

**USA Archery**  
**March 2020 Board of Directors**  
**Meeting Minutes**

Saturday and Sunday, March 7-8, 2020  
Salt Lake City, UT

**I. Welcome**

Chair Julio Mazzoli opened the meeting at 8:11 a.m. M.T. on Saturday, March 7, 2020 and welcomed Board members.

**II. Roll Call**

The following USA Archery Board members were present: Chair Julio Mazzoli, Bruce Cull, Mike Cullumber, Brady Ellison, E.G. LeBre, and Reo Wilde.

The following USA Archery Board members joined via conference video: Dee Falks, Rob Kaufhold, Jennifer Rottenberg, and John Stover

The following USA Archery Staff/Guests were present: CEO Rod Menzer, Chief of Sport Performance and Organizational Development Mary Emmons, Assistant Head Coach Chris Webster, Director of Sponsorships and Donor Engagement Geri Woessner and Guest Greg Easton, Easton Sports Development Foundation.

Director of Marketing & Membership Services Emily Beach and Director of Finance & Operations Cindy Clark attended via video conference.

**III. Review of Agenda for Board Member Potential Conflict of Interest**

Chair Mazzoli led the Directors through a review of the meeting agenda for potential Board member conflicts of interest. Board members did not identify any agenda items for which they felt they should recuse from discussion or voting based upon personal benefit. Chair Mazzoli reminded members to bring up any potential conflict should one surface during the meeting.

**IV. Minutes, December 7- 8, 2019 Board Meeting**

Draft minutes of the December 7-8, 2019 Board Meeting were distributed prior to the Board meeting for review. *Motion was made to accept the minutes as submitted. Motion was seconded and passed with all in favor.*

**V. Organization Review**

- a) **Transgender Policy** -CEO Menzer reported that the organization has received requests for a transgender policy. There is some confusion on the best way to move forward as the IOC policy is very old, and the NCAA has their own policy, Ms. Emmons will take the lead to develop the transgender policy, and Mr. Menzer requested that if Board members have guidance to share to please offer their assistance. Discussion was held about state funding non-discrimination requirements for collegiate athlete competition.
- b) **Dashboard**- CEO Menzer reported on the key metrics of the organization noting that memberships were up 200 over the end of 2019. JOAD club membership has also increased, as well as the number of instructors and coaches. Indoor participation is up approximately 600. Discussion was held regarding the effect COVID-19 could have on

event attendance. Further discussion was held regarding the possibility of analyzing how many athletes are shooting above a certain score. Staff will put together a plan for the development of the athlete pipeline for discussion at the next Board of Directors meeting.

- c) ***Update on Customer Service-*** CEO Menzer noted that USA Archery customer service staff are attending a customer service course designed by BPD which includes seven modules. Statistics are gathered from Zendesk to find a baseline for membership satisfaction. 1732 tickets were submitted with a satisfaction score at 91.8%. Staff is pulling poor satisfaction tickets for follow-up. Metrics for comparing with other organizations are skewed. Further discussion was held about the difficulty of registering for camps on the online platform.
- d) ***NGB Certification Standards-*** Per amendments to the Ted Stevens Sports Act, the USOPC will be certifying, rather than merely ratifying, NGBs in the future. Certification standards are being developed with an implementation guide expected in 2021.
- e) ***Strategic Planning-*** Avery Wilson and Denise Parker will serve as facilitators of a strategic planning session for the next eight years (2021 through 2028). A member survey will be sent out prior to the session containing questions supplied by Avery and Denise. The suggested group will consist of between twelve and eighteen people (the total to be divisible by three) including USA Archery key staff and a selection of Board members. The participants will also include twenty to thirty percent athlete representation as well as representation of three organization partners. The USA Archery Board members will ultimately approve the strategic plan. Tentative dates for this session are September 30 through October 2, 2020.

## **VI. Marketing & Membership Experience Update-**

Emily Beach, USA Archery's new Director of Marketing and Membership Experience was introduced. Ms. Beach was formerly with the Archery Trade Association (ATA) for 14 years. Prior to her move to USA Archery, Emily served as ATA's Senior Director of Outreach Education. Ms. Beach discussed 2020 strategic goals for membership, the USA Archery website, Outreach, Collegiate Archery, Partner Relations, Safe Sport, Red Program, High Performance, Communications, and e-Commerce. 2021 goals will focus on a re-brand of USA Archery for a modern fresh look. Mary Emmons, Chief of Sport Performance and Organizational Development, shared various partnerships and resources and noted that staff will be communicating with club leaders regarding collegiate programs.

## **VII. Donor/Sponsor Update**

Geri Woessner, Director of Sponsorships and Donor Engagement presented slides providing results of 2019 fundraising as well as a breakout of the online donation platform and the direct mail platform. Suggested strategies were offered from Board members. Ms. Woessner provided Q1 2020 sponsorship status as well as a current partner and advertiser roster. Discussion was held about various additional fundraising strategies.

## **VIII. Resident Athlete (RA) Program**

Assistant Head Coach Chris Webster provided an update on the Resident Athlete Program changes. One significant change is that male and female athletes are now

training together to provide better team cohesion. Board members acknowledged the progress in the culture of the team.

## **IX. Bylaws Update**

- a) ***Board Expansion Options-*** CEO Menzer provided an update on USOPC discussions about expanding the current requirement of twenty percent athlete representation on NGB Boards and Committees. Mr. Menzer recommended that the Board defer any Board expansion decision until more is known about changes to USOPC guidelines. Discussion was held regarding the relative value of independent Board members. ***Motion was made to table decisions on Board expansion until further guidance from USOPC is provided. Motion was seconded and passed with all in favor.***
- b) ***Membership Edits-*** Ms. Emmons reviewed the edits to free memberships, members not entitled to vote and page ten of the Bylaws addressing membership benefits. ***Motion was made to pass the membership edits as presented; motions was seconded and passed with all in favor.***
- c) ***Board/Committee Requirements-*** Ms. Clark presented proposed changes to Board and Committee member requirements. Following discussion, the Board members decided to table the requirement of USA Archery membership for Board and Committee members due to concerns regarding the impact of such membership on the status of independent Board/Committee members. ***With the foregoing requirement tabled, motion was made to approve the separate requirement that Board and Committee members complete and maintain a U.S. Center for SafeSport training and current USA Archery background screening for the duration of their service on the Board and/or Committee; motion seconded and passed with all in favor.***

## **X. Policy Updates**

- a) ***Media & Photo Policy-*** ***Motion was made to approve the Media & Photo Policy with the omission of “and a current free membership” and motion was seconded. One Board member recused himself, citing a potential conflict of interest; motion passed.***
- b) ***Financial Policy-*** Ms. Clark presented the proposed edits to the USAA Financial policy adding the assurance of auditor independence by not utilizing the audit firm for consulting services and the solicitation of proposals from various audit firms to assure cost effectiveness as well as providing rotation guidelines. Additional edits were included to incorporate Bill.com payments into the procedures. ***Motion was made to approve the proposed edits with one correction; motion was seconded and passed with all in favor.***
- c) ***Board of Justice Hearing Panels-*** Ms. Emmons provided the proposed edits to the hearing procedures for Board of Justice Hearing Panels. Following discussion, the Board members decided to table the decision until follow-up with the Board of Justice Chair is made.

## **XI. Selection Procedures**

Ms. Emmons presented the below selection procedures for approval:

- a) ***2021 World University Games-U.S. Team Trials – Motion was made to accept with discussed changes; motion was seconded and passed with all in favor.***
- b) ***World Archery 3D Championships-Motion was made to accept with one discussed edit; motion was seconded and passed with all in favor.***
- c) ***2021 World Games-*** Board members decided to table acceptance of the presented

procedures for further consideration.

## **XII. SafeSport Policies and Procedures**

- a) ***MAAPP/Code Updates and Deadlines*** – Ms. Emmons provided a summary of dates for effective changes to the Minor Athlete Abuse Prevention Policies (MAAPP) as well as a summary of noteworthy revisions to the SafeSport Code. The effective date of the new SafeSport Code is April 1, 2020. Ms. Emmons requested that the new SafeSport Code be adopted by USA Archery and posted on the USAA website. ***Motion was made to adopt the USOPC SafeSport Code for the U.S. Olympic and Paralympic Movement; motion was seconded and passed with all in favor.*** The Board deferred approval of the revised MAAPP.
- b) ***2020 USCSS Audit***- Ms. Emmons reviewed the 2020 U.S. Center for SafeSport audit process with the Board. Ms. Emmons noted that an NGB will be given a minimum of two weeks’ notice prior to a site visit at a competition.
- c) ***USAA Athlete Safety Procedures for Event Organizers***- Ms. Emmons provided an updated Athlete Safety Procedures for USA Archery Event Organizers for Board approval. These procedures include a tracking tool for who/what/why to be used at each event. ***Motion was made to approve the updated Athlete Safety Procedures; motion was seconded and passed with all in favor.***
- d) ***USAA SafeSport Reporting and Investigation Procedures***- The U.S. Center for SafeSport Reporting and Investigation procedures were submitted to the Board for USA Archery adoption. ***Motion was made to adopt the U.S. Center for SafeSport Reporting and Investigation Procedures; motion was seconded and passed with all in favor.***
- e) ***Sport Situational Prevention Approach SSPA***)- A SSPA proposal was provided for Board information.

## **XIII. High Performance Updates**

Ms Emmons provided an update on the following activities:

- a) ***Red and International Camps***- Fifteen Red Camps are scheduled for 2020 with an estimated thirty-nine coaches and 189 athletes participating
- b) ***People Academy Olympic Hopeful Training***-An overview of this athlete and staff relationships training was presented to the Board
- c) ***Athlete Maternity Support and Resources***- The USOPC maternity support and resources document was provided for Board reference

Ms. Emmons noted that grant funded programs such as the Club Excellence and equipment grant programs along with programs services such as the Coach Symposium and Level 3 and 4 Coach trainings assist with the growth of the High-Performance athlete and coach pipeline.

## **XIV. Executive Session**

Chair Julio Mazzoli called the meeting into executive session at 4:49 p.m. MT.

## **XV. Adjournment of Meeting**

Meeting was adjourned for the day at 5:28 p.m. MT while still in executive session.

## **XVI. Meeting Called to Order**

Mr. Mazzoli called the Board meeting back to order in executive session at 8:12 a.m. MT on Sunday, March 8, 2020. The meeting was called out of executive session at 8:47 a.m.

MT.

**XVII. 2019 Financial Reports/IT Update**

Board members were provided the Fourth Quarter United States Olympic Endowment fund report along with the 2019 and year to date through February 2020 reporting of payments to Board of Directors.

- a) ***2019 preliminary (unaudited) financial reports-*** The 2019 Balance sheet and Profit & Loss statements compared to prior year through December 31, 2019 were provided along with variance notes to the Board members prior to the meeting. Ms. Clark reported that the \$2,521,674 ending liabilities and equity balance as of December 31, 2019 represented a decrease of \$44,809 compared to December 2018. The Profit and Loss Budget vs Actual report for the period January through December 2019 was also provided to the Board accompanied by budget variance notes. The preliminary 2019 budget report states year end net ordinary income at \$156,414, an increase over the budget by \$161,248.
- b) ***IT Updates-*** Ms. Clark reported to the Board that internal network vulnerability scans and external vulnerability scans to the membership portal were completed which showed no major concerns. Dual authentication for Office 365 logins was initiated for six employees to protect against outsiders logging into their accounts. Ms. Clark also reported that a mandatory internet security training was conducted for all USA Archery employees.

**XVIII. Committee Summary Review**

- a) ***Ethics Committee-*** There is one vacancy on the Ethics Committee. Chair Mazzoli will reach out to a colleague with legal background to see if they would be willing to serve. The Board reviewed the Ethics Committee Conflict of Interest Review Process Guidelines. CEO Menzer reported that a conflict of interest training is scheduled for March 11<sup>th</sup> for the Ethics Committee. ***Motion was made to approve the Ethics Committee Conflict of Interest Review Process Guidelines as submitted; motion was seconded and passed with all in favor.***
- b) ***Nominating and Governance Committee (N&GC)-*** Linda Beck and Megan Tierney were added to the Committee and will each serve two-year terms, i.e., 2020 and 2021. The N&GC provided its 2020 N&GC Guide for review. Discussion was held regarding procedures behind candidate selection and the desire to provide candidates with more time to campaign. A task force consisting of four Board members will meet to discuss the election process and will bring recommendations to the Board by the December Board meeting.

**XIX. Event Taskforce Update**

Board member Mike Cullumber reported that the task force reviewed the bid process for selecting venues for events. Based on its review, the task force is not recommending any changes to the current bid process. Mr. Cullumber explained that for each event, a request for proposals is circulated to all current clubs and bid agencies, and proposals are reviewed by staff for meeting criteria such as venue availability and size, local support, geographic location, and budget. After site visits are made, the CEO receives an executive summary of eligible bids. Recommended event locations are provided to the Board for informational purposes, but the Board itself is not responsible for final approval of the recommended venue.

**XX. New Business/Open Discussion**

Discussion was held regarding inclusion of additional divisions to the USA National Indoor Finals and whether certain awards should be based upon registration numbers or minimum qualifying score.

**XXI. Adjournment of Meeting**

Mr. Mazzoli adjourned the meeting at 11:12 a.m. M.T.

*Minutes were approved by the Board of Directors on December 5, 2020*