

USA Archery
2014 May Board of Directors Meeting Minutes

Friday and Saturday, May 30-31, 2014
Colorado Springs, CO

I. Welcome

CEO Parker called to order the Board of Directors Meeting of USA Archery at 2:13 p.m. MDT on Friday, May 30, 2014. Earlier during the day, Board members participated in a Board training delivered by Kae Rader of Rader Consulting. New Board members Dee Falks, who succeeds Linda Beck as Coach Director; and David Haynes, who replaces Bill Corbin in the Independent Director seat, were welcomed.

II. Roll Call

The following USA Archery Board members were present: Cindy Bevilacqua, Greg Easton, Dee Falks, Belinda Foxworth, Tom Green, Erika Jones, David Haynes, Nick Kale, Brian Sheffler, and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark

Guests: Kae Rader, Rader Consulting; Ken Waugh, Waugh & Goodwin; Rick Adams, USOC Chief of Sport Operations and NGB Relations; Tom James, Legal Council

III. Chair Election

Kae Rader of Rader Consulting led the Board members through a discussion of the responsibilities of the Board Chair and the identification of the desired qualities of a Board Chair. Nominations were made and each nominee stated their qualifications to serve as Board Chair. Following discussion a vote was taken and David Haynes was elected to serve as Board Chair for a two-year term through 2015.

IV. 2013 Audit Review

a) **Audit Committee Report-** Audit Committee Chair Belinda Foxworth reported that the Audit Committee had reviewed the audited financials during their conference call with independent auditor Ken Waugh. Ms. Foxworth stated that the Audit Committee was prepared to recommend acceptance of the 2013 financial statements.

b) **Auditor Report-** Independent auditor Ken Waugh walked the Board through the general highlights of the financial statements and audit report. Mr. Waugh summarized that USA Archery is in an excellent financial position and that the 2013 financial audit report is a clean report with no adjusting entries. Mr. Waugh also reviewed the Management Recommendation and SAS 114 letters.

Motion was made to approve the 2013 financial statements as per the Audit Committee recommendation; motion was seconded and passed with all in favor.

c) **USOC Audit Report-** CEO Parker led the Board through the review of the 2011/2012 USOC audit report prepared as a result of their site visit in December 2013. The report included two recommendations.

V. Financials

a) **2013 Year End to Budget-** CEO Parker led the Board through the report comparing actual 2013 expenses to budget and the budget variance notes.

b) **Profit and Loss 1st Quarter 2013 and 2014 Comparison-** CEO Parker led the review of 1st quarter variances between 2013 and 2014.

c) **Balance Sheet**- The organization's balance sheet as of March 31, 2014 was presented which included comparisons to the same period in 2013.

d) **Adjusted 2014 Budget**- Board members were provided notes explaining the requested budget adjustments; adjustments included carried over grant funding which had not been secured at the time of the original budget and other updates.

Motion was made to approve the adjusted budget as presented; motion was seconded and passed with all in favor.

e) **2014 YTD Board of Directors Payments**- the Board was provided a listing of YTD 2014 Board of Directors Payments for review.

f) **2013 Board of Directors Payments**- The year-end final 2013 Board of Directors payments report was provided for review.

VI. Executive Session

The Board went into Executive Session at 4:14pm. The meeting was reconvened at 4:40 pm.

VII. Guest Presentation

Rick Adams, USOC Chief of Sport Operations and NGB Relations, addressed the Board regarding the Resident Athlete Program's use of the USOTC Chula Vista facility; discussion followed.

The meeting was adjourned for the day at 5:50 pm

VIII. Call to Order

Meeting was called back to order by Chair David Haynes on Saturday, May 31st at 8:54 am.

IX. Roll Call

USA Archery Board members present: Chairman David Haynes, Cindy Bevilacqua, Greg Easton, Dee Falks, Belinda Foxworth, Tom Green, Erika Jones, Nick Kale, Brian Sheffler, and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Guy Krueger, KiSik Lee, Sheri Rhodes.

Guests: Derek Davis, Head Coach Columbia University; Bill Coady, Coach Texas A&M University; and Rodney Estrada, Head Coach Emmanuel College

X. CEO Review

a) **Dashboard**- Denise Parker presented the "dashboard" for USA Archery depicting the key metrics of the organization from 2009 forward. CEO Parker reported that USA Archery had seen a 77% growth in individual membership over the past twelve months, with over 12,800 individual members as of May 2014. There continues to be record attendance at National events this year; SoCal Showdown registrations are currently at 450.

b) **Strategic Outline**- CEO Parker reviewed the Key Objectives and Goals included in the 2013-2016 Strategic Outline:

- a. Objective 1: Top performing country in international competition;
- b. Objective 2: Increase number and satisfaction of members;
- c. Objective 3: Increase number of certified instructors/coaches;

- d. Objective 4: Provide quality grassroots programming and increase outreach partnerships;
- e. Objective 5: Enhance profitability and structure of USA Archery events;
- f. Objective 6: Increase financial and administrative strength of USA Archery

XI. College Archery

- a) Derek Davis, Head Coach Columbia University; Bill Coady, Coach Texas A&M University; and Rodney Estrada, Head Coach Emmanuel College attended the meeting to request USA Archery's support, including re-establishing a college archery program within USA Archery, and were available to the Board for related questions. Board discussion followed regarding how a college program would support many USA Archery key initiatives, from grassroots development to elite athlete and coach training.

Motion was made to establish a college archery program within USA Archery; Motion was seconded and passed unanimously.

- b) Following the adoption of the motion, the Board of Directors directed that a task force be created to develop recommendations on how to establish the USA Archery college archery program.

XII. Outreach Updates

- a) **Outreach Goals-** Outreach Director Mary Emmons provided a presentation that outlined the Goals for of the Outreach programs: 1) Increase Accessibility and Visibility of the Sport; 2) Recruit and Retain New Archers, Instructors and Supporters; 3) Increase Instructor Training Courses; 4) Increase Programs and Clubs; 5) Provide Quality Program Resources; 6) Increase Local / State Events and Participation; 7) Increase Member Benefits and Services; 8) Provide Excellent Customer Service; 9) Provide Grant Opportunities; and 10) Develop Partnerships.
- b) **New Resources for Clubs and Instructors-** The Explore Archery program is complete and launched. The newly launched Explore Archery program includes a 1 to 6 week program designed to introduce camp attendees to archery. New Explore Archery program resources include an online program locator. New Instructor Certification materials are in development and should be available by the end of 2014. Other new resources available include the Steps of Shooting and Range Safety posters and club posters. Next steps were also shared for the Outreach programs.
- c) **ASA Instructor Insurance Proposal-** A proposal was discussed that would allow ASA Certified Instructors the ability to buy a discounted membership to USA Archery to acquire additional insurance benefits. The proposal was reviewed and discussed. Outreach Director Mary Emmons will work with USA Archery's membership system contractor to determine the extent of programming and timeline necessary to implement this. An update will be provided once received.

XIII. High Performance Updates

- a) **Coach Updates-** Head Coach KiSik Lee provided YTD World Cup Updates: 5 medals for World Cup 1 (Shanghai) and 6 medals for World Cup 2 (Medellin). Coach reviewed the strengths and the opportunities ahead and stated that with the support of USOC and the Easton Foundation USA Archery has been able to grow a very strong development program operating the Resident Athlete and Junior Dream Team programs. Assistant Coach and High Performance Manager Guy Krueger presented a

description of the new programs designed to further develop the performance of elite archers: 1) The Compound Junior Dream Team program will launch in November 2014 and will focus on technical and psychological skills along with exposure to international sports culture. This program will be self-funded for now; 2) The Women's Excellence program will focus on the development of the elite women athlete skills using camps, specific coaching staff, training requirements and personal coaches. Some funding will be provided for the Women's Excellence Program participants for the Indoor World Cups and USAT competitions; and 3) Paralympic Fast Track is designed for para athletes similar to the Junior Dream Team and will focus on the development of approximately 10 athletes.

- b) **Selection Procedures**- The Board was provided the drafts for the 2015 Youth, Para and Senior World Championships and 2016 Olympic and Paralympic selection procedures for their review and discussion.
- c) **Missing USAT Required Event Policy**- This policy was developed to address when athletes are unable to attend a required USAT event due to required military service, death in the immediate family or serious injury preventing the athlete from competing. *Motion was made to approve the policy with edits as suggested; motion was seconded and passed with all in favor.*

XIV. National Events

- a) **National Target and Easton JOAD National Championships** - Calendars and field layouts were provided for Board member review. CEO Denise Parker encouraged Board members to attend the annual meeting on Thursday, July 24th.
- b) **2015 Master Schedule and Planning Calendars**- 2015 master schedule and the 2015 planning calendar were provided to Board members
- c) **National Indoor Locations and Participants**- These items were distributed in the materials for Board member review.
- d) **Traditional-Barebow Divisions**- Discussion was held regarding the participation levels at the 2014 U.S. National Indoor Championship within the Traditional and Barebow divisions. These divisions were set to be eliminated for the 2015 U.S. National Indoor Championship and were not included in the registration for the 2014 U.S. National Target Championships due to traditionally low registration numbers.

Motion was made to keep Barebow as part of the U.S. National Indoor Championships for 2015 in the Senior and Masters 50 + divisions only; motion was seconded and passed with all in favor.

- e) **Following the adoption of the motion, the Board of Directors directed that a policy be developed related to how divisions would be eliminated in the future.**

XV. Committee Review and Appointments

- a) **Committee Summary and Appointments**- CEO Parker reviewed the Committee Summary and highlighted proposed appointments for various committees.
 - a. **Audit Committee**- Belinda Foxworth has termed-out as Audit Committee Chair. Greg Easton will serve as the Chair of the Audit Committee and David Haynes will also serve on this Committee as a replacement for Bill Corbin.
 - b. **Ethics Committee**- Nominees for Committee Members include Laura MaCaulay Peeters, Kathleen Wallace and Eric Howard
 - c. **Nominating and Governance Committee**- Two positions are termed out with no replacements currently identified. Discussion was held regarding the function of this Committee and the importance that its members are able to

identify the most highly qualified candidates to serve on the Board of Directors. CEO Parker will follow up with the Board on recommended changes to the Committee and associated bylaws changes.

Motion was made to approve the committee recommendations identified in the Committee Summary for the Audit Committee and Ethics Committee, Motion was seconded and passed with all in favor.

XVI. Adjournment

The meeting was adjourned at 12:30pm.

Meeting minutes approved by the Board of Directors on September 2nd, 2014