

USA Archery
November 2014 Board of Directors Meeting
Minutes

Friday and Saturday, November 21-22, 2014
Easton Foundations 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 21, 2014. Earlier during the day, Board members were given a tour of the meeting's host facility, the Easton Foundations Archery Center. Chair Foxworth welcomed new Independent Director, Julio Mazzoli, sharing that Julio brings with him a long history of working with sports organizations and Safe Sport knowledge. Belinda noted that this will be Erika Jones' final Board meeting as her term of service is ending at the end of 2014. Erika was thanked for her time and contributions to the organization.

Roll Call

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

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

II. Approval of September Conference Call Minutes

The drafted minutes for the September 2 Board conference call were presented for approval. ***Motion was made to approve the minutes to include proposed edits; Motion was seconded and passed with all in favor.***

III. CEO Review

- a) **Organization Update-Key Metrics**: CEO Parker reviewed the key metrics (Dashboard) of USA Archery noting that the membership numbers have just passed 16,000, exhibiting that membership growth continues to be very strong. Following her review of the Mission and Vision of the organization CEO Parker reviewed that the values of the organization are based on the idea of inclusion and are committed to the following guiding principles: 1) Integrity, 2) Strategy, 3) People, 4) Execution, and 5) Communication. Parker noted the 6 key organization objectives previously set for the 2013-2016 Quad: 1) Top performing country in international competition. 2) Increase number and satisfaction of members; 3) Increase number of certified instructors/coaches; 4) Provide quality grassroots programming and increase outreach partnerships; 5) Enhance profitability and structure of events; and 6) Increase financial and administrative strength. Parker stated that we have had strong growth in our numbers of certified instructors and coaches, particularly with levels 2 and 3. **SWOT Analysis**: CEO Parker shared that staff had prepared a SWOT analysis for their departments and four main items to address came from the staff meeting: 1) Growth- we are a growing organization feeling growing pains; 2) Marketing- there are many new and strong programs and brands. This is a key time to be promoting the organization and the sport; 3) Better Development – there is a gap between Grassroots and High Performance (Coach Development, Collegiate, State and Regional Events);

4) Athlete Funding – there is a need for long term funding for non-Olympic High Performance programs, training and athletes. **Crowd funding:** CEO Parker met with the Ski and Snowboard group to discuss opportunities to engage networks to raise funds. This group has utilized Rally Me to allow athletes to promote their cause via a rally page raising funds on average about \$5,000. Parker noted that we can help people know where to go to fundraise and this can also provide a method for JOAD clubs to raise dollars to go to Nationals.

- b) **NGB Guidelines-** USOC put together a task force consisting of representatives from multiple sports led by Kay Rader to develop guidelines for NGB Board members. The National Governing Body Council has approved the resulting guidelines which will also be reviewed by the Athlete Council. CEO Parker requested that these guidelines be approved as a USA Archery policy. ***Motion was made to adopt these guidelines as policy and to amend the organization's By Laws to point to this policy; Motion was seconded and passed with all in favor.***

IV. Financial Review

- a) **Board of Director Payments-** A YTD listing of Board of Director payments was distributed for review.
- b) **Profit & Loss Budget to Actual through 3rd Quarter and Profit and Loss Comparison to Prior Year -** CEO Parker led the review of the P&L Budget to Actual financials noting that she felt good about where the organization is and that many of the budget targets for the year have almost been met three quarters of the way through the year. The Board members were provided Variance Notes for the YTD P&L compared to prior year.
- c) **Sale of NGB Coop Building-**CEO Parker informed the Board that the NGB Coop owned building at 711 N. Tejon was scheduled to close on December 1 and requested authorization to act on behalf of the organization. A drafted resolution was distributed for review that would provide such authorization. ***Motion was made to approve the distributed resolution giving Denise Parker authorization to act on behalf of USA Archery in regard to the sale of the property; Motion was seconded and passed with all in favor.***
- d) **Balance Sheet-** Finance Manager Cindy Clark reviewed the organization's balance sheet as of September 30 2014 which included comparisons to the same period in 2013. Cindy noted that she also felt good about USA Archery's financial position and that the organization is very close to the six months of reserves goal.
- e) **2015 Budget-** CEO Parker presented a chart breaking down the drafted budget revenue and expenses by program streams. An organization chart for 2015 was also provided. ***Motion was made to approve the 2015 budget as presented; motion was seconded and passed with all in favor.***

V. High Performance

- a) **Update-Key Highlights-** Assistant Head Coach Guy Krueger presented the Board with a High Performance program update. Key highlights included the new Women's Excellence Program, Compound JDT Camps and the strength of the training system and athlete pipeline. The Board was also provided updates regarding the Olympic trials and the integration of the Para Program.
- b) **Selection Procedures-** The following selection procedures were presented for Board approval:

- a. World Archery Youth Championships Team Trials- Board members were informed that the dates for the event were subject to revision. ***Motion was made to approve the selection procedures for the World Archery Youth Championships Team Trials as presented; Motion was seconded and passed with all in favor.***
- b. World Archery Championships – Compound Team Trials- ***Motion was made to approve the selection procedures for the World Archery Championships – Compound Team Trials as presented; Motion was seconded and passed with all in favor.***
- c. Pan American Games/World Archery Championships Team Trials- Athlete, Coach, Team Leader and Sports Medicine Staff selection procedures were presented for Board review. ***Motion was made to approve all of the selection procedures for the Pan American Games/World Archery Championships Team Trials; Motion was seconded and passed with all in favor.***
- d. U.S. Olympic Team Trials- Athlete, Coach, Team Leader and Sports Medicine Staff selection procedures were presented for Board review. Board members were informed that the trials events will consist of three stages held in conjunction with USAT events in September 2015 (Texas Shootout), April 2016 and May or June 2016. ***Motion was made to approve all of the selection procedures for the U.S. Olympic Team Trials; Motion was seconded and passed with all in favor.***
- e. ParaPan American Games Team Trials- Athlete, Coach, Team Leader and Sports Medicine Staff selection procedures were presented for Board review. ***Motion was made to approve all of the selection procedures for the ParaPan American Games Team Trials; Motion was seconded and passed with all in favor.***
- f. U.S. Paralympic Team Trials- Athlete, Coach, Team Leader and Sports Medicine Staff selection procedures were presented for Board review. ***Motion was made to approve all of the selection procedures for the U.S. Paralympic Team Trials; Motion was seconded and passed with all in favor.***

The Board confirmed that the process of the selection procedure is what they approved and that modifications to dates stated in the selection procedures could be made without further Board review.

- c) **Sanctioning Policy for International Events**-The previously Board approved sanctioning policy for International Events was brought for discussion.
- d) **Personal Coach Policy**- The intent of the previously Board approved policy was discussed.
- e) **Board of Justice Complaint Procedure/Code of Conduct**-Revisions to the Board of Justice Complaint Procedures and the related revision to the Code of Conduct were presented to the Board that broadens the statute of limitations for timeliness based upon the type of complaint. ***Motion was made to accept the revisions both to the Board of Justice Complaint Procedures outlined in Article XV of the Bylaws along with the related description in the Code of Conduct; Motion was seconded and passed with all in favor.***

The meeting was adjourned for the day at 5:40 pm

VI. Call to Order

Meeting was called back to order by Chair Belinda Foxworth on Saturday, November 22nd at 8:30 am.

VII. Roll Call

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

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

VIII. World Cup Bid

CEO Denise Parker announced that USA Archery would support the Easton Foundations' bid to hold the 3rd Stage of the Archery World Cup in June of 2017, 2018, and 2019.

IX. Outreach Review

Mary Emmons, Outreach Director presented an overview of the Outreach programs.

- a) **Explore Archery**- Mary stated that there are currently 120 Explore Archery programs registered and that this program is appealing to a wide variety of organizations and clubs. There is an online locator available for those interested in finding the nearest Explore Archery program and that some clubs have made this program a pre-requisite for membership. Emmons announced that 10 State Parks in Pennsylvania will launch Explore Archery. USA Archery will be offering an Explore Archery Grant program next year along with a quarterly newsletter to assist with program growth.
- b) **Instructor & Coach Certification**- Level 1 materials are in the final stages of layout & design with the addition of Adapted Archery. The new materials include the USA Archery mobile coach application and videos. The plan is to roll out Level 1, Level 2 and Coach Trainer materials together;
- c) **Athlete Development Program**- A new focus group will be assembled to provide feedback on athlete development curriculum content after the 1st year;
- d) **Membership Benefits**- Mary reviewed plans for membership benefits for 2015 including birthday recognition for members;
- e) **Collegiate Archery**-During the review of the collegiate program Mary announced that there would be a \$75,000 grant program in 2015. We are working on online club registration and a club locator.
- f) **Club Handbook**-The club handbook is being developed as a resource for clubs, especially for those wanting to start up a club; the handbook is in layout and design now.
- g) **JOAD Mail In**-The virtual tournament has experienced increased participation. Part of the efforts to grow participation has been the launch of the Club Spirit Award.
- h) **JOAD Committee**- The JOAD Committee report was made available for review; Dee Falks has been elected to serve as the South Region Representative and Lauren Buswell was elected to serve as the East Region Representative. The Committee report included a concern regarding Cub and Bowman compound archers at Indoor JOAD Nationals using the outer-10 ring for scoring instead of the inner 10 ring like the rest of the divisions. The Committee recommended that the Bowman and Cub compound divisions score using the inner 10 ring at both

U.S. National Indoor Championships and JOAD National Indoor Championships. Discussion followed regarding the progression of the club shoot. Clubs will be surveyed regarding this recommendation. An additional recommendation of the Committee was to integrate the Junior Divisions with the Senior Divisions at the U.S. National Target Championships and the U.S. Open. The integration on the shooting line would also grant both Junior and Senior ranking points for the U.S. National Target Championships. Discussion followed regarding the impact of this recommendation on elite archers. *Motion was made to change the National Target Championships based upon these recommendations; Motion was seconded; Motion did not pass.* The Committee also requested 2015 travel funding for the Regional/State Coordinators to promote JOAD. The Board requested that this funding dialogue continue with USA Archery staff.

- i) **Certification Reciprocity Proposal**- A proposal was presented to the Board which will provide Level 1 Instructor reciprocity to NASP BAI, BAIT and BAIT-S Instructors following the completion of USA Archery requirements in the proposal.
- j) **Archery Shooters Association (ASA) and National Field Archery Association Membership Proposal**-This previously adopted policy was brought forth to confirm that the reciprocity is available to Level 1 instructors as well as Level 2 and above. *Motion was made to approve the Bylaws revision to add this new category of membership as presented; Motion was seconded and passed.*

X. National Events

National Events Manager Sheri Rhodes provided an overview of the status of National events. She shared that National events have experienced anywhere from 20 to 50% growth requiring the use of staff to fill the gaps in assignments, maximizing creative formats and good partnerships. Online registration has been made available for Indoor tournaments which eases the management of these events. Sheri said that looking forward they need to address an aging scoring system

- a) **2015 Master Calendar** – The 2015 master calendar was included for review. Discussion followed regarding the schedule challenges of a pre-Olympic year.
- b) **USAT Event Registration Policy**- The policy was reviewed with the Board that holds spots open for USA athletes who are pursuing a national ranking for 14 days after registration opens. After this period any athlete, regardless of ranking, is subject to availability and could be waitlisted.
- c) **National Event Program Category/Division Policy** The impact of the proposed policy was discussed. *Motion was made to adopt the policy with changes to review event participation numbers from 2014, 2015 and 2016. Beginning in 2017, a category/division may be removed from the program for a lack of participation numbers over the preceding 3 year period. Participation numbers for divisions in danger of being removed will be published; Motion was seconded and passed with all in favor;*
- d) **Proposal for the Barebow Division Format at the 2015 U.S. National Target Championships**- Following extensive discussion of the Barebow Committee proposed format, *Motion was made to add Barebow as a developmental division with classes of Masters 50 +, Senior, Junior, Cadet, Bowman and Cub. Motion was seconded and passed.*

- e) **USA Archery Judge Certification Program-** A summary of the USA Archery Judge Certification Program was presented to the Board, providing the program's requirements and certification steps.

XI. Committee Review and Assignments

- a) **Committee Summary and Appointments-** CEO Parker reviewed the Committee Summary and highlighted proposed appointments for various committees. Rod Menzer will replace Erika Jones as Athlete representative on the Board.
- b) **Board of Justice-** Kari Granville will serve on the Board of Justice.
- c) **Audit Committee-** Independent Julio Mazzoli will join the Audit Committee.
- d) **Nominating and Governance Committee-** Derek Davis will chair the Nominating and Governance Committee; Lindsay Speck will serve as the Athlete representative.
- e) **JOAD Committee-** Lauren Buswell was elected to serve as the East Region representative and Dee Falks to serve a third term as the South region representative.
- f) **National Archery Association Foundation (NAAF) -** NAAF has appointed Tony O'Brian to serve a third term as a member of the Foundation Board.

Motion was made to approve the slate of committee recommendations as presented for the Audit Committee and Nominating and Governance Committee, JOAD Committee and NAA Foundation. Motion was seconded and passed with all in favor.

XII. Executive Session

The Board went into Executive Session at 11:40 am.

XIII. Adjournment of Meeting-

Chair Belinda Foxworth adjourned the meeting at 12:30pm.

Meeting minutes approved by the Board of Directors on May 8th, 2015