

USA Archery
2012 June Board of Directors Meeting Minutes

Monday, June 4, 2012
Colorado Springs, CO

I. Call to order

Chairman Bill Corbin called to order the Board of Directors Meeting of USA Archery (USAA) at 8:04a.m. MST on Monday, June 4, 2012. Bill expressed his appreciation for the work that went into making the Olympic Trials event a success and acknowledged the great depth of our Olympic Team. Newly elected Board member Skip Trafford was welcomed representing the adult club (non-JOAD) membership. USAA's new Outreach Director, Mary Emmons was introduced.

II. Roll Call

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

USAA Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Teresa Iaconi, Guy Kruger, Coach Kisik Lee, Katrina Weiss

Guests Present: Tom James, USAA Attorney; Ken Waugh, Waugh & Goodwin Associates (external auditor)

III. Approval of Minutes

Motion to approve the minutes from the December, 2011 Board of Directors Meeting and the April 2012 Conference call was brought forward, seconded, and the motion passed with all in favor.

IV. CEO Update

- a) CEO Denise Parker announced the accomplishment of the selection of the Olympic Team members and that the Olympic Team Staff have also been selected. She thanked USAA Board members for their support noting that the organization has come a long way in the last four years.
- b) CEO Parker presented a "dashboard" for USAA depicting the key metrics of the organization: 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 web visitors and Facebook and Twitter followers). Ongoing efforts are being made to drive more traffic to the website. Due to a change in the media content agreement for 2013, USAA stands to lose \$25,000 in funding in 2013 if unique visitor numbers do not increase to 250,000. Discussion followed on an approach for developing coach certifications.
- c) An overview of the organization (organization chart) was provided for Board review

- d) CEO Parker announced that on June 13th a signing party was held at the Chula Vista Training Center formalizing the USOC, USAA and Easton Foundations agreement to build a new 40,000 square foot state of the art archery field house. CEO Parker followed up with how exciting this is as it represents such a huge opportunity to further improve the competitiveness of USA archers on the international stage. She thanked Easton Foundations for its efforts to bring this to fruition.
- e) CEO Parker reported that the Women's Team has so far secured just one spot for the Olympics and will look to secure the other two spots at the Ogden World Cup June 19th through 24th.

V. Financial

- a) 2011 Audited Financials were presented by USAA's outside auditor, Ken Waugh. Ken presented that the audited financial statements represent a clean opinion and that there were no difficulties encountered in performing the audit. The required management letter did not list any accounting practices to be changed nor were there any adjusting entries or disagreements with management in the course of the audit. They did note in the letter that USAA is in the process of finalizing its Document Retention and Destruction Policy and recommend that this policy be formally approved by the Board of Directors, Ken further stated that USAA is currently in a strong financial position. Ken proceeded to review the drafted Form 990 which had been distributed to Board members earlier for examination. Ken noted that in 2008 the IRS greatly expanded this form to include governance practices. The public version of the 990 will also be posted on guidestar.org following its filing with the IRS.

Motion to accept the audited financials and approve the filing of the 990 as presented was made, seconded, and the motion passed with all in favor.

- b) CEO Parker presented the Profit and Loss Statement and Balance sheet through March 31, 2012 displaying variances between 2011 and 2012. A variance overview sheet was provided to explain line item differences between the 1st Quarters of 2011 and 2012. Discussion followed to determine at what level of variance the Board would like to see explained. The Board determined that they were comfortable viewing variances for line items of over 10% and over \$5,000.

VI. High Performance

- a) Travel Policy- The drafted International Teams Event Participation and Travel Policy was presented outlining the organization's expectations related to international teams and travel. In addition to general conduct, the document sets forth general guidelines for team members, staff and parents related to when athletes can and cannot travel alone on international teams and guidelines regarding how staff oversight will differ depending on whether the event is a youth team vs. a senior team. Discussion occurred regarding the need for a separate domestic travel policy. This international policy will be used as a

guideline / protocol for current use and the Board requested that staff review the policies of other NGB's with younger athletes traveling internationally for suggested additions.

- b) BOJ Hearing Guidelines-The Board of Directors along with USAA attorney Tom James reviewed the complaint procedures currently defined in the By Laws. Discussion included the timeline for filing a grievance and what timeline would assure that the CEO has the opportunity to resolve agreement before the filing of a grievance is required. The Board members discussed that a 60 day timeframe should be adequate to file a complaint and agreed that the language for a 60 day timeframe be added to the appropriate section of Article XV of the By-Laws for future By Laws amendment consideration.
- c) International Event/Team Sanction Policy-The Board reviewed the drafted International Events Sanction Policy related to individuals wanting to attend international competition who fall outside of the official delegation sent by USA Archery. The policy outlines the requirements that must be met prior to USA Archery reviewing a request for a sanction, and general guidelines related to the travel and participation of those athletes. No action was taken at this time to allow for some minor changes to the drafted policy.
- d) USAA Personal Coach Policy-The Board reviewed the submitted draft of the USAA Personal Coach Policy. Discussion followed regarding the Level II requirement included in the draft. Members agreed that the Personal Coach must still be a USA Archery member who has accepted all required waivers. Final determination for issuing a credential for international events will remain with the team Head Coach and in national events with tournament organizers and officials.

Motion to accept the drafted policy minus the Level II certification requirement was made, seconded, and the motion passed with all in favor.

- e) Olympic Preparation- Coach Lee thanked Board members for attending the Olympic Trials showing support for the archers. Coach reported that the men's recurve division has produced the number one ranked individual archer in the world in addition to the number one ranked team in the world. The women's team has improved drastically over the last two years and has had some international success. The Women's Experience Program was developed to develop a more cohesive yet competitive environment and to create and foster international excellence. To help create a team environment the services of Fernando Lopez, a Sports Psychologist who specializes in team building were utilized. Following the trials the Olympic Team will come together to work on team training/team building at the Olympic Team camp June 11-16 in Chula Vista. The Olympic team will be leaving for London on July 16th.
- f) Selection Procedures-Assistant Coach Guy Krueger presented the drafted Qualification and Selection Process for the 2013 World Championships, 2013

World Youth Championships, and 2013 Para World Target Championships. Event specific national ranking points earned will also be included in these procedures to increase points available to create enough of a difference between the athletes. Coach Guy reported that the challenge with Para ranking is that some divisions have less than 8 athletes. Developed selection procedures were made with the intent to provide more consistency throughout the team trials processes.

Motion to accept the drafted policies was made, seconded, and the motion passed with all in favor.

- g) USAT Selections- Following the December Board meeting 3 proposals for 2014 National team eligibility were distributed to members for feedback. The poll results indicated very close support for all three of the proposals. The Board members decided to take the highest supported proposal (#1) which had 37 votes and determined to have a run off voting with the membership with the next highest vote getter, proposal #2, which had 29 votes (Proposal #3 had 27 votes). The Board felt that the vote spread between all three was not convincing enough to determine the real feeling of the membership. More information related to these proposals will be discussed during the annual meeting in Hamilton, Ohio.

VII. Office/Staff

- a) Coach Lee Contract- the Board discussed the agreements and language in the Head Coach contract for the next 4 years.
- b) Lease-CEO Parker provided a copy of the drafted office lease for the possible new location of the National Office in Colorado Springs. The potential location will provide the much needed additional office and storage space located in the building owned by Volleyball and shared with other NGBs. The overhead expense is based on the space occupied. No action was taken

VIII. Events

- a) 2013 National Schedule-Operations/National Events Mgr. Katrina Weiss presented the proposed planning calendar.
- b) Records-There are currently 2800 records being maintained by USA Archery. Efforts to combine and streamline this process and maintain the most accurate database resulted in the proposed system which will reduce the number of records to approximately 500. With this new policy only official World Archery rounds will classify as a record applicant. Only records shot at Star FITA events will be considered for record submission. If a record is broken at an international WA sanctioned event by a USA Archery member who is also a U.S. Citizen, the record will be eligible for acceptance as a U.S. National Record. In addition, all records applied for will be considered U.S. National Records; there will no longer be a difference between Star FITA and National, so the term U.S. record will stand for all. Archers will have until July 1 to break current records that cannot longer be broken under this policy. Records for Junior Olympic Archery

Development (JOAD) rounds and events will still remain a separate record based on differing qualifications

Motion to approve the National Records proposal as presented was brought forward, seconded, and passed with all in favor.

IX. Outreach Efforts

Outreach Director, Mary Emmons introduced herself with an overview of her background and experience as an Archery Education Specialist focused on growing Grassroots programs for 10 years. Mary presented an update of the Outreach program and listed Outreach program goals as: 1) Develop an integrated method to engage and advance existing and new youth and adult archers through USA Archery programs utilizing program and funding partnerships with groups such as the military, Boy and Girl Scouts & State agencies; 2) Increase number of instructors at grassroots level; 3) Grow program participation; 4) Incentivize club growth; 5) Increase program income; 6) Improve customer service; 7) Improve the website; 8) Utilize“ how to” modules; 9) Provide more grants; 10) Promote and simplify equipment sales; 11) Develop program locator; 12) Increase tournament participation; and 13) Increase certification course availability.

X. Committee Review and Appointments

CEO Parker led the Board in a review of the USAA Board and Committee Summary.

Motion was made to appoint Skip Trafford to the audit committee was brought forward, seconded and passed with all in favor.

Further discussion was made regarding nominees for the vacant seat on the Board of Justice. CEO Parker will follow up with additional recommendations.

XI. Unfinished/Other Business

- a) Board discussion was held regarding the relationship between USAA and College Archery. Tom James, USAA attorney, reviewed the Sports Act Provisions under the USOC By-Laws with the Board and reviewed sanction procedures.
- b) Skip Trafford delivered a presentation regarding the need for USAA to provide a crossover program that develops young talent into the discipline of field archery.

XII. Executive Session/Adjournment

The USAA Board of Directors entered Executive Session at approximately 2:00 p.m. Mountain. They adjourned the meeting during this session.