

## USA Roller Sports Finance/ Executive Committee Meeting

Thursday December 10, 2020 8:00PM EST

### Finance Committee Members Attending:

(HP) Heidi Permatteo USA Roller Sports President  
(SC) Steven Carter USA Roller Sports Vice President  
(AA) Annelle Anderson USA Roller Sports Board Member  
(AS) Annette Stapleton USA Roller Sports Board Member Athlete Representative  
(KG) Kay Gallatin USA Roller Sports Board Member  
(JP) Janet Pavilionis Finance Committee Member

### Executive Committee Members Attending not on Finance:

(AK) Allison Kiger USA Roller Sports Board Member Athlete Representative

### Board Members Attending:

(JF) John Fearnow USA Roller Sports Board Member  
(KS) Kelly Springer USA Roller Sports Board Member  
(JR) Jon Roux USA Roller Sports Board Member  
(TH) Tom Hughes USA Roller Sports Board Member

### Guests

(RP) Ricci Porter-Kemitz

Meeting Started at 8:05 PM EST

Meeting brought to order by HP USARS President

Discussion regarding input from the Foundation explaining that they would like an aggressive business plan from USARS.

Discussion regarding the development of a business plan: JF start with the budget which was passed by the board and see where we want to go and how we get there. For the Business plan we are tied to USOPC hard to have it only financially driven. We need a positive plan or change how we do business. Possible model would be the individual sports have there own 501C3 and USARS acts as an umbrella.

KG A business plan is a written document that describes in detail how a business — usually a startup — defines its objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from each of a marketing, financial, and operational standpoint.

HP Changing our model will not happen overnight. Hard to build members when rinks are still closed.

KG to develop a template for the new Business Plan. Detail the completed changes to operations and the new suggest changes including input from the Sport Committees for input on the plan.

KS Separate business plans from each of our sports. How is each sport going to generate income during this pandemic?

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**Action Item:** HP to send email to sport committee chairman to request input on membership value and generating income.

Discussions on strategies for attracting and keeping members were discussed:

KS We are a membership organization and we need members. Most have no reason to be a member. We need to create COVID-19 membership to keep the members so they are still supporting the association. We could then set goals as in biggest club in the region. This would keep them members and they will come back.

HP each sport committee to come up with ideas that would give value for the membership  
Such as virtual competitions.

AA we should put stories about athletes and other information on the website to direct traffic there and generate some excitement. Everyone liked to read about the sport. HP something similar to our old on-line magazine. KG tease on social media.

KG. It will take some time to get the business plan complete because of the research required on some of the suggest changes.

HP Question: do we have to offer insurance to all the athletes, or can we allow them to choose a membership without insurance?

**Action Item:** HP research the possibility of a members only area for our website. RP a member only area will create value for members.

SC share infomercials drive membership AK infomercial people will click to get membership

**Action Item:** AK/SC to get moving on infomercials and athlete articles look for help from Candice H. and LA Roller Girls who have experience.

JP request members send in their best fall footage

KS some cross over with the sports Art skater doing slap shots

SC Extreme sports. Section on the Website

Communication should come from the coaches Reps

TH Lower price amateur virtual membership card that would allow access to the members only website – HP to check with Sport 80

Discussion regarding insurance cost for star membership. We need definition on what the memberships cover. We no longer have a developmental card only the limited card.

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KG possibility of a two-year membership or discount on the second year. TH Hockey Committee did a plan for multiple year cards he will obtain the plan to share.

Discussion regarding National Championships JF there is a call tomorrow with the facility. Do they have a minimum financial impact? JF they know it could be less because of the pandemic. HP Marriott do we have other options. Deposits impossible currently. HP can we have less days at the venue. JF that will be in the conversation tomorrow. Discussion regarding official hotel costs and cancelation fees. Concern with signing contracts for rooms at Nationals.

JP Once we announce that we will have a National Championships we will get memberships. SC if meets happen in speed the memberships will increase. TH Hockey tournaments are already happening and they have to buy membership.

Discussion regarding Volunteer proposal everyone should have a spot in the organization. Chief Volunteer and data keeper. Volunteer training may make people more likely to volunteer.

Next meeting for the Finance committee to be determined when Board of Directors appoints a Chairperson.

**Motion** to Adjourn JP Second AA **Passed**

Meeting was adjourned at 10:06 PM EST

Respectfully submitted

Janet Pavilonis