
- b) ***2017 U.S. NTC/2017 JOAD Nationals***-The preliminary detailed schedule for the 2017 National Target Championships and JOAD National Championships was distributed. Mr.

Menzer reported that the Events Taskforce had reviewed whether the Senior and Junior events should be conducted as separate events but decided not to do so.¹

- c) **2018 Proposed Schedule**-The proposed 2018 Master Calendar was discussed. The challenge of overlapping events is present as Staff is looking at holding a National Championship Indoor final. To hold a final event, all indoor events would need to be completed by the 2nd week of March. Ms. Rhodes provided the Board with the top two location options for the 2018 National Target Championships.
- d) **Premium Seating/Coach Credentials**-Mr. Menzer discussed the use of premium seating to provide a premium and coach credential seating area directly behind the archers seating area for non-participating athletes, coaches and general spectators. He indicated that its use has resolved some of the previous issues on the event field and stated that they continue to look at everything conducted at events, calling for further taskforce recommendations.
- e) **Dress Code**-A document containing the current dress code along-side a potential new proposed dress code presented by the Officials and Rules Committee was distributed to the Board for review/discussion only.

VI. Marketing

- a) **Website Update**-Ms. Parker and Mr. Menzer have been working with Staff on improvements to various sections of the USA Archery website. They are hoping to complete updates to the whole website by mid-July.
- b) **Sponsorship/Fundraising**- Mr. Menzer presented research surveying USA Archery fans, including an overview of USA Archery's social media channels. He is looking at social media's role in sponsorships and fundraising and shared ideas for licensing/seminars and promotions/benefits. He is also considering new ways for merchandising and increasing individual donations.

VII. Para High Performance Update

- a) **2018 Planning** – The 2017-2020 Para High Performance Plan was distributed to the Board members for review. The plan, which was submitted to U. S. Paralympics, was largely developed through the Para strategic planning session. Ms. Emmons and Coach Smith reported that the budget is very similar to the 2017 funding request. They also conveyed that the U.S. Para archers had much success competing in Puerto Rico (over 40 medals). Coach Smith informed the Board that she is looking for some clarification regarding classification and that there is a need for more opportunities for archers to receive classification. About 75 archers are scheduled to be re-classified. Funding levels for Para programs was discussed.
- b) **Adaptive Archery Manual**- The adaptive archery manual, which is a supplement to the instructor certification program, was developed in partnership with Disabled Sports USA and the U.S. Department of Veteran Affairs. USA Archery is providing this manual to new clubs as part of the club welcome kits. Adaptive Sports USA conducts a series of events in the USA and there is effort to align the format of these events with the Junior Olympic Athlete Development (JOAD) format. Likewise, USA Archery is working to increase promotion of adaptive athlete opportunities to other organizations.

¹ Based upon subsequent developments, the Events Taskforce later recommended that these events should be conducted as separate events after all. The Board later approved this change via email, and this action is hereby ratified with approval of these Minutes.

VIII. High Performance Update

- a) **2019 Pan American Games/World Archery Championships Selection Procedures**-Draft procedures for the 2019 Pan American Games and World Archery Championships selection procedures were distributed. Currently the procedures state that the trials for the Pan American Games will be held in conjunction with the World Archery Championships – U.S. Team Trials. Discussion was held regarding other potential dates and qualifications for the athletes. Various suggestions were offered from the Board members and Athlete Council. Ms. Parker will take another look at the drafted procedures considering these suggestions and working with the Athlete Advisory Council.
- b) **2019 Pan American Games Staff Selection Procedures**-Draft staff selection procedures were distributed for review; discussion followed regarding the athlete role in staff selection.
- c) **RA Program/Minors**- The Board previously determined that minors would no longer be accepted into the Resident Athlete Program. Parents of minor Resident Athletes presented written materials and called into the Board meeting to express concern over the transitioning off-site of the training center. Board discussion continued after listening to the comments from Wendy Williams on behalf of the parents. ***Motion was made to allow the move of four of the Resident Athletes off-campus as soon as reasonably possible and to allocate \$30,000 from USA Archery to support offsite housing for the minor athletes supervised by a parent (subject to a contract or agreement with the parent) through December 31, 2017. Motion was seconded and passed with all in favor.*** USA Archery will request an allocation from the USOC for 2018 to continue to provide an offsite housing stipend for the minors until they reach 18, but it cannot make any 2018 funding commitment at this time.

IX. Meeting Adjourned for the Day-

Meeting was adjourned by Mr. Mazzoli at 5:30 p.m.

X. Meeting Called to Order

Mr. Mazzoli called the Board meeting back to order at 8:02 a.m., MT.

XI. High Performance Update, Continued

- d) **3D World Championship Team Staffing**-The 3D World Championships is currently a self-funded event. Discussion was held regarding staffing support for the event. ***Motion was made to fund one team leader to attend 3D World Championships; motion was seconded and passed with all in favor.***
- e) **AAC Bylaws Updates**-Bylaws updates were provided to the Board members prior to the meeting for review. Ms. Parker reported that the Compound athlete representative on the Board is chosen by the USA Archery Athlete Advisory Council (“AAC”). The election process of the AAC has been updated in the Bylaws that the AAC election will choose 6 members, 3 compound athletes and 3 recurve athletes. Additionally, the Board wanted to be sure that at least one woman in each discipline was on the Council. Ms. Parker will revise the proposal and bring it back to the Board.
- f) **Athlete Support Programs**-USA Archery and USOC resources and benefits allocated to support Resident Athletes, other recurve and compound team members, and Para athletes was discussed. Further discussion was held concerning the code of conduct policy and team atmosphere and that more education along these topics is needed. Additionally, the Board recommended disciplinary/financial consequences of not adhering to the code of conduct need to be outlined.

XII. May 24 Conference Call Minutes Approval

May 24, 2017 Conference Call minutes were distributed to the Board for review. *Motion was made to accept the minutes as presented; motion was seconded and passed with all in favor.*

XIII. Program Development Updates

Ms. Emmons, conducted a review of programs over the last few years commenting that interest in USA Archery materials has been raised by other Countries. Materials have been distributed to 14 Parks and Recreation Departments.

- a) Explore Archery Programs-*USA Archery developed partnerships with Michigan and New York. For 2018, \$240,000 in Explore Archery support has been pledged from Easton Sports Development Foundations and Archery Trade Association to expand state partnerships;
- b) Coaching-*The 1st quarter High Performance Newsletter was made available by direct e-mail subscriptions. Level 3 NTS Coach and Coach Trainer certification materials, including a suite of new videos for USA Archery Mobile Coach are projected to be available at the end of July. Discussion followed regarding the development of the new Coach Pillars and Competencies. Staff will meet with the Coach Task Force to review requirements for Level 3-Coach Trainers and to finalize the self-assessment tool coaches will use to determine future professional development needs.
- c) Judges-* Judge Competencies were developed as part of an assessment tool that allows measurement of a judge's development and performance at USA Archery events. After each national event, an assessment will be completed on each judge working that event. After each event, results from the assessment will be sent to each judge with feedback on what went well and how they can improve, using the Judge Pillars and Competencies as a guide.
- d) Collegiate Program Update-* USA Archery currently has 71 colleges and universities enrolled in the program and there has been significant program growth within the last two years in terms of clubs, individual collegiate members, as well as event participation, Discussion followed regarding how to improve/expand collegiate program varsity growth and marketing materials.
- e) State Activities-*State event optimization is outlined in the 2017 USA Archery Tactical Plan. Items outlined to be completed were the development of best practices and common resources and event formats for indoor and outdoor state championship event organizers along with increased promotion of state championship events to USA Archery. A State Association membership benefits webpage was developed and includes the USA Archery State Contact list for reference by USA Archery members and club leaders, as well as State Championship event formats. These formats prepare archers and coaches for national competitions. Other resources now available include USA Archery branded event awards, budget calculators, standardized event marketing and event equipment on the USA Archery online store. Quarterly calls are being hosted with State Associations by region to further increase communication and collaboration.

XIV. Other Business

It was announced that Brian Sheffler will be taking office in August as National Field Archery Association President. Brian's replacement on the USA Archery Board has not yet

been identified. Ms. Parker thanked Brian for his contributions as a USA Archery Board member.

XIII. Adjournment of Meeting-

Mr. Mazzoli adjourned the meeting at 1:13 pm MT.

Minutes were approved by the Board of Directors on December 7, 2017