



MINUTES

USATT Board of Directors Teleconference Meeting

Monday, October 15, 2018

Chair Anne Cribbs called the meeting to order at 7:00 p.m. EDT.

1. Roll Call and Administrative Matters

The following board members attended:

Anne Cribbs (Chair), Larry Hodges, Ed Hogshead, Tara Profitt,Carolyn Savini, Gary Schlager (7:04), Rajul Sheth, Deepak Somarapu, Erica Wu.

Also attending:

Gordon Kaye (CEO), Dennis Taylor (General Counsel and Secretary), Mark Thompson (COO), Carl Danner (Representative of USTTA Foundation).

A quorum was established. No conflicts were reported.

2. Review and Approval of Minutes from the September 2018 Meeting

- These Minutes were not yet complete. No action was taken.

3. High Performance Update

- Youth Olympic Games
 - Kanak Jha won bronze medal over an entrant from Chinese Taipei.
 - Amy Wang finished in 5th place in women's singles.
- National Team Members in Europe
 - Wu Yue had a recent victory over World #17 Elizabeta Samara.
 - Lily Zhang, Sharon Alguetti, and Gal Alguetti will be going to Europe soon.
- The World Cadet Challenge will be held next week in Japan.
- The Pan Am Championships, a qualifying event for the Pan Am Games, will be held in November 2018.
- Mr. Bitzigeio has released the upcoming schedule, through December 2018, for TTTUSA.

- USOC has increased funding of the December camp to 100%, if USATT can arrange that top participants will not have to pay anything to attend.
- Mr. Bitzigeio has been asked to create a database of Past and Present USATT Elite Athletes (participant in Operation Gold events).
- In the last six months, there have only been 44 days with no High Performance activities.

4. Discussion on High Performance Proposals

- USOC is committed to 50% funding if USATT hires national team coaches.
- Mr. Danner proposed the creation of a Para High Performance Committee.
- Mr. Taylor will review the proposed Bylaws regarding changes in the High Performance program.

NOTICE 1. The Board will be considering amendments to Bylaws 9.3, 9.5, and 9.16 at its December 2018 meeting. The amendments will revise aspects of the High Performance program.

5. Update on Strategic Planning Committee and Meeting (Denver 11/02 – 11/04/2018)

- Mr. Thompson has confirmed flights for the 20 expected participants.
- A report of the determinations is expected to be available for the December 2018 Board meeting.

6. 2018 US Open in Orlando, Florida Status Report

- Three weeks of promotional activity remain. Mr. Thompson is cautiously optimistic that the event will reach the necessary number of entrants to break even financially. The target entrant list is just over 800. With the average entry fee at approximately \$275, there need to be 709 entrants to meet the expected break-even point.
- The venue's lighting will be upgraded.
- Board members are expected to arrive on December 14.
- There is no title sponsor at this time.

7. Financial Update

- World Veterans Championships ("WVC") – 2018
 - Mr. Kaye will have a event post-mortem call with David and Dan tomorrow.
 - There was a \$18,000 negative variance in entry fees.
 - Credentialing:
 - A company was found that had worked previously with USA Gymnastics.

- It was generally good to work with.
- The company also managed the housing block very actively, saving \$30-40,000.
- JOOLA is refusing to pay \$40,000 of its sponsor fee because of the problem at the opening ceremonies.
- Overall, the event was about \$90,000 short on the revenue side; expenses were on target, except for the facility and the need for extra security hours.
- The event had a net income of \$152,000.
- USATT donated approximately \$80,000 in staff time, time away from staff work for USATT and the US Nationals.
- There is still a significant amount of flooring that can be sold.
- Many US entrants were not USATT members, which presents opportunities for marketing and drawing to other major events.
- If USATT stages a similar event in the future, Mr. Kaye recommends hiring an outside entity to staff the event.
- Overall Financials
 - So far this year there are over \$80,000 in contributions that are not on the financial statement.
 - Mr. Kaye has begun a general overhaul of the organization of the financials.
 - Membership is trending upward; there are many more tournaments this year.
 - Mr. Thompson deserves much credit for the integration of SafeSport and club membership.
 - Work still needs to be done on the Para Open; USATT needs to discuss whether to continue hosting the event.
 - There is no USOC funding for the Para Open; USATT needs to pitch recent international results to USOC because USOC isn't interested until actual medals are won.
 - The US Nationals saved \$15,000 by having the finals on-site.
 - The US Nationals didn't meet room numbers for the three-event package; USATT will likely pay a certain amount of attrition fee.
 - Board members are again urged to contribute to the association.
 - Good News: USATT now has a title sponsor for Insider.
 - This year USATT instituted an administrative fee for credit cards used for international play.
 - It is expected that a national team sponsor will come in at \$50,000, as opposed to the budgeted \$10,000.
 - This year, USATT is projected to have \$1,168,000 in revenue.
 - Mr. Mauro will change to being a full-time employee, starting tomorrow.
 - Mr. Mauro has already reassigned all of USATT's salaries.
 - Mr. Hogshead requested an executive summary of all outside funding and the strings attached to that funding.
 - Mr. Kaye was requested to prepare chart of all staff, salaries, outside funding, and expiration dates.
- RFP's for new auditors are about to be sent.
 - Mr. Kaye will be reaching out to USOC for list of potential audit firms to receive the RFP.
- Ms. Cribbs thanked Mr. Kaye for meeting the deadline he was given to assemble the financial information.

8. Preparation for In-Person Board Meeting – December 15-16 – Orlando, FL

- Mr. Taylor will write to committee Chairs, reminding them to submit written reports, inviting them to present reports in person, and offering partial hospitality to those who present.

9. Board Election, and Nominating and Governance Committee (“NGC”)

- Mr. Taylor will reach out to Ms. Leaf, requesting that she and Mr. Xiao appoint new, independent members to the NGC.
- Mr. Taylor will locate the list of potential NGC members provided by Ms. Savini, and he will forward to NGC for consideration.
- The NGC is asked to design the upcoming election process and get it posted.

The Board went into Executive Session at 8:49 [Note: Minutes are not kept in Executive Session.]

The Board returned to General Session at 8:57.

10. Old Business

- Ms. Cribbs, Ms. Wu, Mr. Hodges, Mr. Schlager, and Mr. Hogshead had a lengthy call with US Archery (“USAA”) about its phenomenal growth, raising membership from 3,000 to 20,000 since 2012. Lessons presented include:
 - Archery hired one person (which grew into a small team once they had more revenue) who focused exclusively on membership experience and growth.
 - Regionalization of membership organization cripples the national organization, NGB's that have done it in the past regret it because it's unstable and they lose control.
 - Finding the right technology, for overall tasks and for customer support, also helped fuel the growth.
 - USATT needs to have a Point of Contact for members at HQ.
 - Mr. Hogshead noted that the call’s definition of regionalization was a bit sketchy; specifically, there is a difference between regionalization for competitions and regionalization for membership.
 - Mr. Hodges stressed that regionalization should be about regions developing the sport.
 - Ms. Wu stated that USAA emphasized the role of coaches and their coaching certification program; execution of coaching and camps can be done regionally, but the curricula should be controlled by HQ.

11. New Business

- Ms. Cribbs expressed excitement about the development and performance of USATT's National Teams.

The meeting adjourned at 9:08 p.m. EDT.

Respectfully submitted by,

Dennis Taylor
Secretary