

USA Archery
2012 November Board of Directors Meeting Minutes

Saturday, November 17, 2012
Tampa Bay, FL

I. Call to order

Chairman Bill Corbin called to order the Board of Directors Meeting of USA Archery (USAA) at 8:00 a.m. EST on Saturday, November 17, 2012. Bill reminded the Board that 2013 will be his last year as President and that the Board will need to work on a plan for his successor. He expressed the importance that the Board pursues ways to bring the sport together.

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, Brian Sheffler, and Skip Trafford

USAA Staff: CEO Denise Parker, Cindy Clark

Guest Present: Doug Engh from Easton Sports Development Foundation

III. Approval of Minutes

Motion to approve the minutes from the June, 2012 Board of Directors Meeting and the Thursday, June 28, 2012 annual meeting was brought forward, seconded; motion passed with all in favor.

IV. CEO Update

- a) CEO Denise Parker presented a gift to Bill Corbin, thanking him for his service, leadership and guidance over the last four years.
- b) 2012 and Quad Recap-CEO Parker selected items presented in a 2008 Board report for a comparison highlighting how far the organization has come this last quad. Some items of progress highlighted included:
 - a. In 2008 the CEO was running the National events himself; the organization now has a National Events Manager and registration for Nationals this last year was completed online.
 - b. There was no media liaison or webmaster in 2008. We now have a PR liaison and we are cited in both the international archery community and national archery community as the leader in social media. Our website presence and activity are growing steadily. Having a proven PR person in place enabled us to take advantage of opportunities with media coverage of USA Archery and its athletes at an all-time high.
 - c. At the end of 2008 the membership management system had no online capability. Members are now able to access their personal and club memberships as well as certification renewals at any time and more features and access are becoming available.

- d. During the previous Quad programs were run by committee or through contract. We now have a staff of five working Outreach areas and High Performance has five staff members focused on athlete and coach development and national teams management.
 - e. International Relations have improved through attending the World Archery Congress, World Archery Management Seminar and sending teams to many World Archery Americas events. USA has hosted two World Championship events, three outdoor Archery World Cup events and two Indoor Archery World Cup events (NFAA).
 - f. USA Archery will spend approximately \$530,000 on funding international teams in 2013.
 - g. Team USA won a silver medal in the men's team event at the 2012 Olympic Games as well as individual gold and silver medals at the 2012 Paralympic Games.
- c) 2013 Goals-In preparation for setting goals for the next quad, CEO Parker reviewed her goals for 2009 -2012. This analysis illustrated how most of these goals were met or surpassed. During this period, club membership increased by 75%, JOAD clubs increased by 82% and funding and benefits were provided for Outdoor World Championships, Archery World Cups, USAT International Team, and JR. USAT International Teams. 2012 revenue is projected at 2.9 million compared to the 2008 revenue of \$1.4 million, far exceeding the goal of \$200,000 additional USAA generated revenue by 2012. Outlined priorities for 2013 include: 1) 2013-2016 Plan; 2) Ongoing coordination with Easton Foundations and Archery Trade Association on Outreach efforts; 3) Membership and Sanctioning structure and enforcement; 4) Integration of the officials program into the Membership Management System, education material, online ordering, etc.; 5) Online instructor education and certification structure; 6) Safe Sport and liability issues; 7) Team building-outside and inside; 8) Refining policy and documentation through organization sanctions and related bylaw changes; 9) More and better education and program material along with improved distribution of archery content; 10) Expand merchandise offerings and sales; and 11) The changing face of U.S. and Youth Sports including diversity and inclusion, Safe Sport and social media.
- d) CEO Parker presented the “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. 350,000 unique web visitors were tracked during this period. An estimated 100,000 were due to the Olympic Games and Hunger Games movie. We are hoping to keep at least 250,000 visitors ongoing.

V. 2012 Program Report

CEO Parker led the Board through a brief overview of the annual program report. Membership- Board discussed the retention % and if this should be part of the

dashboard presented. Additionally a suggestion was made to perform an automated survey of those members not renewed after 90 days to gather information on their decision process. National Events-The So Cal event is an example of growth as its participation shot up from 157 in 2011 to 240 in 2012.

VI. 2012 Financial Reports and 2013 Budget

- a) 2012 Financial Reports- CEO Parker presented the Profit and Loss Statement and Balance sheet through September, 2012 along with the YTD budget vs. actual through November 8th, 2012. It was confirmed that the Board would like a report on 10% or over \$5,000 variances within each category. The goal is to bring the cash reserve to 6 months expenses.
- b) The 2013 Budget and comparison to the 2012 budget were provided. Some funding (USOC) had not been finalized so the final budget will be approved via e-mail once funding is finalized.

VII. Executive Session

The Board excused Staff while they met for a brief Executive Session.

VIII. Bringing the Sport Together-Doug Engh

Guest Doug Engh (ESDF) utilized a slide presentation to propose to the Board an integrated umbrella organization for the marketing, management, and development of archery in the United States. The Board nominated Directors Linda Beck, Brian Sheffler and Skip Trafford to serve along with CEO Denise Parker on an exploratory committee. This committee will meet to further discuss possibilities.

IX. Policies

- a) Event Sanctioning Policy-
Motion made to adopt policy, motion seconded, motion passed;
- b) Membership Proposal-different levels of proposed membership were discussed. There are two organization membership levels proposed. The contributing organization is provided for in the By Laws but has not yet been activated. The Board requested some language revision and more information on what other NGB's charge for an affiliated organization membership before this is brought up for a vote.
- c) Accounting Policy-
Motion was made to adopt changes as proposed, motion seconded, passed unanimously;
- d) Document Retention Policy-
Motion to adopt as proposed, motion seconded, passed unanimously;
- e) National Event Policy- Policy was discussed including the guidelines for running events.

Motion was made to adopt the policy without the requirement for membership as a temporary measure until membership levels are finalized, motion passed.

X. By Laws Revisions

By Laws changes were proposed for Article XV (Complaint Procedures) Section 15.3 Manner of Filing, Section 15.5, Statue of Limitations, Section 15.7 Administration and Section 15.9 Conflict of the Proceeding.

Motion was made to approve, motion seconded, motion passed unanimously.

XI. National Events Documents

The Board reviewed the National Events Schedule and requested that options for holding team round be surveyed to the Board and a revised schedule be published.

XII. Office/Staff Update

An updated organization chart was provided to the Board members

XIII. Committee Review and Appointments

CEO Parker reviewed the USAA Board and Committee Summary

- a) Board of Directors- Bill Corbin's term as Chair will end at the end of 2013, Skip Trafford and Linda Beck's terms will end at the end of 2013 but they will be eligible for a second term. Erika Jones' second term is up at the end of 2013 and Nick Kale will replace Brady Ellison's position on the Board in 2013.
- b) JOAD Committee-Doug Ludwig will serve a second term for the East region, Dee Falks for the South
- c) Athlete Committee-CEO is working with current committee members for commitment to serve a second term.

XIV. Adjournment

The meeting was adjourned at 11:55am