

USA Archery
2010 December Board of Directors Meeting Minutes

Salt Lake City, UT
December 4, 2010

I. Call to order

Chairman Bill Corbin called to order the Board of Directors Meeting of USA Archery (USAA) at 8:05 a.m. MT on December 4, 2010.

II. Roll call

The following persons were present: Chairman Bill Corbin, Belinda Foxworth, Cindy Bevilacqua, Helen Sahi, Tom Green, Brady Ellison, Greg Easton, Linda Beck, Erika Anschutz, Brian Sheffler

USAA Staff: CEO Denise Parker, Kimberly Bartkowski, KiSik Lee, Randi Smith, Robby Beyer, Sheri Rhodes

Guests: Bruce Cull, President, National Field Archery Association

III. Approval of Minutes

Motion to approve the minutes from the July 8, 2010 Board of Directors Conference Call was brought forward, seconded, and the motion passed with all in favor.

Motion to approve the minutes from the July 22, 2010 Annual Meeting was brought forward, seconded, and the motion passed with all in favor.

IV. Discussion

a) CEO Review/Financials

Review: CEO Parker reported that 2010 has been a great year! Athletes have had great achievements and USAA staff has made significant progress with program development. The U.S. Olympic Committee has been very complimentary on how well USAA has done both in achievement and administration.

Financials: The Board reviewed the 2010 financials including a year-end projection. With the reminder of how Nike VIK is recorded, Parker reported that she is expecting to come in at budget or slightly ahead of budget at end of 2010.

b) 2010 High Performance Review

Coach KiSik Lee reported that he is very happy with the past year. The athletes have done a great job and the coaching program is developing very well in the U.S. The number of higher level coaches has increased. It has not gone unnoticed however that there has been a decline in the number of basic and intermediate coaches. CEO Parker recognizes that we have work to do on coaching development.

It was also reported that an adult camp program that USAA members can attend for a fee is planned to roll out in 2011.

c) High Performance Plan (HPP)

USAA met all 2010 High Performance Plan milestones. It was noted that scores across the board are rising.

The main HPP priority for the able-bodied athletes in 2011 is to qualify the three male and three female quota spots for the 2012 Olympic at the World championships. The second goal is to have success in the World Cup events.

The Para-Archery HPP priority is to secure slots for the 2012 Paralympics at the 2011 World Championships and Para-Pan Am Games.

The U.S. Olympic Committee (USOC) provides funding for elite athletes. USAA has tried many ways to distribute the funding in the past. USAA High Performance Manager Beyer proposed having the athletes evaluated twice a year (December and June) versus only one time, to allow for fluctuation and supporting those who are shooting well. This would be implemented on January 1, 2011. CEO Parker would like to work with USOC to create a quad-based funding schedule so athletes can know what to expect with his/her funding.

The USAT selection proposal was presented which outlined having six USAT events scheduled for 2011 with three of the events being required plus the U.S. National Target Championships as a mandatory event. It was discussed and agreed upon to remove the National Indoor Championships as an eligible event for the Senior team. It was also agreed upon that the Field, Indoor and Outdoor National Champions in the Senior categories would have an automatic placement on USAT.

After a great deal of in-depth discussion it was agreed to postpone approval of the National Ranking System presented until the next Board meeting, in order for the Board to evaluate the impact of some suggested changes. Any related team selections or benefits associated with the ranking will be effective in 2012.

Motion to accept the proposed High Performance Plan with changes to the number of USAT events and Direct Athlete Support was brought forward, seconded, and the motion passed with all in favor.

d) 2011 World Cup Eligibility

High Performance Manager, Robby Beyer presented a World Cup Eligibility document which allowed some protection for those archers performing well at the first two World Cup events. It was suggested that it would be easier for an athlete with points from the first two World Cups in the year to make the finals as opposed to a “new” archer who entered the World Cup Stage 3 with no points. There was much discussion on what the point of the World Cups is...to gain International experience or to win medals. It was pointed out that the World Cup Finals are much smaller and not the same as World Championships or the Olympics.

Motion to accept the 2011 World Cup Eligibility as presented was brought forward, seconded, and the motion passed with all in favor.

e) National Records

For several years, Ron Carmichael has been managing the USAA records on a volunteer basis. He will retire the end of this year and new USAA Staff Member Katrina Weiss will be taking over. CEO Parker requested feedback and support to determine what records we want

to continue tracking, discontinuing, etc. Board Members Green and Anschutz will assist Weiss.

f) 2011 Strategic Outline

CEO Parker reported the following updates to the USAA Strategic Outline.

Increase Number and Satisfaction of Members: To date, USAA has increased individual memberships by 5% and club memberships by 17%. CEO Parker requested, and was granted, support from the Board to work with Mr. Bruce Cull from the National Field Archery Association (NFAA) to look into a possible joint membership between USAA and NFAA.

Increase Number of Certified Coaches: Parker reported that this has been a struggle for the staff. One of the main hindrances is the lack of communication to the basic, intermediate and community level coaches. This objective is still a high priority and she feels like with changes taking place with NADA that we can increase our base of coaches.

Enhance Current Grassroots programs: CEO Parker explained that the staff will concentrate on partnering with other grassroots programs such as Parks & Recreation, Camps, State Fish and Wildlife agencies and others to develop better transition plans. Parker is happy with the development and expansion in the offering of the JOAD program and the Adult Achievement programs.

Support Multiple Training Paths for Athlete Development: CEO Parker feels strongly that USAA has done a good job at this and stressed that it is important to get athletes to events to compete. Funding international teams is a top priority for the organization.

Enhance The Quality And Participation Levels At USAA Events: This continues to be a strong goal for CEO Parker. She outlined steps taken over the past year to bring forward the scoring team, which produced dependable, accurate and timely results through the year.

Increase USAA Generated Revenue: When CEO Parker began, the USAA budget was just under \$1 million. As of today, the 2011 budget is approximately \$1.6 million. Parker outlined additional sponsorship deals in the works along with other revenue generating projects in the works.

In 2010, USAA started using multi-media announcements i.e. facebook, twitter, website etc. to promote its programs. This will continue and improve in 2011.

g) 2011 Budget

CEO Parker presented the 2011 budget to the Board for approval. Parker noted that the budget presented does not include a Paralympic Archery Grant from the USOC. CEO Parker hopes to hear from them very soon regarding the grant. In addition, USOC is also considering some small grant requests CEO Parker has submitted for International Relations.

Motion to approve the proposed 2011 budget as presented was brought forward, seconded, and passed with all in favor.

h) National Alliance for the Development of Archery (NADA)

There was discussion regarding the dissolving of NADA.. It was explained that three of the NADA employees would become USAA employees as of January 1, 2011.

Motion to approve the proposed conversion of NADA to USAA as presented was brought forward, seconded, and passed with nine in favor and one opposed.

i) Membership Review

The agreement with Ai Group to create a new online membership database has been signed and the development of the database is underway. The release date remains January, 2011 CEO Parker is working to revise the State Association agreement USAA currently uses.

j) NFAA Partnership

USAA and NFAA will co-host each organization's national competitions. The event will be branded "The World Outdoor Archery Festival". A great deal of work has already been accomplished, including scheduling, pricing, and hotel arrangements. There will also be a "World Outdoor Archery Festival Winner" that will be awarded a car or cash option.

k) College Archery

After discussion of the topic, it is the USAA Board of Directors' decision to discontinue offering college club and individual college memberships in order to avoid any conflict with newly formed USCA. Draft changes to the bylaws regarding this will be presented in the follow up call.

l) Trademark License Agreement

The Easton Sports Development Foundation (ESDF) has had a verbal agreement with USOC which gave them the right to use the word "Olympic" in the Olympic Archery in the Schools program. USOC has requested that this agreement be formalized between the NGB, USOC and the Easton Foundation. The Board reviewed the draft agreement and suggested changes. CEO Parker will work with USAA legal counsel to get recommended revisions back to each of the organizations.

m) Committee Review and Appointments

JOAD Committee – The JOAD Committee has put forth Doug Ludwig for the East Region and Laval "Dee" Falks for the South Region. The JOAD Committee is requesting approval of these individuals.

Motion to accept the proposal as presented was brought forth, seconded, and passed with seven in favor and three opposed.

The NAA Foundation – There is a vacancy on the NAA Board created by Mr. Jim Easton. It has been recommended that USAA Board Member Greg Easton to server out the term.

Motion to approve USAA Board Member Greg Easton to serve on the NAA Foundation Board was brought forward, seconded, and passed with all in favor. Board Member Greg Easton abstained from voting.

n) Task Force Appointments

By-law Review Task Force members are: Tom Green, Belinda Foxworth, Linda Beck, and Erika Anschutz

Fundraising Task Force members are: Brady Ellison, Helen Sahi, Bill Corbin, and Cindy Bevilacqua

V. Executive Session

They adjourned the meeting following this session.

Minutes submitted by: Kimberly Bartkowski

Minutes approved on: January 11, 2011