

USA Archery
2013 November Board of Directors Meeting Minutes

Friday and Saturday, November 15-16, 2013
Chula Vista and San Diego, CA

I. Welcome/Chair Report

Chairman Bill Corbin called to order the Board of Directors Meeting of USA Archery at 2:13 p.m. PST on Friday, November 15, 2013. Earlier during the day, Board members observed the current archery facilities at the Olympic Training Center and met with Resident Athletes and Junior Dream Team athletes while training. They also toured the Easton Foundations Center of Excellence archery facility currently under construction. Bill welcomed attending Board members noting that due to term limits this will be his last regular Board meeting. His role as an Independent Board member and Chair will come to an end after 2013.

II. Roll Call

The following USA Archery Board members were present: Chairman Bill Corbin, Linda Beck, Cindy Bevilacqua, Greg Easton, Belinda Foxworth, Tom Green, Nick Kale, Brian Sheffler, and Skip Trafford.

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

III. Approval of Minutes

Motion to approve the minutes of the April 2013 Board of Directors Meeting, May 2013 Board of Directors Conference Call and July Annual meeting was brought forward with one correction to the July Annual Meeting attendance. Motion was seconded and passed with all in favor.

IV. CEO Update

- a) **USA Archery Dashboard**- CEO Denise Parker presented the “dashboard” for USA Archery depicting the key metrics of the organization from 2009 forward. CEO Parker stated that 2013 has been a good year for the grassroots programs as demonstrated by strong growth in individual and club memberships along with program related revenue. This is an exciting time for archery and she feels strongly that interest in the sport will continue. There was record attendance at National events this year.
- b) **CEO Update**- CEO Denise Parker presented an update discussing progress made toward the Quad 2013-2016 Goals. Discussion followed regarding the website. Club and Instructor search capabilities have been added but there have been some concerns about the ease of navigation on the site as evidenced in the membership survey. Staff will continue to look for opportunities to address the improvement of the website. Board member Greg Easton has been elected to serve on World Archery’s Executive Board and the U.S. was recognized for a number of awards at the World Archery Congress. Denise Parker also addressed the recent Membership Satisfaction Survey distributed with the Board materials. Staff is reviewing this survey as a

communication piece and will look to develop specific objectives as a result of the feedback.

V. **Financials**

- a) **Balance Sheet**- CEO Denise Parker reviewed the organization's balance sheet as of September 30, 2013. Due to the limitations of Federal Insurance provided for bank deposits at individual banks, Denise requested approval to move \$250,000 to ENT Federal Credit Union to be deposited in a Money Market Account.

Motion to approve the opening of the Money Market account was made, seconded and approved with all in favor.

- b) **2013 Board of Directors Payments**- YTD Board of Directors payments were provided for review.
- c) **2013 Profit & Loss Compared to 2012 as of September 30**- Comparison report was reviewed with no concerns noted.
- d) **Profit & Loss Budget vs. Actual as of September 2013**- The budget versus actual report was reviewed. CEO Parker noted that the organization was meeting objectives and staying within budget.
- e) **2014 Proposed Budget**- The proposed 2014 budget was discussed. No action was taken.

VI. **Guest Presentation**

Two grassroots community representatives conducted a presentation for the Board of Directors. Discussion followed; no action was taken.

VII. **High Performance**

Coach Lee and Assistant Coach Guy Krueger discussed Goals and Strategies for 2016 medals. They stated that they are encouraged by the strength of the junior archers.

- a) **Athlete Selection Procedures: World Archery Field Championships**- The proposed policy reflecting format change was reviewed.
Motion to pass with one change was proposed, seconded and passed with all in favor.
- b) **National Ranking System**- The proposed policy was discussed. *Motion to approve the policy as proposed was made. Motion was seconded and passed with all in favor.*
- c) **2014 Outdoor International Event Selection Procedures**- Proposed policy was tabled for more review with athletes
- d) **2015 USAT, Junior USAT, Cadet USAT, and Para USAT Qualifying Procedures and Criteria**- Procedures were provided as an update to the Board.
- e) **Direct Athlete Support**- Eligibility guidelines for recurve athlete support were reviewed with the Board. These guidelines were set in conjunction with USOC.

VIII. **National Events**

- a) **2014 Master Calendar**- the Master Calendar was provided to the Board subject to some changes.
- b) **2014 National Target Championships/Easton JOAD Nationals**- The proposed 2014 schedule was reviewed with the Board.

- c) **Personal Coach Policy**- The drafted changes to the policy were presented. Motion was made to approve the policy changes. Motion was seconded and passed.
- d) **National Records Database**- National Events Manager Sheri Rhodes provided an update regarding progress on the National Records Database. Efforts are being made to review data and update for posting on the website.

Meeting adjourned for the day at 6:00 pm

IX. Call to Order- Meeting was called back to order by Chair Bill Corbin Saturday, November 16 at 8:00 am.

X. Roll Call

USA Archery Board members present: Chairman Bill Corbin, Linda Beck, Cindy Bevilacqua, Greg Easton, Belinda Foxworth, Tom Green, Nick Kale, Brian Sheffler, and Skip Trafford.

USA Archery Staff: CEO Denise Parker, Cindy Clark, Mary Emmons, Sheri Rhodes.

Guest: Jay McAninch, President and CEO, Archery Trade Association

XI. Outreach Updates

Outreach Overview- Outreach Director Mary Emmons presented an overview of the progress of Outreach programs. Good information has been provided in the membership survey and staff is working on some of the solutions to improve customer service. The membership system is being updated to include the new membership types and a new comprehensive brochure has been developed and included with the Board materials. One of the main efforts has been to provide more resources for clubs and their leaders. The new Explore Archery program, Olympian awards, range diagrams, banners are among the resources being developed. Proposed initiatives presented to the Board included:

- a) **2014 Certification Initiatives**- A Range Pass will now be required for any Level 1 Instructor or volunteer to be compliant with our SafeSport Policy
- b) **Certification Fee Increase**- Fee increase for Background Screening will take effect at the beginning of the year. Fee increases for Level 1-3 certification and/or materials will take effect when new materials become available.
- c) **2014 Membership Changes**- Changes reflect the new Recreational and Temporary membership levels and benefits.

XII. ATA

Jay McAninch, President and CEO of the Archery Trade Association (ATA), was introduced to the Board. USA Archery CEO Denise Parker expressed her appreciation for the partnership between the two organizations and the dedication and cooperation received from ATA to help grow archery in the community nationwide. Jay McAninch presented an overview of the current state of archery in the United States and the opportunities that exist to work together to bring archery to more community facilities.

XIII. Executive Session

Chair Bill Corbin called an Executive Session at 9:17 am. The Board reconvened its regular session at 10:10 am.

XIV. National Field Archery Association (NFAA)

Board member Brian Sheffler initiated a discussion about the club level and state level reciprocity between the NFAA and USA Archery. No Board action taken. Outgoing Director Linda Beck will continue to serve on the NFAA/USA Archery committee.

XV. ByLaws/Code of Conduct

- a) **Code of Conduct**- CEO Parker reviewed the proposed USA Archery SafeSport Policy as an update to the USA Archery Code of Conduct. This policy was designed to be consistent with the USOC SafeSport Policy. *Motion was made to approve the policy; motion was seconded and passed with all in favor.*
- b) **Bylaw Changes**- Proposed Bylaw changes were presented by CEO Parker. *Motion was made to approve the changes; motion was seconded and passed with all in favor.*
- c) **Agreements**- Draft documents for Club and Membership Terms and Conditions and USA Archery's Release of Liability form were presented and reviewed with the Board.

XVI. Committee Review and Appointments/Program Reports

- a) **Committee Summary and Appointments**- CEO Parker reviewed the Committee Summary and highlighted proposed appointments for various committees. She pointed out that Belinda Foxworth will term-out as Audit Committee Chair at the end of 2013. Per USA Archery Bylaws this position needs to be held by an Independent Director. Denise is in the process of working with the USOC to identify candidates to serve on the Ethics Committee.

Motion was made to approve the committee recommendations identified in the Committee Summary for the Board of Justice Committee, JOAD Committee and Officials and Rules Committee. Motion was seconded and passed with all in favor.

- b) **Program Reports**- JOAD Committee, Board of Justice items, High Performance Report and Explore Archery Program Overview were provided to the Board.

XVII. Unfinished/Other Business

CEO Denise Parker presented a plaque to outgoing Chair Bill Corbin in appreciation of his service as Chairman of the Board for USA Archery since 2008. Bill Corbin shared his vision about the future of the sport and the importance of working together. He has enjoyed the passion for the sport of archery held by the Directors.

XVIII. Adjournment

The meeting was adjourned at 11:00am

Minutes approved by the USA Archery Board of Directors on December 23, 2013