

***USA Archery***  
***2015 Annual Archery Assembly Meeting Minutes***

Thursday, July 2, 2015, 7:00pm  
Turner Surler Center, Decatur, Alabama

USA Archery Board Members present: Chairman Belinda Foxworth, Cindy Bevilacqua, Greg Easton, Dee Falks, and Skip Trafford.

USA Archery staff members present: CEO Denise Parker, Cindy Clark, Mary Emmons, Callie Grieser, Guy Krueger, Sheri Rhodes and Jon Taylor.

Audited 2014 USA Archery financials were made available for review.

**I. Welcome/Chair Report**

Board Chair Belinda Foxworth called the meeting to order at 7:05 pm. Board of Directors present introduced themselves followed by recognition of staff present. Chair Foxworth reminded the membership that 4 Board seats will be termed out at the end of the year and encouraged people to vote in the upcoming election.

**II. Audit/Committee Report**

Greg Easton, Chairperson of the Audit Committee, reviewed the 2014 Audited Financials and reported that the financials demonstrate the continuance of a favorable (low) overhead cost percentage and that USA Archery is in a good financial position. Cash reserves have been built up to the 6-month goal, which is a huge achievement.

**III. CEO Report**

Chair Foxworth turned the meeting over to CEO Denise Parker. CEO Parker's presentation provided an overview of USA Archery.

Membership - Membership growth has brought the organization to just over 18,000 individual members and over 850 Clubs. The organization's 35% growth over the last 12 months is both exciting and challenging.

Explore Archery - The Explore Archery curriculum was developed as part of a joint effort between USA Archery, Archery Trade Association and Easton Foundations to introduce those participating in local community activities (clubs, camps, Parks and Recs, Retail Pro Shops, National Archery in the Schools, YMCA's, Boy and Girl Scout programs and 4H) to the sport of Archery. 197 Explore Archery programs are currently registered and \$10,000 in grants has been allocated to these clubs.

JOAD Clubs - Currently there are 502 JOAD clubs across the country. A new club handbook has been developed and USA Archery continues to provide \$20,000 in grant funds to eligible JOAD Clubs annually.

Collegiate Archery Program - Current collegiate membership includes 42 clubs and 520 individual collegiate members compared to the 2009 membership of 435. \$75,000 in grant funds were awarded to eligible clubs in 2015. USA Archery will begin selecting teams for FISU events in 2016 and thereafter.

Instructor Certification - USA Archery currently has 16,000 certified Level Instructors bringing the total number of certified instructors and coaches across the country to over 20,000.

World Rankings- CEO Parker announced the current World Rankings for USA Archery National Teams: Men's Compound, 2<sup>nd</sup>; Women's Compound, 3<sup>rd</sup>; Men's Recurve, 4<sup>th</sup>; and Women's Recurve, 14<sup>th</sup>.

2015 World Archery Youth Championships Team- The U.S. team competed in Yankton, SD and the promising results were 8 Compound medals and 6 Recurve medals.

2015 World Archery Championships Recurve Team – Three women and three men have been selected to represent the United States in Copenhagen. Women selected were Khatuna Lorig, LaNola Pritchard and Ariel Gibilaro. Men selected for the team were Zach Garrett, Brady Ellison and Collin Klimitchek

Events and Event Participation – CEO Parker displayed a graph showing the growth of participation in events since 2009 stating that the growth and size of National events continue to be challenges. 916 people registered for the combined 2015 National Target Championships and Easton JOAD Nationals events.

#### **IV Open Forum Discussion**

1) Member Question: What attributed to the growth in membership? Answer (CEO Parker):

While Hollywood contributed to the growth (Hunger Games, Brave, etc.) it is not the whole story as a sport; USA Archery's partnership with the Archery Trade Association and Easton Foundations enabled the sport to capitalize on this boom. USA Archery has a stronger local and state competition network than in the past and the goal is to continue to grow but likely at a slower rate.

2) Member Question: How is the decision made to allocate \$20,000 of grants to JOAD and \$75,000 to collegiate clubs (and not to other groups)? Answer (CEO Parker): The Grant funding has been determined by the priorities of USA Archery funders. One of the biggest challenges (for a non-profit) is the allocation of resources.

3) Member Question: Are there any plans to add the Masters Division (to the USAT events)? Answer (CEO Parker): There has been pushback from local organizers on this. They are hesitant to add more divisions when they are maxing out their registration numbers. The request following CEO Parker's response was to please not overlook the masters.

4) Member Question: Who represents the Masters (on the Board)? Answer (CEO Parker) - Skip Trafford, non-JOAD Club Grassroots Director as well as Greg Easton, At Large Director.

5) Member Question: Has there been any discussion about adding another USAT event? Response (CEO Parker): USA Archery continues to look at opportunities, particularly in the northeast, and is exploring new venues.

6) Member Question: I am interested in making a National Team. How can I get involved in International Events? Answer (CEO Parker): There is a specific qualification process for being selected (for participation on the team) and there are some additional international events in which you can participate. Guy Krueger (USA Archery High Performance Manager) can help with further detail on the selection process.

7) Member Concern/Statement: Would like to get an opportunity for Master to get rankings to select International Master Teams even if the travel would be self-funded.

8) Member Concern: The layout of the field makes it difficult for families to make eye contact with their archer. The response was that the field was broken up to avoid a 200-target line.

9) Member Question: What requirements are there for getting a Coach Credential? Answer: - the only requirement is to be a USA Archery member. There has been some concern from the

athletes as they feel that they should be able to have anyone they request be able to be on the field. Further discussion followed.

10) Member Concern: Why is there not more recognition of the event from the community via signage? Melinda Dunn, from the CVB responded that she would bring this feedback back to the CVB.

11) Member Concern: How can someone get a copy of an electronic scorecard? Member was assured that this is not a problem.

12) Member Question: What is the process for the upcoming election? Answer: The Nomination and Governance Committee will take nominations from the membership and following review of the nominations will put forth an election slate.

#### **IV. Adjournment of Business Meeting**

Chair Belinda Foxworth thanked all members who came out and adjourned the meeting at 8:28 p.m. EST.

*Meeting minutes approved by the Board of Directors on November 20th, 2015*