



Board of Directors Meeting via Teleconference

Present, June 4, 2015

Shawn Hindy, Chair
Kara Mings
Bree Gillespie
Tina Reinprecht (arrived at 6:04pm)
Susan Nottingham
Carolyn Bing
Shannon Taylor
Simon Gray

Staff

Simon Hoskins, Chief Operating Officer
Janet Paden, CFO and Board Secretary

Thursday, June 4, 2015

8:00pm - 9:20pm EST

1. Call to order- Shawn Hindy
2. Roll Call - Janet Paden
3. USAFH Updates - Simon Hoskins
 - a. Irish Series final numbers - general feedback: team's performance strong. Numbers gross \$45k in ticket sales; event delivery was positively received. Survey results: announcing was very strong; VIP event was strong. Challenge on first night with lightning and rain. Negative: challenges around food and drink and some of the way people leave the stands. Didn't sell out - can get 1,600 into the bleachers. Nook is looking to have extra bleachers for next games. Sam wants to spend more money advertising, particularly around Hershey and Harrisburg. Low pre-game media leads to low pre-game ticket sales. We should recognize Bree - she did a huge amount of work on the marketing and the VIP reception. Rene and Shannon were also working the event, and Shawn, Mark and Tina played a part as well - really good board engagement.
 - b. USAFH Restructuring - two staff have left recently. Emily's position will become more marketing and customer-service, focused on event registrations, and club and college coach client groups. More of a sales type role. This role won't have membership or event venue responsibilities. Membership Coordinator position will be 100% membership focused. More focus on core role. Culture moving to being more responsive, more client and customer service oriented. Steve Locke is the main contact for Safe Sport.

- c. PAHF Updates - Janet gave update on the nominations we are sending. Steve and Shawn will be at the Congress in July in Canada.
4. VIP Event at Ireland Series - Bree Gillespie. A team effort that went very well, underwritten by an anonymous donor. Were able to get the Chamber of Commerce to attend this time. Invited some back from the first reception; making progress with local companies for potential sponsors. Could sell series sponsorships; meeting people locally post-event and getting good feedback. Impressed with the players and how they integrate. Craig spoke about funding, Rachel spoke about the coaches, and players were very welcoming to all the guests. Potential for local companies to run a private VIP for their clients if they choose to sponsor a series. Very close to having a local sponsor. Simon - looking to have a fall series.
5. Foundation update - Tina Reinprecht. Continues to be a difference in the interpretation of the bylaws in terms of the spending capacity of the Foundation. Janet asked HRO to review Articles; nothing that puts any spending limit on the Foundation. Their board meeting is the Saturday before our board meeting. They have not reported any of their operating financials or proceeds from the Masquerade Ball. Foundation approved a payment for the WNT psychologist (budget shortfall was requested by Craig). Should have paid for from the Ball proceeds; misunderstanding between USFHA and USFHF. Treasurer is obligated to produce and report financial reports. Have to iron out this relationship - lots of tension. Mission is to support all of USFHA, not just the WNT. Susan - is there a document that supersedes the Foundation by-laws that prevents the Foundation from eroding the endowment principle? Kara - doesn't really address the principal; not anything that talks about when and how the endowment funds can be used. Ralph Andretta and his wife are both CPAs - could Kara call Ralph and address the concerns? Kara - happy to do it; need to be understood and protected. Tina will make the introduction via email.
6. Simon and Janet left the meeting at 8:50pm.

Motion made by Susan Nottingham and seconded by Kara Mings at 8:51pm to move into Executive Session (Topic: personnel issues)

8 In Favor

0 Against

0 Abstained

This motion is approved.

Motion made by Simon Gray and seconded by Kara Mings at 9:10pm to move out of Executive Session.

8 In Favor

0 Against

0 Abstained

This motion is approved.

The BOD briefly discussed logistics for the June board meeting in Lancaster.

Motion made by Susan Nottingham and seconded by Shannon Taylor to adjourn the meeting at 9:20pm.

8 In Favor

0 Against

0 Abstained

This motion is approved.

