

USA Archery
2013 April Board of Directors Meeting Minutes

Friday, April 13, 2013
Colorado Springs, CO

I. Welcome/Chair Report

Chairman Bill Corbin called to order the Board of Directors Meeting of USA Archery (USAA) at 8:00 a.m. MST on Saturday, April 13, 2013. Bill welcomed new Board member, athlete representative Nick Kale. Due to term limits Bill Corbin's role as Chair and independent Board member will come to an end after 2013.

II. Roll Call

The following USAA Board members were present: Chairman Bill Corbin, Erika Jones, Linda Beck, Cindy Bevilacqua, Greg Easton, Belinda Foxworth, Tom Green, Nick Kale, Brian Sheffler, and Skip Trafford.

USAA Staff: CEO Denise Parker, Cindy Clark

III. Approval of Minutes

Motion to approve the minutes from the November, 2012 Board of Directors Meeting was brought forward with a date correction in the Committee Review and Appointments section, seconded; motion passed with all in favor.

IV. Financials

CEO Denise Parker presented the pre-audit 2012 financials. Barring any audit changes the financials look positive with income of \$292,000. Some of the revenue is grant restricted and will be expensed in 2013. Denise explained that inventory assets were moved to a third party warehouse in 2012 and that these sales will grow to be a large source of revenue. 2012 budget variances were reviewed with Board members. The Board members were also provided with a report of 2012 Board of Directors payments. The National Archery Association Foundation financial statements were also reviewed for the year ending June 30, 2012. The Foundation shows assets of 1.8 million.

IV. CEO Update

- a) **USA Archery Dashboard-** CEO Denise Parker presented 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). Membership numbers are strong and new features to the membership system will enable the organization to better capture coach certification numbers. A coach locator has also been added online to help members find certified archery coaches. USA Archery events continue to grow. There were 2,388 participants at the last Indoor Nationals events and registrations for the AZ Cup were 380 compared to 267 from last year. While strong attendance is positive Denise cautioned that we want to avoid having to turn people away since attendance is a requirement for team selection and ranking. The Gator Cup will serve as the World Championship Team Trials. There will be some format changes to

National Target Championships as the format will be a single FITA. World Archery has announced that the fall session will include a proposal to remove the FITA round from the World Championships.

- b) **2013-2016 Quad Goals**-CEO Denise Parker presented the strategic outline for the Quad 2013-2016 including organizational values and key objectives for success.
 - a. Top performing country in international competitions – High performance strategies and goals were identified for achieving this objective;
 - b. Increase number and satisfaction of members-membership growth – strategies were included along with identifying goals for the upcoming quad.
 - c. Increase number of certified instructors/coaches-coach development strategies and goals were included.
 - d. Provide quality grassroots programming and increase outreach partnerships- Outreach program key growth strategies were listed and goals identified.
 - e. Enhance the profitability and structure of USAA events – USAA event strategies were described along with the event goals to accomplish the objectives.
 - f. Increase the financial and administrative strength of USAA – Strategies and goals were identified recognizing that research has shown that strong administration produces better financial and high performance results.

V. **Policies and Procedures**

- a) **Revised Coach Policy**- Policies for International and National events were presented for review. Language was added for filing a complaint and for clarifying the process and intent. *Motion to accept policy as proposed was made; Motion was seconded and was passed with all in favor.*
- b) **Para World Championship Procedures**- policy identifies the qualification and selection process for Para World Target Championships and includes qualification changes adopted by World Archery. *Motion was made to approve the policy; motion was seconded and passed.*
- c) **Membership Proposal**- The membership proposal to come into effect in 2014 includes offering several levels of membership for individuals, families and clubs in order to capture program participation data that enables to the organization to provide liability coverage for each. These proposed changes include Temporary and Recreational individual memberships along with Affiliated and Contributing Organization memberships. *Motion was made to accept the membership proposal with an increase to the recommended temporary memberships; Motion was seconded and passed with all in favor.*
- d) **Bylaws Revisions- Bylaws revisions were proposed as follows:**
 - a. Article V-Membership-Pages 6 through 9-changes incorporate the additional recreation and temporary memberships, clean up the language regarding the Affiliated Organization membership and clarify the membership period following payment of dues;
 - b. Article VII Board of Directors-Pages 13 through 18-changes include updated language to be consistent with how the Board members are termed and to remove the original Board transition language; Changes also clarify that there is no term limit for the Affiliated Organization Director. The last change was regarding the posting of the Minutes of the

Board of Directors meeting which remain unofficial until approved at the following Board of Directors meeting;

- c. Article IX Committees- Page 26-updated to remove the original Bylaws Committee transition language; Article X.-Page 33-Annual Archery Assembly- Removes the agenda format for the Annual Assembly;
- d. Article XXIII-Page 56-59-Changes remove the transitional language, outline membership categories reflective of the membership policy, bring the By-Laws in line with current practices and remove some language regarding the Dallin Medals. Discussion followed regarding removal of the entire section 24.6 regarding Prizes and Trophies;

Motion was made to remove section 24.6 and accept all other proposed changes to the Bylaws; Motion was seconded and passed.

VI. Program Updates

- a) **Sanctioned Events-Records-** A preliminary records report was distributed for review along with USA Archery **Records Information**. This listing will be unofficial until a period of dispute process is completed. Discussion was had around the need of a timeframe for disputes and claims and a process to dispute a record. Records will be posted online. Discussion followed regarding the timeline of this process. Board members Cindy Bevilacqua and Linda Beck will review the information for records and work with the staff on implementation.
- b) **Outreach Plan-** CEO Denise Parker presented the Outreach Development Plan including some history of how the initial Archery Trade Association (ATA) partnership developed into the recognition of a collective interest between ATA, the Easton Foundations and USA Archery. This partnership is formed to develop a robust curriculum plan for Level 1 & 2 Coaches, Explore Archery, a comprehensive and progressive educational curriculum using skills and activity guides that can be used by all partners, and to increase the presence and sustainability of USAA Junior Olympic Archery Development (JOAD). This project comes with a large price tag and all partners are putting in dollars and staff toward this project. The Easton Foundations have approved the carryover of unused 2012 funds to the project budget. This may be an opportunity to add these additional funds to be included in a revised 2013 budget. A 2013 proposed project list was distributed along with how the addition of carryover funds would affect the 2013 USAA organization budget. Staff was directed to review the budget to make sure that it is complete.

VII. Office/Staff Update-

National Events Mgr. Katrina Weiss has left to work for a defense contractor. The timing has not provided the opportunity to conduct a full search for a new National Events Manager so Jenni Edmunds has been contracted to assist with the Outdoor Nationals event this year. Jenni is proficient in event logistics and Coach Development Manager, Sheri Rhodes, will provide technical expertise.

VIII. National Target Championships/JOAD Nationals

CEO Denise Parker reported that registration for the Easton JOAD and Target National Championships is about to open. The five day schedule was reviewed and a suggestion

was made to move the EJN team round on day 4. Chair Bill Corbin requested e-mail updates regarding registration numbers. Some further discussion was made regarding safety policies.

IX. BOD Chair Position

A list of potential independent chair candidates provided by USOC was reviewed. Discussion followed regarding what skill sets are needed for this position. Independent Board candidates will go through the Nominations & Governance Committee to vet and appoint. Some possible strengths and skills mentioned that would be of value were 1) Fundraising and marketing/brand development background 2) Communicative, 3) Interactive & involved, 4) Background in mergers and acquisitions, and 5) Information Technology expertise.

X. National Archery Association Foundation Appointments (Mark Miller/Bill Corbin)

Mark Miller's term has expired and CEO Denise Parker recommended that the Board approve Mark to serve a second 3 year term on the Foundation Board (2013-2016). Cindy Bevilacqua was nominated to replace Bill Corbin on the Foundation Board. *Motion was made to approve that Mark serve a second term on the Board; Board member, Belinda Foxworth abstained from voting; motion was seconded and passed. Motion was also made for Cindy Bevilacqua to take the second seat available on the Foundation Board; Motion was seconded and passed with all in favor.* Staff will need to check with Jane Johnson regarding other positions on the Board and their terms. Greg Easton's term may end at the end of 2013.

XI. Committee Review and Appointments

The updated USAA Board and Committee Summary document including terms of service was reviewed. There was discussion of staggering Athlete Advisory Council terms if there is no USOC requirement to have 4 year terms. A 4 year term is a large commitment for many athletes.

XII. Unfinished/Other Business

The April 3, 2013 JOAD Committee Report was included as part of the Board meeting materials for review.

XIII. Adjournment

The meeting was adjourned at 12:30pm

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