

USA Archery
2011 December Board of Directors Meeting Minutes

Friday, December 16, 2011
Salt Lake City, UT

I. Call to order

CEO Denise Parker called to order the Board of Directors Meeting of USA Archery (USAA) at 8:04a.m. MST on Friday, December 16, 2011.

II. Roll Call

The following USAA Board members were present: Erika Anschutz, Linda Beck, Cindy Bevilacqua, Greg Easton, Belinda Foxworth, Tom Green, Brian Sheffler

USAA Board members via conference call: Chairman Bill Corbin, Brady Ellison, Helen Sahi

USAA Staff: CEO Denise Parker, Kimberly Bartkowski, Katrina Weiss

USAA Staff via conference call: Robby Beyer, Cindy Clark, Kisik Lee, Sheri Rhodes

III. Approval of Minutes

Motion to approve the minutes from the June, 2011 Board of Directors Meeting with one correction was brought forward, seconded, and the motion passed with all in favor.

IV. Discussion

a) CEO Update

CEO Parker reported on the great success both teams and individuals (Recurve and Compound) have experienced this year. At the time of her report USA archers occupied three of the top four spots in the world in both individual and team categories. Two Olympic quota slots for the Women's Recurve Team still need to be secured, but she feels confident this will happen at the Ogden World Cup. This success can be attributed to Coach Lee, his program, and increased funding from both the U.S. Olympic Committee (USOC) and Easton Development Sports Foundation. In addition, the consistency of the staff that travels with the team has also been a contributing factor.

CEO Parker informed the Board that USAA has a new sponsor in Flexor Swing Products. They are makers of balance exercise equipment. The Resident Athletes in Chula Vista are utilizing the exercise equipment. CEO Parker is in discussions with Next Level Archery regarding a sponsorship and hopes to bring them on board soon.

The Archery Trade Association (ATA) relationship has strengthened and they have become a great supporter of USA Archery. They provided USA Archery with a \$40,000 grant for enhancing coach education material in 2011. The ATA has also established USA Archery as the primary partner for the “next step” following the conclusion of NASP and the After School Archery Program (ASAP).

CEO Parker reported that the USOC is launching a new website which means USAA is launching a new website after the first of the year. USAA contractor, Teresa Iaconi, has been working very closely with USOC and has been an integral part of the test group. The new website will provide a more user-friendly interface, as well as a way to utilize social networking tools. Parker informed the Board that the USOC has changed the media content agreement for 2013 and beyond to provide incentive to NGBs who push traffic to the website. USAA stands to lose \$25,000 in funding in 2013 if unique visitor numbers do not increase to 250,000. A major goal for USAA will be to have 250,000 unique visitors to the website by December 31, 2012. We currently have nearly 200,000 unique visitors.

CEO Parker reported that USAA will be starting a peer-to-peer fundraising campaign leading up to the Olympics. USAA will be utilizing Mercury Communications Group as the primary partner. CEO Parker is hoping to leverage the excitement of the Olympics to try out this potential new revenue source.

CEO Parker reported that USAA events have taken on a new level of professionalism this past year. The online scoring, new sponsor banners, and USAA banners add a consistent look to each event. Thanks to ESDF, there will be added prize money for USAT event in 2012.

CEO Parker reported that the area of Coach Development is coming along, albeit much slower than anticipated. This past year has brought the discovery of many structural barriers (another organization previously managing the certifications, poor past records, etc.). It has helped to bring the management back ‘in house.’ On a positive note, USAA will now be able to communicate more effectively and more often with its coaches and instructors.

b) 2011 Financial Review

CEO Parker reported that USAA restructured the chart of accounts this past year to be able to provide more accurate reports and the new chart of accounts enables managers to better oversee their individual programs. USAA is projected to end the year within budget. CEO Parker stressed the importance of the organization starting to plan for building more reserves over the next quadrennial.

c) 2012 National Events

After a great deal of discussion regarding the schedule for the combined U.S. National Target Championships and Easton JOAD Nationals event, the Board agreed that the U.S. National Target Championships event should be a Senior and Master event only, while the Easton JOAD Nationals would serve the needs of youth archers. This would also require those Juniors or Cadets who wish to shoot for the Senior United States Archery Team or other Senior international teams to register as a Senior at this event. USAA staff was to revise the schedule based on this input and return it to the Board for their review.

CEO Parker discussed the National Awards Policy and how it was intended to help keep costs down. However, the cost savings has not been worth the bad feelings and ill-will the policy has created. CEO Parker requested that the Board dissolve the current policy as written.

Motion to dissolve the National Awards Policy was brought forward, seconded, and passed with all in favor.

d) High Performance

After a detailed discussion on the proposed 2012 USAT Team Selection Procedures document, it was decided to have CEO Parker rewrite the proposal with the recommendations from the Board and present the proposals to the membership for further review.

The Board reviewed the World Cup eligibility document. Discussion arose regarding the expectations of coaches and team staff related to the responsibility for minor team members. The Board felt that more communication to parents related to what level of oversight would occur needs to be outlined. USAA staff will be drafting a document for parents to review on all trips where a minor is traveling on an adult team.

e) 2012 Budget

It was noted that USAA received increased funding for Olympic and Paralympic programs from the USOC for 2012. It was also noted that there are only three World Cup stages in 2012, rather than the usual four. It was also reported that ESDF and ATA have provided \$90,000 in funding for an Outreach position and support for 2012. CEO Parker also noted the main increase in revenue and expenses for 2011 are related to the income and expenses for the 2012 World Indoor Championships. CEO Parker noted that she prepared the budget very conservatively and expects to increase the revenues over what is currently budgeted.

Motion to approve the 2012 Budget as presented was brought forward, seconded, and passed with all in favor.

- f) Bylaws
Bob Pian, Chair of the Nominating and Governance Committee, received assurances from the USOC that it is acceptable to change USAA's bylaws so that the Chair position of USAA's Board of Directors may extend to a third, and final, two-year term.

Motion to amend USAA By-laws to extend the opportunity for the Chair to run for a third two-year term was brought forward, seconded, and passed with all in favor.

The current Board seats include a seat for grassroots collegiate. As USAA has eliminated the collegiate club and individual memberships, it was discussed that the Board consider holding a special election to replace the current seat with one that represents the constituent group for which that seat now represents (non-JOAD clubs).

Motion to proceed with a special election for this seat was brought forward, seconded, and passed with all in favor.

- g) Committee Review and Appointments
Motion to accept committee appointments as proposed was brought forward, seconded, and passed with all in favor.
- h) Unfinished/Other Business
CEO Parker is lobbying to have World Archery encourage countries that are hosting open events to accept non-national team members directly without any uniform restrictions. This is particularly applicable to the World Archery Americas events.

V. **Adjournment**

USAA Board of Directors entered into a private session to discuss USAA staffing.

Motion to adjourn the meeting was brought forward, seconded and passed with all in favor.

CEO Parker adjourned the meeting at 1:50 PM. MST.

Minutes submitted by: Kim Bartkowski

Minutes approved on: 6/4/2012