

USA Archery
2013 Annual Archery Assembly Meeting Minutes

Thursday, July 11, 2013, 7:00pm
Hotel Marriott, Hamilton, Ohio

USA Archery Board Members present: Chairman Bill Corbin, Erika Anschutz, Linda Beck, Cindy Bevilacqua, Belinda Foxworth, Nick Kale, and Skip Trafford.

USA Archery employees present: CEO Denise Parker, Mary Emmons, Guy Krueger, Cindy Clark. Additional staff members joined later in the meeting: Sheri Rhodes, Callie Grieser, Chris McCartney, and Jo Chouinard.

Copies of the minutes from the 2012 annual meeting and audited financials were made available for review. Additional documents made available were a Q&A Regarding SafeSport and Membership Initiatives for 2014 and the USA Archery Dashboard.

I. Welcome/Chair Report

Chair Bill Corbin introduced the USA Archery (USAA) Board and thanked Board members. He thanked attending members for their participation, level of commitment and passion for the sport of archery. Bill stated that it has been another successful year with 701 participants competing in the Easton JOAD and National Target Championships. The increase in both individual and club memberships along with sponsor support demonstrate a successful year. Bill announced that this will be his last year (due to term limits) as Chair of the USAA Board of Directors. Over the last 6 years the organization has grown to 3 million in revenue. Beginning with a leap of faith from Jim Easton of the Easton Foundations, which provided much needed financial support, the organization was able to triple its budget, recruit professional leadership and staff and build a Board that is more transparent and responsive to member concerns. Board priorities are for a more united sport. Going forward the percentage of member funded support needs to be balanced to keep the sport strong. Only a small percentage of what goes to the sport comes from membership dues.

II. Audit/Committee Report

Belinda Foxworth, chairperson of the Audit Committee, reported that one of the most important duties of the Audit Committee is to review the organization's financial statements. Belinda reported that Committee members met via conference call with USAA's independent auditing firm and reported that the Audit Committee is confident that the financial statements represent fairly USAA's financial condition. These statements are available on USAA's website at usarchery.org.

III. CEO Report

CEO Denise Parker reviewed the "dashboard" for USAA depicting the key metrics of the organization from 2009 forward: 1) growth of its financial assets; 2) individual, club and coach memberships; 3) participation in National Events; and 4) marketing and social media statistics (tracking unique website visitors and Facebook and Twitter followers). CEO Parker explained that the numbers in this report display the growth of USA Archery as incredibly strong. The goal of USAA leadership is to capitalize on the enthusiasm created from the 2012 Olympics and the

visibility brought to archery through 2012 movie releases. Mary Emmons, USAA Outreach Director is working hard to develop grassroots programs. Highlighted items were: 1) Individual membership is now at 7,603 members while at the end of 2011 only stood at 4,700; 2) Club membership now stands at 694 clubs; 3) USAA instructors and coaches numbers are up to 13,919 and growing steadily; and 4) USAT event participation is at record levels, National Indoor Championship participation is up 31%, and the 701 registrations for 2013 combined Nationals tournaments represents an increase of 29% from 2012. CEO Parker stated that one organization goal is to provide a more consistent experience for the athlete participating in the USAT events and that the upcoming World Archery vote regarding the elimination of the FITA round may cause an evaluation of the future of this round in USAA National events. Additional items depicting steady growth of the sport are over 350,000 unique web visitors, 14,900 Facebook followers and 11,500 followers on Twitter.

Key Partnerships-USAA leadership is focused on the development of key partnerships. One such partnership with the Archery Trade Association (ATA) and Easton Foundations is currently providing funding for strategic Outreach programs providing materials for instructors .

Customer Service-USAA has added staff in 2013 to support grassroots efforts.

Staffing Updates-two open positions have been posted, for USAA National Events Manager and National Teams Manager.

Current Priorities include the National records database and the finalization of the 2014 calendar.

IV Open Forum Discussion

Member comments/concerns included: 1) There is a need for more assistance in finding and gathering arrows left on the field at National Target Championships; 2) Concern that the tournament practice field at the same event is closed early due to weather; 3) Concern that the clout round for this event was cancelled as it is viewed by many as the final fun component of the tournament; and 4) the relocation of the Opening Ceremonies and BBQ to the hotel made it difficult from a social standpoint and that the band was much too loud in this venue.

Board Chair Bill Corbin asked USAA staff to look into these concerns.

Nominations and Governance (N&G) Committee Report- Bob Pian, Chair of the Nominations and Governance Committee, reported that there is an upcoming Board election for the Non JOAD Grassroots Club Director and Coach Director positions. Bob Pian invited members to think about service on the Board or on of its Committees and that the N & G Committee began to solicit candidates in May and June who are vetted. Once candidates are vetted they will be placed on the ballot.

2014 Membership Initiatives- CEO Denise Parker explained that the new membership policy taking effect in 2014 includes the addition of recreational and temporary membership options. These changes are going into affect to provide coverage for all individuals participating in USA Archery programs and/or events. Discussion occurred regarding the difference between club activity and events and when a club needs to obtain a sanction.

SafeSport Program- Denise Parker discussed SafeSport, the new program designed to promote a healthy setting for sport. SafeSport provides training and resources to help raise awareness about misconduct in sport and promote open dialogue. Part of the resources/toolkit is a 90-minute training video that is free for clubs, coaches, parents and athletes. SafeSport is designed

to assist clubs with the best way to set up to create conditions that promote the performance and wellbeing of athletes, and to help instructors with lowering risk.

Additional concerns- Other concerns raised by members included the age eligibility for Level II Coach certification and a request that national rankings be made available earlier to assist with the search for sponsorships.

IV. Adjournment of Business Meeting

Chair Bill Corbin adjourned the meeting at 8:25 EST with three points: 1) Members were encouraged to continue their passion for the sport of archery; 2) There will be the need to make tough decisions earlier rather than later; and 3) The USAA Board will continue to listen to its membership.

Minutes approved by the USA Archery Board of Directors-November 15, 2013