

USA Archery
October 2018 Board of Directors
Meeting Minutes

Saturday and Sunday, October 13-14,
2018
Salt Lake City, UT

I. Welcome

Chair Julio Mazzoli opened the meeting at 8:00 a.m. M.T. on Saturday, October 13, 2018 and welcomed Board members.

II. Roll Call

The following USA Archery Board members were present: Chair Julio Mazzoli, Mike Cullumber, Dee Falks, Brady Ellison, Rob Kaufhold, Jennifer Rottenberg, John Stover and Reo Wilde. The following Board members were absent (excused): Bruce Cull and Jennifer Rottenberg.

The following USA Archery Staff were present: CEO Rod Menzer, Director of Finance & Operations Cindy Clark and Chief of Sport Performance Mary Emmons and Director of Sponsorship and Donor Engagement, Geri Woessner.

Guests: Rick Adams, USAA Chief of Sport Operations and Paralympics and Erin McCormack, USOC Senior Technology and Innovation Advisor, Strategy and Business Consulting,

III. Minutes

2018 Assembly Meeting minutes - Motion was made to approve the minutes as submitted; motion was seconded and passed with all in favor.
September 25th Conference Call minutes - Motion was made to approve the minutes as submitted; motion was seconded and passed with all in favor.

IV. Executive Session

Mr. Mazzoli called the meeting into Executive Session at 8:10 am for a diversity and inclusion training conducted by USOC staff.

V. Meeting Called to Order

Mr. Mazzoli called the meeting to order at 10:37 a.m. M.T.

VI. CEO Review

a) ***Dashboard Highlights***- CEO Menzer reviewed the Dashboard reflecting key activities of the organization. **Memberships**-Overall memberships continue as flat while approximately 33% new memberships replace those that have not renewed. Staff are looking at ways to improve retention. Collegiate memberships usually are renewed soon after the beginning of the school year so these renewals will not yet be reflected in the August dashboard. A small decrease of memberships with Adult and JOAD Clubs is

reflected and staff will be sending out a survey to see what may be contributing factor (s) for non-renewal. Mr. Menzer reported that that membership will most likely end up be flat or somewhat up in comparison at year end. **Instructors/Coaches-** Over 2500 instructors and coaches are in a “suspended” status because they have not completed all mandatory requirements (background screening/SafeSport training). Discussion followed regarding utilizing a term other than “suspended” for the status of these memberships such as “inactive”. **National Events** – Mr. Menzer stated that USA Archery events are growing and that the 2018 National Target Championships reflected a nice increase.

Marketing/Social Media – You Tube views have had a substantial increase year to date over 2017. **High Performance** – Mr. Menzer reviewed the medal count year to date.

- b) **Website Update** – CEO Menzer reported that USA Archery staff reviewed 18 proposals for building the new website platform. 93FT, a partner of Sport80, contracted host of manager of the USA Archery’s membership platform, was selected as the best proposal. The use of the 93FT built platform will enable a single sign on feature for the website and membership system. This new website platform is expected to launch at the end of 1st quarter 2019. USOC will continue to host the current website platform until the launch is complete.
- c) **2019 Tactical Plan** - Mr. Menzer reviewed the 2019 staff tactical plan which is broken out to follow the Strategic Plan developed by the Board for the quadrennium.
- d) **Insurance Update-** Mr. Menzer reported to the Board that staff met with USA Archery’s insurance broker to plan for 2019. Insurance carriers are getting concerned about the risk of the youth sports industry and will be reviewing these applications closely for risk prevention measures such as SafeSport and other policies.
- e) **Diversity & Inclusion-** The USA Archery Diversity and Inclusion scorecard for 2017 was provided to the Board members in the meeting materials. The scorecard that USOC compiles based upon an annual report USA Archery completes is provided to the public and includes the benchmarks that are suggested to be addressed in coming years.

VII. Selection Procedures

Ms. Emmons provided the Board 2019 selection procedures for review highlighting any major changes to the U.S. team trials events:

- a) ***World Archery 3D Championships US Team Trials – Motion was made to approve the procedures as submitted; motion was seconded and passed with all in favor;***
- b) ***World University Games U.S. Team Trials – Motion was made to approve the procedures as submitted; motion was seconded and passed with all in favor;***
- c) ***World Archery Youth Championships*** -Discussion was held regarding the timing of the trials with the SoCal USAT event and ways to best enable participation of athletes in both events. ***Motion was made to accept the procedures as written; motion was seconded and passed with all in favor.***
- d) ***Outdoor World Cup Athlete Selection Procedures – Motion was made to accept the procedures as written; motion was seconded and passed with all in favor.***
- e) ***2020 Olympic Games Athlete Selection*** – Ms. Emmons informed the Board members that this procedure is composed of four trials events including the National Target Championships and was reviewed by both the Athletes’ Advisory Council and USOC . ***Motion was made to accept the procedures as submitted and reviewed by the USOC; motion was seconded and passed with all in favor.***

- f) *2020 Paralympic Games Staff* – Ms. Emmons announced that there potentially could be an Athlete Assistant position added in this procedure. *Motion was made to approve the procedure as submitted; motion was seconded and passed with all in favor;*
- g) *2020 Paralympic Games Athlete* – *Motion was made to approve the procedures amended to remove automatic placement on the team based upon earning a gold medal at the Para World Championships; motion was seconded and passed with all in favor.*
- h) *USAT Qualification* – *Motion was made to accept the procedures with the omission of Jr. USAT age criteria; motion was seconded and passed with all in favor.*

VIII. Executive Session

Chair Mazzoli called the meeting into executive session at 2:13 p.m. M.T. and called the meeting back into session at 2:54 p.m. M.T.

IX. 2018 Financial Review

- a) *2018 Board member payments and budget reports*-Ms. Clark reviewed USA Archery financial reports beginning with the 2018 YTD Board of Directors payments and the August 31, 2018 P&L Budget versus actual reports. Budget variance notes and these reports were provided to the Board members prior to the meeting for review.
- b) *2018 Year to Date reports*-The 2018 balance sheet and Profit & Loss statements compared to prior year through August 31, 2018 were provided along with variance notes to the Board members prior to the meeting. Ms. Clark reported that the \$2,554,948 ending liabilities and equity balance as of August 31, 2018 represented a decrease of \$72,814 compared to August 2017.
- c) *IT Update*-Ms. Clark attended a planning session with USAA's IT services provider, Navakai. As a result of the meeting, Navakai provided a quote for completing suggested 2019 projects primarily focused on preserving data security. Staff will review the list and prioritize what can be done in 2019. Other technology impacts will include researching sales tax providers for a plug in that will allow additional sales tax returns to be more efficiently processed due to the new economic nexus laws passed by states as a result of the U.S. Supreme Court South Dakota v. Wayfair, Inc. decision.

X. 2019 Budget

The draft 2019 budget along with budget notes and revenue by source and expense breakout by activity were provided to the Board members prior to the meeting for review. Ms. Clark reviewed the submitted budget and notes with the Board members. 2019 projected revenue is \$4,689,149 and budgeted expenses are \$4,688,983 with net income of \$166. *Following discussion, motion was made to accept the 2019 budget with the addition of \$5,000 expense to fund international official travel to attend the World Archery Americas world ranking event. Motion was seconded and passed with all in favor.*

XI. Policy Updates

- a) *Employee Handbook and Pre-Invention Agreement*- The Board members previously received a draft of the revised employee handbook reviewed by USA Archery's legal counsel and USA Archery's HR partner, TriNet. Newly added items

included a new e-mail address hr@usarchery.org for staff reporting of grievances and the Pre-Invention agreement. ***Motion was made to approve the updated employee handbook as well as the Pre-Invention Agreement. Motion was seconded and passed with all in favor.***

b) *Financial Handbook*-Updates to the Financial Handbook Investment Policy were discussed. Board members requested that a review cycle be identified as part of the policy to assure that investment goals are set appropriately as conditions change.

c) *SafeSport Athlete Abuse Prevention Policy*- Ms. Emmons reported on the U.S. Center for SafeSport policy being created which includes an athlete education and training piece providing two courses geared toward age groups. The Athlete Abuse Prevention Policy stipulates that adults may not participate in one on one interactions with minor athletes nor should they “friend” a minor athlete on social media. Group and public social media pages settings must be utilized. USA Archery staff will need to revise the athlete agreement to require Safe Sport training for International teams, USAT members, and Resident Athletes. Ms. Emmons will follow up as updates occur and will bring a Minor Abuse policy for Board approval when details are completed by the United States Olympic Committee.

d) *National Events Dress Code*-Revisions to the dress code were discussed. Board members made suggestions for further revision

XII. Adjournment of Meeting

Chair Mazzoli adjourned the meeting for the day at 5:40 p.m.

XIII. Meeting Called to Order

Mr. Mazzoli called the Board meeting back to order at 8:18 a.m. M.T. on Sunday, October 14, 2018.

XIV. Policy Updates. Continued

Dress Code - CEO Menzer distributed the revised dress code including suggested changes made during the previous session. Discussion followed. Judge Director, Mike Cullumber will notify judges of the new dress code policy via the next judges’ newsletter. ***Motion was made to accept the dress code to include the addition of the camo bow; motion was seconded and passed with all in favor.***

XV. Bylaws Updates/Elections

a) *At Large Election*-Board members held a discussion about the eligible voters and candidates for the At Large seat of the Board of Directors. Current By-Laws state that the seat is to be held by a candidate not eligible for the other Board seats. Board members felt that all eligible members should be eligible to run or vote in the At Large seat election. ***Motion was made to revise the organization Bylaws 7.4 d (page 13 and 7.5 e of the Bylaws) to allow any eligible member to vote or be a candidate in the At Large Director election. Motion was seconded and passed with all in favor.***

b) *USA Archery Athlete Advisory Council Election*- Board members reviewed the USA Archery Athletes’ Advisory Council membership and terms. Currently the Bylaws provide a mechanism for removal of a council member but not for replacing a member who leaves mid-term. Discussion was held regarding appointing an alternate member to

fill in when a vacancy occurs starting with the next election using the next highest vote. *Motion was made to add an alternate member to any elected Committee to serve the remainder of a term if vacated; Motion was seconded and passed with all in favor.*

XVI. Committees

Mr. Menzer reviewed the progress made structuring USAA Committees as shown on the Committee Summary.

- a) *National Archery Association Foundation/Audit Committee approvals* – Motion was made to confirm members Mark Miller and Rob Kaufhold to serve on the Foundation Board 2019 through 2021 and to appoint Julio Mazzoli to serve a third term as Chair of the Audit Committee.
- b) *Audit Committee Report* - Mr. Mazzoli provided the audit committee report summarizing the activities of the Committee during 2018.
- c) *JOAD Committee Report*)-The JOAD Committee Report was included in the meeting materials.
- d) *Collegiate Archery Program Committee Report*- The Collegiate Committee program report was provided in the meeting materials for Board review.

XVII. Executive Session

Mr. Mazzoli called the meeting into Executive Session at 9:30 a.m. M.T.

XVIII. Meeting Called to Order

Mr. Mazzoli called the meeting back to order at 10:03 a.m., MT.

XIX. Officials & Rules Report

Mike Cullumber provided an update for the Officials and Rules Committee, reporting that many judges require additional education. Suggestions include the development of a judges' guidebook for use in seminars. Ms Emmons added that Education and Training Manager Guy Krueger is planning training packages among the judge development opportunities like the currently used coach development packages. Discussion was held about requirements for certification and confusion about policy.

XX. National Events Update

CEO Rod Menzer led the members through the National Events update.

- a) *Barebow Categories*-Board members reviewed the barebow classes which are not meeting the participation requirements for events. *Following discussion, the motion was made that all current barebow categories remain. Motion was seconded and passed with all in favor.*
- b) *National Events Calendar*-Board members discussed potential conflicts with the calendar.
- c) *Surveys*- Overall the surveys on the events were positive. Enforcement of premium seating continues to be a challenge and there is a need for more volunteers. The policy around coach credential requirements will be enforced.

XXI. Sport Performance Update

Ms. Emmons provided a Sport Performance update for the Board members. Some information provided included:

- a) **USADA Testing** – USADA is moving to a “clean athlete act” program where the athlete will file two times per year, June 15 and December 15. New information will be going out with athlete agreements.
- b) **Request for Special Grants**-The request for \$125,000 in special grants with USOC was not approved. Tokyo’s costs are so high that the USOC is looking at 2020 Olympics as a priority for spending.
- c) **Para Tier Status and funding** – USOC changed the Archery Para program status from Bronze to Silver. USOC and Veterans Administration Funding was secured for Para World Championships and for three Para USAT camps.
- d) **Junior Dream Team (JDT)/Regional Dream Team (RDT)** – The JDT and RDT will transition to the Red Team.

XIII. Tactical Plan Accomplishments-

Ms. Emmons provided an update on the organization’s tactical plan accomplishments. Some items have carried forward into 2019 but have not been forgotten.

XXII. Sponsorship and Fundraising Plan

USA Archery Director of Sponsorships and Donor Engagement, Geri Woessner, provided an overview of current levels of support and new sponsors. Ms. Woessner said that currently the organization receives approximately \$133,000 from corporate partners which includes VIK and is looking for new support of around \$45,000. Ms. Woessner suggested that the organization could choose from three different levels of fundraising strategies. 1) Quick Wins including web and social presence, round up campaigns, corporate grants and foundations; 2) Project based direct mailings that include a specific ask, direct mailer with social and web support, and/or 1-3 month campaigns to be run twice a year; 3) Annual Fund Direct Mail which would include mission focused campaigns to support USAA, three or four direct mail pieces per year with digital and social support working with an outside agency with data analysis throughout. Discussion about how best strategize support with the approaching 2020 Olympics including the utilization of the web platform and requesting Foundation support.

XXIII. NFAA Agreement Update

Mr. Menzer provided an update on the new agreement with NFAA. Discussions have taken place for joint activities. A draft will be prepared to bring for consideration by the Board.

XXIV. New Business/Open Discussion

A video made by Para Athlete’s Advisory Council Lia Coryell was presented to the Board which contained a request to add a Para athlete Director seat on the Board of Directors. Discussion was held regarding expansion of the Board. Further discussion was held about selection procedures and the possibility of combining the two Athletes’ Advisory Council to one Athletes’ Advisory Council. The Board will continue to review/discuss.

XXV. Adjournment of Meeting

Mr. Mazzoli adjourned the meeting at 1:02 p.m. M.T.

Minutes were approved by the Board of Directors via e-mail consent on January 29, 2019

