

2020 Annual Meeting Minutes

August 19, 2020 | 6pm MT | Meeting held virtually via Zoom

Staff in attendance: Rod Menzer, Mary Emmons, Sarah Boyd, Callie Grieser, Leticia Malavasi, Cindy Clark, Emily Beach, Brad Fiala, Sam Bauer

BOD in attendance: Julio Mazzoli, Brady Ellison, EG LeBre, Dee Falks, Mike Cullumber, Rob Kaufhold

Total member attendance: 74

- Rod introduced meeting and BOD in attendance
- Rod and Mary discussed the following:
- Grant program awards – awarded almost \$135k year to date
 - Goals: develop female, collegiate and adaptive coaches, grow collegiate and JOAD clubs, and we do a lot in the space of veteran grants
- COVID-19 impact and overview – good response to member engagement tools including newsletter, webpage, return to training guides
 - Collegiate eligibility extended for one year since season was cancelled
- Athlete elections – discussed eligibility requirements and seats open for election (USOPC AAC, USAA AAC, USAA Para AAC, BOD)
 - USA Archery contacted all eligible athletes with information on eligibility and nomination – if you believe you are eligible and did not receive info, contact us at info@usarchery.org
 - Reviewed timeline for election process
- Organizational updates
 - Giving games overview – fundraising initiatives
 - Customer service training, using Zendesk to track performance and responses, surveying customer satisfaction
 - Governance – revised BOJ hearing procedures, new background screen appeal process, new SafeSport reporting procedures, etc.
- Athlete Safety Updates
 - Refresher 2 course now available, refresher 3 coming fall 2020
 - Once all refresher courses are completed, the Core Course will be required again
 - Revised MAAPP coming Jan. 1, 2021
 - New athlete safety procedures for event organizers and event personnel tracking tool launched this year
 - Reviewed number of cases USA Archery and U.S. Center for SafeSport have received since 2017. Center takes cases on sexual or physical abuse and additional cases at their discretion (especially those with a conflict of interest, i.e. involving USAA staff) and USAA takes cases on bullying and harassment, etc. USAA prepares cases for BOJ, who hears the case and decides sanctions and then

USAA implements sanctions – overall, cases are down, and we currently have 5 suspended members.

- Outreach Marketing Initiatives
 - Digital advertising campaigns with MSO, adaptive and collegiate organizations
 - Newly updated Club Handbook – online free resource
 - Expanded R3 initiatives
 - Conducted virtual clinics for Move United and the Endeavor Games
 - Fun t-shirt design contest
- Corporate sponsorships
 - New partnerships with Black Gold, Vortex, AccuBow, Stop Breathe Think App, ERREA – some are member benefits, and some are revenue sharing programs
 - Some corporate partners paused sponsorship because of COVID impact but hopefully will resume later, USAA has remained flexible to deliver on agreements
- Membership dashboard
 - In March of this year, we were at an all-time high on individual and club memberships, but we've been impacted by COVID-19 and it has declined by 10% since then – common across all sports but USAA was not exempt. Likely due to financial hardships, event cancellations, USAA members inability to attend camps and events or hold courses, but we hope to see members come back when we resume normal operations and will continue to be creative in virtual engagement and expansion of member resources
 - Launched free trial youth membership for S3DA, NASP and OAS participants
 - New membership dashboard/SSO
 - Bullseye benefits member discounts program
 - Launched 2020 USA Archery Event Magazine – free digital resource
 - Increased sponsorship opportunities for USAT archers
 - 30% tuition discount with DeVry University and free courses for USAA members and family – conducted two member-only online open houses
- Website and Communications updates
 - Updated become a member page, clearer call to action
 - New membership discount page
 - New look and feel for newsletters
 - Social Media – USA Archery continues to dominate social media over all other national archery organizations. Social media audience is largely fan-based, we continue to grow and appreciate member engagement online
- Event Participation
 - In 2019, set attendance records at every national event and we hoped to continue trend in 2020 before COVID – we are now expecting lower attendance rates but would like to see numbers grow again in 2021.
- Selection procedure updates – reviewed updates that have been published following COVID-19 impact
- 2021 international events calendar – overview of some major international events

- Tokyo Games have been postponed to almost identical dates for 2021. USAA will resume trials in 2021 at stage 3 for Olympic Trials and Stage 1 for Paralympic Trials
- Three world cup stages – prior to stage 3 there will be a final Olympic qualification tournament in Paris at the same venue
- World Games, Field and Para Championships moved to 2022. Field may be combined with 3D – slated for Yankton, SD
- World Archery has blocked time frames going forward, which will help us with future national event planning.
- State and national events update
 - Champions purse – increased payouts in depth and amount – 100% payouts. Distributed almost \$6k to 11 athletes in two events so far.
 - Indoor state championships hosted in 24 states and 7 states had record participation
 - For indoor nationals this year, we're reevaluating format and protocol in light of COVID-19, trying to get creative to be able to continue holding events as it is our largest event each year with close to 5k participants
- Athlete support programs
 - Enhanced suite of benefits for collegiate all American, RA, RED Program athletes, etc. including career support, high performance culture development and mental health resources
- 2020 Camp programs
 - While many camps were cancelled, we were able to hold a para USAT camp, international camp with 84 athletes from 15 countries and virtual camps for RED program
- Coach and Judge Development
 - Moved national symposium to a virtual event – 18 sessions with 25 speakers between now and November. Great attendance and registration you can sign up for single series or the entire symposium and you get digital recordings
 - 12-month club excellence program
 - L1 and 2 certification courses at ATA show for retailers – we expanded partnership with ATA for 2021
 - Updated L1 and 2 certification materials
 - Hosted 5 free Judge webinars
- Adaptive and Para archery update
 - Para divisions added to collegiate events
 - Updated adaptive manual, expanded video series
 - VI archery is now included in VA monthly grant program
 - New digital marketing brochures
 - Expanded para classification opportunities for 2020, but many were later cancelled due to COVID-19
- Coming soon!
 - Updated strategic plans through 2028

- New USA Archery Virtual Tournament App for club and open tournaments
- New online course offerings for judges, instructors and coaches
- 2020 Budget
 - Budget passed for this year was around 4.9M, but because of COVID-19 the EOY budget will vary
 - Revenue and expenses overview provided in presentation
 - As the NGB for archery, High Performance will almost always be our largest bucket item for expenses, however when you look at grassroots, coach education and membership combined it equals 30% of USAA expenses towards outreach
 - Cuts we're seeing across USOPC and NGBs – all facing significant financial struggles including bankruptcy, selling property, cutting staff, etc. USA Archery received PPP loan, but we are still expecting budget shortfall of \$300k this year.

Q&A:

- DON: According to Section 7.23. Minutes of Meetings of the BOD ByLaws states A summary of the minutes of all meetings of the Board of Directors shall be published on USAA's website. The minutes will be unofficial until approved at the next scheduled board meeting, upon which time will be published on USAA's website. The year 2020 is almost 2/3 gone and there are no minutes available on the website. Could you please explain why? In past years telephone meeting minutes have been available as well
 - USAA: we have two scheduled BOD meetings, one in the Spring and one in the Fall. All Spring minutes will be approved in the next scheduled meeting in the Fall and will then be posted.
 - Don: But in the past telephone meeting minutes have been included on the website. The answer doesn't appear to follow prior year practices.
 - Julio: There is no intent to post minutes once a year. The typical practice is to have the previous meeting's minutes approved at the subsequent meeting and then posted immediately. Again, 2020 presented some unique challenges.
 - Don: Also, if minutes are also posted once a year how does a member learn what the BOD is doing for its members. I have been on BODs before and I have never heard of posting minutes as infrequently as USA Archery
 - Julio: There is no change in practice, but USA Archery has faced several unique challenges in 2020 that have resulted in our not being as timely with respect to the posting of meeting minutes.
 - Don: Understandable. Thank you for the replies, it is appreciated.
- Mindi Freds: Where do we find the qualifications for the athlete elections?
 - In the USA Archery Bylaws in the resource center at usarchery.org
- Lori Cieslinski: Safe Sport - Is there a way to do a group session for our volunteers to get a large number up to snuff at once? And how to best accommodate all the requirements for our volunteer help? Without USA Archery membership it gets much more complicated.

- Unfortunately, SafeSport training is not offered in a group setting. However, volunteers who are not members of USA Archery can take SafeSport for free within the USA Archery memberships services platform. This will require some pre-planning, or it can be done onsite in about 30 minutes.
- Lori: What are the requirements for volunteers... maybe that is where I get stuck. Background screening? SafeSport? Membership?
- The answer depends on the volunteer's role – i.e. Field set up, food vendors, or those off the field of play with no athlete interaction, can be exempt, but volunteers in registration, interacting with athletes, or in a contractual role, they must have BG screen and SafeSport training. They don't have to become members. This is all outlined in the new athlete safety procedures for event organizers at usarchery.org.
- Christine McCartney: Does the NAA Foundation support any grant funding to any USAA programs?
 - The NAA Foundation provides unrestricted direct funding to USAA itself, not any specific USAA program
 - Christine: Has USAA established a committee to review nominations for the Thompson Medal Award?
 - USA Archery staff reviews award nominations for the Thompson Medal.
- Tom Hinojosa: I'm getting inquiries from college students wanting to start an archery team/club at their college or university. However, they are often facing resistance from their school's administration citing archery equipment as either "weapons" or "too dangerous" and therefore not allowed on campus or in affiliation with the school. Does USA Archery have any helpful resources or strategies to help establish new college archery programs?
 - Yes, please contact clubs@usarchery.org to obtain these resources
- Carl Greene: What are the social media measurement's? Are they reactions or followers?
 - Followers
- Clint Montgomery: National events in Texas?
 - The Texas Shootout USAT event is held every other year, switching off with the Buckeye Classic, so we should be back for 2021! National events are publicly open for bidding and bid packets are publicly available on our website during all bid periods
 - Clint: What are sponsorship and advertising opportunities in USAA social media or online magazine?
 - We have a large suite of advertising opportunities! contact us at info@usarchery.org for a full listing of options and pricing
 - Clint: ? How could number of certified instructors and coaches be greater than membership? Looks like all members are coaches...
 - Level 1 instructors are not required to be USAA members unless they are participating in a USAA club, event or activity.
 - Clint: The free membership for NASP, S3DA is great! Y'all might want to include awareness of ArchersQuest.info for engagement and sustainable participation

for those programs and JOAD. It has really been substantial for our JOAD program!

- Thank you for the suggestion. USA Archery has a JOAD achievement award program in place.
- Clint: Is there an endowment fund for USAA or just Ann Hoyt Fund?
- There is the NAA Foundation, started with money from the 84 Games and they give us annual proceeds from that money that they've been stewards of. It is largely an emergency fund that we don't touch unless we have to.
- Clint: In the Grassroots category, access to places to shoot is very apparent problem in most states. Is there a plan to support future permanent archery infrastructure, as USTA has built tennis courts across the country?
- We do not currently have the infrastructure and budget for this, but with our explore archery grant program, we're seeing more permanent ranges built as communities recognize the need.
- Mindi: As a parent, how would I go about helping my son qualify for these international tournaments?
 - Great question! The best thing you can do is be informed on selection procedures. We actually have a whole session on this topic in this year's Virtual Symposium - knowing the procedures, how to prepare mentally and physically, and how to support as a parent, etc. make sure you check it out at usarchery.org
 - Mindi: Where are the restrictions for this year's tournaments listed?
 - Yes, it will be the same as we had for Target Nationals, available on our website
- Anonymous: what was the thought in carrying the indoor nationals' finals to September in conjunction with the NFAA combination events. With minimal opportunities for USA archers and members and SoCal scheduled the following week, why isn't the event being held at Chula Vista at the event so that USA archery members have a reason to attend and support their fellow archers.
 - We're adhering to commitments we originally made through partnerships with NFAA, Competition Archery Media, etc. and at this point in time, we're not yet sure the Chula Vista event will happen
- Anonymous: Is a Family Membership counted as (1), or is each member of a family membership included in those statistics?
 - Each member of the family is included
- Kathleen Stevenson: I would also like to see a balance sheet along with the budget revenue/expense Thanks!
 - They are posted to the USA Archery website in the resource center
- Anonymous: Are the free NASP and S3DA youth memberships included in the total member count as of August?
 - We are not sure if they were included, but last check we had around 200 so if included, it would be a smaller number. We expect to see numbers climb when schools go back into session as we launched while schools were out. Marketing rollout may alter depending on COVID-19 situation.

- Anon: Does the revenue classification for event income directly align with the expenses for national events? Seems like a large deficit between the two.
 - The two do not directly align.
- George Tekmitchov: Japan just had a very successful ‘virtual event’ with over 1000 participants from across the globe. Any plans being made for a similar outdoor event for USAA before the season is out?
 - The new Virtual Tournament app will allow international participation and we hope to see numbers like this!