

USA Archery
May 2015 Board of Directors Meeting
Minutes

Friday and Saturday, May 8-9, 2015
San Diego, CA

I. Welcome

Chair Belinda Foxworth called to order the Board of Directors Meeting of USA Archery at 1:00 p.m. MST on Friday, May 8, 2015. Earlier during the day, Board members were given a tour of the Easton Archery Center of Excellence under construction in Chula Vista and scheduled to open on October 22nd. Chair Foxworth welcomed new Athlete Director, Rod Menzer, sharing that Rod has shot both recurve and compound archery disciplines and her belief that Rod's experience will help Archery to move forward.

Roll Call

The following USA Archery Board members were present: Chair Belinda Foxworth, Cindy Bevilacqua, Greg Easton, Dee Falks, Tom Green, Nick Kale, Julio Mazzoli, Rod Menzer, Brian Sheffler, and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Sheri Rhodes

II. Approval of November Meeting Minutes

The drafted minutes for the November 21st and 22nd Board were presented for approval. ***Motion was made to approve the minutes to include one proposed edit; Motion was seconded and passed with all in favor.***

III. CEO Review

- a) **Organization Update**-CEO Parker shared some highlights for the organization since the last meeting in November. The recurve teams have been selected for the World Archery Championships hoping to qualify for the full 3 slots to represent the United States in Rio in 2016. The top 8 teams at this event will automatically receive 3 slots. The 2015 Youth World Championship team has also been selected. Crowd funding has been launched through "Rally Me" creating a venue for individuals to raise dollars for their archery competition expenses. Other NGB athletes have utilized this method of fundraising to raise an average of \$1,500 to \$5,000. Archery staff is looking at how to make the most of this opportunity. Some of the archery teams are also utilizing this site to raise dollars for international competition expenses.
- b) **Key Metrics**- CEO Parker reviewed the key metrics (Dashboard) of USA Archery noting that the membership numbers have just passed 18,000, representing a 45% growth from May, 2014. While this growth rate is slowing it is still considerable growth during a transition through new membership requirements. Efforts are being made to bring more awareness of USA Archery programs and events to the membership resulting in deeper engagement. Plans are being made to conduct a customer service survey in late 2015. Instructor Certification numbers have increased in general across the various levels. Staff plans to expand the annual Coach Symposium, which originated with a few International Tournament Staff Coaches growing to 50 participants. Over the next few years staff is planning for more of a conference format including workshops providing additional coaching resources. Through its strong partnerships with Archery Trade Association and Easton

Foundations, USA Archery has grown its partnerships with Parks & Recs, American Camp Association, Boys and Girls Clubs, etc. National events participation has also been on a trend of increase. Focus is being made toward a need to go beyond the current State Association structure to build a stronger local and State Network. Staff has re-negotiated USAT event organizer contracts for revenue sharing and the organization has received a grant from USOC for live streaming events utilizing Coaches Aid.

- c) **Administration and Staffing-** USA Archery continues its strong revenue growth and low administrative overhead recently achieving its 6 months of cash reserves. A conservative approach to building staff structure is in place to support this growth. Growth continues to be an administrative challenge (running out of office space, etc.). The Outreach department has been reorganized to provide more support for local and state events. Additional staff has been hired for support of membership activities along with replacing accounting and administrative support recently lost. A contracted Marketing Director has been recruited for 6 months to provide consistent marketing and branding across USA Archery programs while the IT hire has been placed on hold to further define this role. IT needs have been provided through contracting a 3rd party provider of these services. USA Archery employee Guy Krueger has assumed the position as the Women's Head Coach.
- d) **Strategic Outline-** CEO Parker noted that she is planning to develop a new strategic plan for the 2017-2020 quadrennial. Discussion followed on how to best develop the next Strategic Outline. Options include interactive sessions through conference calls to offer a broad written set of topics. Board consensus was to use the current strategic plan to break down to smaller pieces/topics.
- e) **Board Policy-** CEO Denise Parker led a review of the USOC NGB Guidelines for Board members. Discussion was held on how much this policy should be modified to be specific to USA Archery policy and if this should include a background statement on how the policy was developed. Parker will work with Board member Julio Mazzoli to make some modifications.

IV. 2014 Audit Review

- a) **Audit Committee Report-** Greg Easton, USA Archery Audit Committee Chair reported that on April 21st, Audit Committee members Greg Easton, Julio Mazzoli, Skip Trafford and Nick Kale met with Independent Auditor Ken Waugh to review the draft of the 2014 Audited Financials. The Committee was given the opportunity to ask their questions during this meeting and is now recommending approval of the submitted 2014 Audited Financials.
- b) **Independent Auditor Presentation of 2014 Financials-** Ken Waugh (joining the meeting via conference call) provided a general overview of the audited financials. Ken stated that because of USA Archery's strong cash position, his recommendation is the investment of cash reserves into the U.S. Olympic Endowment Fund. This investment option provides the nice benefit for NGB's that they can pool their dollars with USOC at no administrative cost. The National Archery Foundation has used this fund for their investments as well. Discussion followed. ***Audit Committee Chair Greg Easton motioned to accept the present 2014 Audited Financial Statements. Motion was seconded and passed.*** Further discussion followed regarding investing in the USOC Endowment Fund. The Board recommended consideration of investing in this fund. CEO Denise Parker and Finance Manager Cindy Clark will work with Audit Chair Greg Easton to further review this option.

V. 2015 Financial Review

USA Archery Finance Manager, Cindy Clark provided the Board a report for review of 2014 and 2015 YTD Board of Director payments. Additionally a financial overview was provided utilizing various reports including the 2014 budget vs actual report along with related 2014 budget variance notes, 1st Qtr. 2015 Profit and Loss compared to 1st Qtr. 2014 along with variance notes, and 2015 Profit and Loss Budget vs 1st Qtr. Profit and Loss Actual. Review of the organization's balance sheet as of March 31, 2015 affirmed USA Archery's continued strong cash position and continued growth in assets.

VI. NFAA-USAA Merger Committee Update

Two years ago Doug Engh from Easton Foundations began forming a Committee of representatives from National Field Archery Association and USA Archery to explore the merits and pitfalls of merging in the interest of making it easier for U.S. archers. Three of these meetings have been held so far. Doug Engh led the Board through a progress report of the Committee and the discussion of whether the USA Archery Board would like to continue moving forward with these meetings. Additionally, Doug Engh provided an update of the priorities of Easton Foundations including Coach Development. The Board consensus was to support the further exploration of the possibility of a merger between the two organizations.

VII. Collegiate Update –

CEO Parker and Outreach Director Mary Emmons provided a historical overview of the Collegiate Program. Staff is working on providing \$75,000 in grants via the Easton Foundations to 17 clubs chosen based upon application rankings. Additional activities currently being worked on include defining collegiate eligibility, developing regional event structure, planning of the annual meeting at NOCC, National Team Championships structure, Barebow division inclusion, 2016 Committee elections, and a review of a membership reciprocity request by USCA.

The meeting was adjourned for the day at 4:50 pm.

VIII. Call to Order

Meeting was called back to order by Chair Belinda Foxworth on Saturday, May 9th at 8:30 am.

IX. Roll Call

USA Archery Board members present: Chair Belinda Foxworth, Cindy Bevilacqua, Greg Easton, Dee Falks, Tom Green, Nick Kale, Julio Mazzoli, Rod Menzer, Brian Sheffler, and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Sheri Rhodes.

X. Outreach Review

Mary Emmons, Outreach Director presented an overview of the Outreach programs and their focus going forward. The Outreach Department has transitioned to be better prepared to support member needs and has developed resources to promote program and club development as well as instructor and coach education programs.

a) **Partnerships-** USA Archery's strong partnership with both the Easton Foundations and the Archery Trade Association (ATA) has enabled the development of quality program materials and grant opportunities permit USA Archery to facilitate additional

partnerships with multi-sport organizations, local parks and recreation departments and state agencies. USA Archery will continue to nurture existing partnerships and explore new partnership opportunities with the goal to expand instructor certification at the community level, to promote club growth, address the gap of materials available between grassroots and high performance, and develop a more robust collegiate program.

- b) **Instructor Certification**- The mobile coach website and phone application is being developed, which will provide online digital engagement and video resources for instructors and coaches. The updated Level 1 Instructor course will launch first, followed by an updated Level 2 Instructor course and Instructor Trainer certification.
- c) **Explore Archery**- Mary Emmons stated that there are currently 187 Explore Archery programs registered representing a 61% increase from the end of 2014. Program benefits include a quarterly Explore Archery newsletter and new activities. A \$200,000 Easton Foundations Grant Program is also being offered annually. Staff are working to develop new partnerships to grow the program..
- d) **2015 State Analysis**- Outreach Director Emmons presented an overview of the top 10 states who held sanctioned events in 2014. Discussion followed regarding current requirements of USAA State Associations. There has been an upward trend in sanctioned events and staff is exploring ways to expand local and state championship opportunities.

XI. Marketing and Social Media

CEO Denise Parker introduced guest Jennifer Mazur, Coordinator of Interactive Media and Education for Archery Trade Association (ATA). Teresa Johnson, USA Archery (USAA) Media and Public Relations joined via conference call. Teresa provided an update of where we are from a public relations perspective going into 2016. ***USA Archery Website***-Teresa provided an overview of the USA Archery website, housed on the USOC platform:. 1) USOC provides funding to USA Archery based upon website traffic; 2) Anticipated user numbers are on track to meet or exceed last year's user numbers; and 3) The current focus is on website content including a video library to tell the story of our athletes and highlight the life benefits of archery. ***Social Media***-Teresa explained that USA Archery is currently utilizing five major platforms for its Social Media: Facebook, Twitter, You Tube for live streaming, Instagram, and Google Plus. These platforms are providing what analysis has shown the audience wants: video including top performing content, photos and albums. ***Media Relations***- Teresa explained that USA Archery is working to be established as a trusted resource for media by telling compelling storylines. ***Archery 360***- Board members were provided with highlights of video content currently accessible on the 360 web site. Contributions of a robust group of staff, writers and editors have resulted in a fan base of over 126,000. USAA and ATA have used their shared interest to help put together an outreach team to grow this audience. CEO Parker thanked Jennifer for ATA's support and partnership.

XII. National Events

- a) **131st National Target Championships (NTC) & Easton JOAD Nationals (EJN)** – USA Archery National Events Manager, Sheri Rhodes, provided the Board with a preliminary schedule and field layout for the 2015 NTC and EJN to be held in Decatur, AL.

- b) **National Events Overview**- Steps to provide improvement for National events have included an iPad/Wi-Fi network customized for USA Archery. The new Rrcherz system has come with some connectivity and interface issues, which can be fixed. The growing nature of events brings challenges to the local organizing groups. USA Archery is looking to bring consistency across the events. A 2016 Master Calendar was provided for Board review.

XIII. High Performance

- a) **Board of Directors Report**- a High Performance report was provided to the Board providing an overview of progress since the November 2014 meeting.
- b) **Selection Procedures**-
- a. ***2016 National Field Championships and U.S. Team Trials for World Archery Field Championships***-Tournament Format and Schedule were distributed for review. Discussion regarding the selection procedures followed;
 - b. ***2016 World Archery Indoor Championships (WAIC)***-Selection Procedures were provided for review;
 - c. ***Pan American Games Staff***- Biographical information for the 4 nominated staff members to travel to the event, Kisik Lee, Guy Krueger, Mel Nichols and Kevin Pierce, were supplied for review/Board approval;
 - d. ***Para Pan Am Games Staff***- Biographical information for the 4 nominated staff members to travel to the event, Randi Smith, Craig Elder, Paul Miller, and Steve Bosson, were supplied for review/Board approval.

Motion was made to approve the selection procedures for the 2016 World Archery Indoor Championships (WAIC) as well as the Staff Nominees for the Pan American and Para Pan American Games. Motion was seconded; Motion passed with all in favor. The selection procedures for the 2016 U.S. Team Trials for World Archery Field Championships were not passed at this time. The Board asked the staff to make adjustments and present at the next meeting.

- c) **Para Athlete Council**-The Para Athlete Council has been developed to address the wide range of needs/concerns of the Para athlete. A description of the responsibilities and guidelines for the activities of the council including eligibility, nominations and voting were provided for Board review.

XV. Committee Review and Assignments

- a) **Committee Summary**-CEO Parker reviewed the Committee Summary and highlighted upcoming vacancies for various committees.
- a. ***Board of Directors***- 4 Board members will term out at the end of 2015
 - b. ***Board of Justice***- 3 members of this Committee will term out. Parker asked the Board to help identify new candidates;
- b) **JOAD Committee**- The JOAD Committee report was distributed for Board review.
- c) **Nominating and Governance Committee**- a Nominating & Governance Committee report prepared by Chair Derek Davis was provided to the Board for review..
- d) **Board of Justice Complaints**- Three Board of Justice complaints along with the findings following each of the hearings were provided to the Board for review.

XIII. Adjournment of Meeting

Chair Belinda Foxworth adjourned the meeting at 11:30am.

Meeting minutes approved by the Board of Directors on November 20th, 2015