

USA Archery
November 2015 Board of Directors Meeting Minutes

Friday and Saturday, November 20-21, 2015
Easton Salt Lake Archery Center, Salt Lake City, UT

I. Welcome

Chair Belinda Foxworth called to order the Board of Directors meeting of USA Archery at 1:00 p.m. MST on Friday, November 20, 2015. Chair Foxworth welcomed Board members and thanked Greg Easton for hosting the meeting at the wonderful Easton Salt Lake Archery Center. She noted that this will be the last Board meeting for her and Board members Cindy Bevilacqua, Tom Green and Greg Easton stating that it was a pleasure to serve on this Board and is pleased with the accomplishments of the organization over the last eight years and thanked everyone for their hard work over their years.

II. 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, Guy Krueger, and Sheri Rhodes

III. Approval of Annual Meeting and May Meeting Minutes

The drafted minutes for the July 2nd Annual Archery Assembly meeting along with the May 8th and 9th Board meeting were presented for approval. ***Motion was made to approve both the Annual Meeting and May meeting minutes as provided; Motion was seconded and passed with all in favor.***

IV. CEO Review

a) **Outgoing and Incoming Directors** - CEO Parker recognized outgoing Board members Belinda Foxworth, Cindy Bevilacqua, Tom Green and Greg Easton, presented each with a plaque and thanked them for their service on the USAA Board of Directors. CEO Parker noted that seats held by Cindy Bevilacqua, Tom Green, and Greg Easton will be filled by recently elected Directors, John Stover (JOAD Grassroots) Mike Cullumber (Judge) and Rob Kaufhold (At Large). Bios and candidate statements for each of the new Board members were provided. CEO Parker proposed that the next Board of Directors meeting, normally held in May be moved to February/March timeframe earlier in the year to focus on Board training and strategic planning. Discussion was held about what the optimum time might be for strategic planning to foster time for open discussion.

b) **Organization Update**

1. **World Rankings:** CEO Parker shared current World rankings for U.S. archery teams: Men's Compound Team #2, Women's Compound #4, Men's Recurve #3 and Women's Recurve #2. One Rio 2016 Olympic slot has been secured for the women and three Olympic slots have been secured for the men. Two additional slots for the women will be available to secure June 13th – 19th in Turkey.
2. **Organization Growth:** Charts were provided to display the growth in the key areas of the organization since 2009. Individual membership

continues to grow approaching 20,000 members while club membership is approaching 900 clubs. The bulk of certified instructors (in total over 21,000) consists of the level 1 instructors. Staff is looking at ways to convert more of the level 1 to level 2 & higher. Event participation at USAT events has doubled over the last 4-5 years. Discussion was held regarding how to keep participation at the same level as youth become adults.

- c) **Chula Vista Easton Center of Excellence-** The grand opening of this historic archery center was held on October 22nd. Staff is working with Easton Sports Development Executor Director Caren Sawyer to develop an operating agreement for the Center. The transfer of the Chula Vista Training Center operations from USOC to the City of Chula Vista is planned for the end of 2016. Sports medicine and some other athlete services will remain at the site.
- d) **Easton Salt Lake Archery Center-** World Archery has selected the Easton Salt Lake Archery Center as the site of a World Cup for 2017, 2018 and 2019. CEO Parker expressed that strategic planning should explore how USA Archery can further utilize this facility. CEO Parker added that the National Field Archery Association (NFAA) is placing a bid for the 2018 Indoor, 2019 3D and 2020 World Field Championships. Discussion was held regarding USA Archery's support of these bids. Board consent was that USA Archery will support the NFAA bids.
- e) **USA Archery/NFAA Merger Exploration Update** – Due to 2015 schedule demands the Committee was unable to meet further to address this topic.
- f) **Board Members Guideline Policy-** A revised Board Member Guidelines policy was provided to the Board members along with related drafted revisions to the USAA Bylaws to reflect requirements of Colorado law regarding the removal of a Director. ***Motion was made to accept the changes to the policy and Bylaws as provided. Motion was seconded and passed with all in favor.*** Board member Julio Mazzoli will draft additional language detailing how a member constituency can start the process of removing a Director for later Board review.

V. **Financial Review**

- a) **2015 Review-** Profit & Loss & Balance Sheet reports compared to prior year through September 30, 2015 were provided to the Board along with related variance notes for review. Finance/Office Manager Cindy Clark led the Board through a review of 2015 and stated that the organization continues to show a strong financial position. \$500,000 cash was transferred to participate in the USOC Endowment fund in October, 2015. Board consensus was that staff should regularly review the cash position of the organization to move any excess cash to this fund following Board approval to maximize the benefit of this investment.
- b) **2016 Budget-**CEO Parker led the Board through a review of the proposed 2016 budget. This budget includes: Funded World University Championships, Registration fees and uniforms for the World Field & Indoor Championships, top 8 funding for JDT, \$75,000 Grants for JOAD, \$50,000 Grants for State Championships, prize dollars for Indoor Nationals and funding for state event coordination. Discussion followed regarding sponsorship and funding priorities. ***Motion was made to approve the 2016 proposed budget with a proposed \$40,000 modification. Motion was second and passed with all in favor.***

VI. Outreach

- a) **State Championships/State Associations-** Outreach Director Mary Emmons provided an analysis of individual, club, and state association memberships by state along with a document addressing the challenges to providing USA Archery members the opportunity to compete in quality indoor and outdoor state championship events. Outreach Director Emmons further updated the Board that staff has been working with other NGB's to explore different models for working with State Associations and has not found a current model that NGB's are happy with. Increasing the number of state championships events as well as attendance at those events is a priority for the organization. Outreach is taking the opportunity to try a different model going forward whereby state championship events are bid to a local organizing committee and coordinated by an appointed state championship event coordinator. Those states that currently have a State Association in place would continue as they are for now while Outreach pilots the new model. The 2016 budget includes funding to contract outside services to support 2017 state championships in 5 states that do not currently have a State Association.
- b) **Program Updates** – Outreach Director Emmons reported the following updates:
 - Explore Archery:** Positive feedback was received for this program via the membership survey. The indemnification language cannot be adopted by many local government agencies so moving forward into 2016 the \$25 registration fee will be removed along with the requirement to be an established program to order awards.
 - Level 1 Coach Certification:** Positive feedback has been received since the new materials were made available in September. The mobile coach platform provides instruction videos accessed through mobile phone applications and the Mobile Coach Website. The Level 2 and 3 materials will follow the same format.
 - 2016 Coach Symposium:** A dynamic speaker panel has been put together for the 2016 Coach Symposium in response to the desire and need for more coach education. The 2015 symposium had 40 participants; however the 2016 symposium will be attended by 130 participants.
 - Virtual Tournament:** Participation has increased by 73% since 2014.
 - JOAD Camps:** The success of many USA Archery programs including the Explore Archery programs has filled the need for beginner camps. More clubs nationwide are able to facilitate beginner to intermediate camps locally so the recommendation is that USA Archery not continue JOAD camps in 2016. Advanced training will still be available outside of clubs via Junior Dream Team Camps.
 - Collegiate Archery:** Policy changes were submitted to the Dress Code and Personal Coach Policies to better address the specific “team” culture of the Collegiate Program. The policy seeks to ensure that teams wear their school uniform and coaches are official, approved representatives for their school at collegiate-only events. **Motion was made to approve the proposed changes to both the Dress Code and Personal Coach policies. Motion was seconded and passed.** The Collegiate Task Force Report was reviewed. USA Archery Staff along with support from the Collegiate Task Force has worked to bring forward a recommended slate for the Collegiate Archery Program Committee. The newly appointed Collegiate Committee will replace the collegiate task force. Much discussion followed how to service the Collegiate program and its events. Some discussion followed regarding the International Personal Coach Policy. Board consensus was to take the suggested policy edits back for review by National Teams Manager Audrey Tyrrell and Athlete Director Nick Kale (who volunteered to be a part of the group to work on the International Personal Coach policy).

- VII. National Events** – The 2016 National Event Schedule and Master Planning Calendar were provided to the Board. National Events Manager Sheri Rhodes provided a 2015 National Indoor recap along with goals for 2016 which include an increase of locations, online registration, a single results system, electronic scoring and prize money.

The meeting was adjourned for the day at 5:00 pm

VIII. Call to Order

Meeting was called back to order by Chair Belinda Foxworth on Saturday, November 21st at 8:26 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, Guy Krueger, and Sheri Rhodes.

X. National Events

Sheri Rhodes, National Events Mgr. continued her report on National Events.

- a) **USAT Series/National Target Championships/Easton JOAD National Championships**- USA Archery is actively searching for a NE location for a USAT event leaving the 4th USAT event location to be determined. Plans for 2016 include providing a standardized format across USAT events. There will not be team rounds in this format. Changes for the 2016 National Target Championships/Easton JOAD Championships will include a field location shift in Decatur, AL to provide more circulation room for parents.
- b) **Inclement Weather Policy**- The previously adopted Inclement Weather policy was provided to the Board. Events Manager Rhodes stated that they believe that the current policy is good; partners and officials on the field need to be educated so that they can be empowered to make decisions based on these standards.
- c) **Coach Credentials**- Plans are to provide custom wrist bands personalized for different events in 2016. Discussion followed regarding how to address a mechanism to disseminate information when a coach has lost his credential and is banned from coaching. Board consensus was for staff to work on drafting a policy and bring it back to the Board for consideration.
- d) **Officials**- There are currently 306 judges; 86 of these judges are new. Six seminars were held in 2015 and there is an opportunity for 4-6 seminars in 2016. Shadow opportunities are also being offered.

XI. High Performance

Head Coach KiSik Lee joined the meeting via Skype.

- a) **Program Updates**: Women's head coach and High Performance Manager Guy Krueger provided an overview of the High Performance program: **International Events**– Coach Krueger reported that this has been a very successful year for both recurve and compound men and women and that they believe the success of this year will have a strong correlation with future performances. The Para athletes also had a very successful year with 4 gold medals at the Para World Championships (2 individual

and 2 team medals). **Resident Athlete Program-** The entire recurve world team was made of the resident athlete program. Currently the program includes 15 athletes, 10 men and 5 women. The Resident Athletes are very excited to be in the new Easton facility in Chula Vista. **Compound Junior Dream Team-** This team includes 30 archers utilizing regional facilities. **International Teams- 2015-** the International Teams participated in 12 major international events in 2015 resulting in just too much travel, indicated Krueger. The second World Cup in 2016 will not be funded as an attempt to reduce the travel demands on the archers before the 3rd stage of the Olympic Trials. Discussion revolved around the review process of international team coach evaluations and the timeliness of the process. **High Performance Direction-2016-** The main High Performance focus will be on Olympic/Paralympic preparation utilizing an international invite camp and tournament, 1st and 3rd World Cup and Olympic trials stage 2 and 3. Coach Krueger would like the program to move towards funding only two World Cup events per year. **Evolution of Junior Dream Team (JDT) Program-** Coach Krueger reviewed the evolution of the JDT program. Involvement begins with a regional program of 24 archers that serves as a feeder program for JDT. **Men's Excellence Program-** The men's Excellence program will provide support (similar to the funding for the Women's Excellence Program) for the top 6 men determined by the final USAT rankings. **Women's Excellence Program-** the Women's Excellence Program consists of 8 archers attending 3 camps before the 1st trials in 2016 focused on training, performing under pressure and adaptability. The top four will attend a training camp in Turkey before the Olympic quota selection. **High Performance Coach Development:** The High Performance department will be contracting a coach/coach development coordinator, increasing the size of L4-NTS courses, increasing communications with current certified coaches and contracting International Tournament Staff Coaches as Compound Men's Coach and Compound Women's Coach.

- b) **Selection Procedures: Olympic Trials Stage 2 and 3 –** Selection procedures were modified to extend time during the team round simulation from 20 seconds to 25 seconds per arrow. ***Motion was made to approve, seconded and passed all in favor.*** These procedures will now be pending final approval by the U.S. Olympic Committee. **World University Championships-** Selection procedures were presented for this event held in conjunction with the Arizona Cup. ***Motion was made to approve these procedures; Seconded and passed with all in favor.*** **World Field Championships Trials:** procedures with updated format were presented. ***Motion was made to approve, Seconded and passed with all in favor.***
- c) **Para Athlete Council:** A Para Athlete Council is active which consists of a Para representative to the USA Archery Athlete Advisory Committee, 1 female representative, 1 recurve representative, 1 compound representative and 1 military representative.

XII. Marketing

- a) **Membership Survey -** CEO Parker reported that staff has just received the results of a Membership survey which will be reviewed with the Board at the next Board meeting.
- b) **Website/Membership Management System-** CEO Parker discussed movement to integrate the website and membership management as well as integration of sponsors into the website.
- c) **Sponsorship Package-** CEO Parker presented a draft of a sponsor package stating that this is moving away from the exclusive sponsorship model. Future potential sponsorship opportunities include a supplier with unique designs for uniforms or raising

revenue via license agreements to offset the cost of uniforms. CEO Parker requested that the Board help provide some input on this.

XIII. Executive Session - The Board moved to Executive Session at 10:40am. Board meeting was called back to order at 12:53 pm.

XIV. Committee Review and Assignments - CEO Parker reviewed the Committee Summary and highlighted upcoming vacancies and proposed slates for various committees.

- a) **Audit Committee**-Greg Easton will continue as chair of the Committee until a replacement is chosen from the new Board.
- b) **JOAD Committee**- The JOAD Committee report was distributed for Board review. Board and Committee member reported on behalf of the Committee. *Motion was made to confirm the elected JOAD Committee slate; Motion was seconded and passed.*
- c) **Ethics Committee**- Resumes of Committee members were provided to the Board of Directors for review. *Motion was made and seconded to adopt the slate of the Committee. Motion Passed.*
- d) **Nominating and Governance Committee**- *Motion was made, seconded and passed to extend chair Derek Davis to a second term as well as adding Belinda Foxworth to serve on the Committee as an Independent.*
- e) **Board of Justice**- *Motion was made to approve the slate of the Committee and Kari Granville as Chair of the Committee. Motion was seconded and passed.* The Board was provided a Board of Justice Complaint for review.
- f) **National Archery Association Foundation**- Two seats on the Foundation board can be appointed by USA Archery. *Motion was made to approve the presented slate of the National Archery Association Foundation Board. Motion was seconded and passed.* The USAA Board will look to continue its representation on the Foundation Board through one of its newly elected Board members.

XV. Unfinished/Other Business

- a) **Masters Division**- The Board discussed the Master's Division and concluded to set up a Task Force to review. Additionally, CEO Parker is going to check with USAT organizers to determine if any have the capability of adding Masters into their existing tournaments.
- b) **Nationals**- The Board discussed making the Nationals a mandatory event for USAT and having only the Ranking round count toward the USAT standings. The athlete representatives on the Board will gather more feedback from the athletes and provide the feedback to staff for review.
- c) **Board Chair Position**-The Board agreed that Belinda Foxworth should serve as Board Chair until the new Chair is appointed.

XVI. Adjournment of Meeting-

Chair Belinda Foxworth adjourned the meeting at 2:30pm.

Minutes were approved by the Board of Directors June 1, 2016.