



Board of Directors Meeting Minutes March 17, 2014

A. Call to Order, Roll Call, Quorum Established, Conflict of Interest

The meeting was called to order at 5:09 pm ET by Chairman Mike Babuin. Roll Call was taken and a quorum was established. A routine call for conflicts of interest was made, and there were no conflicts reported.

Members present:

Mike Babuin, Chairman of the Board (COB)
Anne Cribbs, Independent Director
Kagin Lee, National Organization Director
Jim McQueen, At Large Director
Jim Kahler, Independent Director (entered at 5:11 pm)
Attila Malek, Club Representative Director (entered at 5:11 pm)
Peter Scudner, Independent Director (entered at 5:34 pm)
Han Xiao, Athlete Director

Also in attendance:

Mike Cavanaugh, Chief Executive Officer (CEO)
Dennis Taylor, Secretary & General Counsel
Carl Danner, Foundation Representative
Deborah Gray, Chief Financial Officer (CFO)
Sean O'Neill, Communications Director, Web Master
Doru Gheorghe, Chief Operating Officer (COO), High Performance & Technical Director
Lee Kondo, Assistant Secretary

B. Review of the Agenda

Mr. O'Neill was scheduled to present first due to a prior time commitment.

C. Approval of the Minutes of February 17, 2014

Mr. Taylor noted that January minutes were approved by a vote of 8 in favor with 1 abstention. Mr. Cavanaugh noted that posting of minutes within 30 days is an aspirational goal, and we need to make every effort to meet that timeline.

Mr. Attila Malek and Mr. Jim Kahler entered at 5:11 pm.

MOTION:

MOVED to approve the February 2014 minutes as amended.

Movant: Jim Kahler

Second: Anne Cribbs

Discussion: Mr. Lee's recommended changes to the February minutes were discussed and incorporated into the Minutes for approval as amended.

The Motion was passed unanimously.

D. Communication Director Update

Mr. O'Neill stated that USATT's magazine is reaching the financial breakeven point, with income generated from advertising. Unofficially, 3500 visitors were logged on the digital magazine's website, reading it for an average of 5 minutes/visit. People from sixty countries have downloaded the magazine. Various social media websites (e.g., Facebook, Google Plus, Twitter, Linked In, Pinterest, Flickr) also are being utilized. Mr. Cavanaugh said that O'Neill is doing an excellent job, and the USOC recognizes his significant contributions.

Ms. Gray noted that the new 2014 Budget anticipated generation of \$14,000 as revenue from advertising. Mr. O'Neill indicated that while there were receipts of about \$7,000 - 7,500 in advertising revenue to date, current revenues were about \$8500 below budget projections. Mr. Babuin suggested that a sliding scale fee schedule should be used in billing advertisers--the more visitors on USATT's website, the higher the rates that USATT should charge advertisers. Mr. O'Neill noted that with social media websites (e.g. Google's Youtube), about 6,000 visitors have been logged, particularly with promotion of live streaming of major tournament matches. Mr. O'Neill agreed to forward a report regarding this issue to Board members.

In answer to Mr. Malek's inquiries, Mr. O'Neill stated that the most highly visited USATT magazine page is the ratings page. USATT advertisements on the USOC's home page were discussed. An agreement between USATT and the USOC should be sought. If an advertiser wanted to place an ad on the ratings page, USATT headquarters should be contacted. Mr. Cavanaugh noted that no USOC fee is needed for posting of ads (e.g., Joola, Nittaku) on the rotating banner located on the home page.

E. Chairman of the Board (COB) Statement / Bylaw Review Status

The COB noted that the Bylaws Task Force had its second meeting for mandatory review of the bylaws. The COB reports steady progress is being made.

F. Committee and Advisory Committee - COI/COE Forms

The COB noted that about 9 or 10 individuals have not yet submitted their COI/COE forms. It is anticipated that these outstanding forms will be obtained this week.

G. 2013 MDMITTC Update

Mr. Cavanaugh noted that Ms. Gray has been in contact with Mr. Andre Scott and the Mike Dempsey attorney regarding outstanding bills from the recently held Mike Dempsey Para tournament. In discussions with the Mike Dempsey attorney, he indicated the Dempsey family agreed to make a \$75,000 donation to USATT toward payment of outstanding bills from the 2013 MDMITTC. USATT has reached an agreement with Mr. Andre Scott regarding the remaining financial issues.

Mr. Peter Scudner joined the meeting at 5:34 pm.

H. Youth Olympic Games / National Team Trials

Mr. Gheorghe noted that a Canada Junior Open tournament will be held on April 7th and 8th, with 34 invited members, as a Road to Nanking event. For boys, there is a tryout for one spot on the continent. For girls, qualifications were completed. A letter has been submitted to the ITTF confirming USATT's availability to participate.

The National Team Trials, held on March 7th through 9th at Texas Wesleyan was an efficiently well run event. Mr. Kesler, Referee, ensured that the event ran smoothly and on time. Ms. Jasna Reed was a key organizer who worked towards making the event successful, arranging for umpire meals and shuttle service. Mr. Taylor suggested that it would be desirable for the USATT to have an agreement with the host for the mutual rights and obligations of each party in the future. For example, air time for USATT sponsors might be obtained.

I. RailStation Signing

RailStation is scheduled to be implemented on March 20th. Mr. Taylor, Mr. Cavanaugh, Ms. Gray, and Mr. Babuin all reviewed this contract. A USA Volleyball attorney will also review it. If acceptable, the contract will be signed. RailStation will be used for online membership renewals, with \$49 for online renewals and \$60 for paper renewals. Since membership was anticipated to grow (e.g., from 9,000 to 25,000 members), it is important to ensure that RailStation can handle an increase in membership numbers.

J. EXECUTIVE SESSION

The Board went into Executive Session at 5:54 pm to discuss legal matters. Non-Board members were excused from the meeting. No minutes are taken in Executive Sessions.

The Board resumed its Open Session at 6:33 pm.

K. \$5M Quad Report

Mr. Cavanaugh noted that Mr. Scudner, Ms. Cribbs and Mr. Babuin agreed to help him with the drafting of a Quad plan to raise \$5 million. The plan was to be presented in March. Two groups have come forward to become internal fundraisers. Commissioned fundraisers are also being considered. USATT plans to sponsor three (3) ITTF events through 2017. Other potential sponsors are being contacted. The recreational market is being explored. Ms. Cribbs has ideas regarding a trustee model, with intellectual property and a benefits page. An honorary team captain for a national team is possible, with a scholarship fund. Mr. Babuin mentioned that sponsorship of a national team seems better than sponsorship of an individual player. Ms. Cribbs mentioned that a PowerPoint presentation might be used to attract a Silicon Valley sponsor to support production of a brochure. A well known celebrity might be recruited for USATT advertising purposes. There is also planned giving through wills and estates where Mr. Steve Hopkins has some experience that needs to be discussed with him.

Mr. Danner and Mr. Kahler left the meeting at 6:40 pm.

L. Old Business / New Business

There was no old business.

Regarding New Business, Mr. Cavanaugh stated that background checks were proceeding smoothly, with 16 coaches being given a green light. We are two-thirds (2/3) way through checks for the national team coaches. USATT's background checks search include felonies, misdemeanors, SSN verification, and sexual abuse/child abuse cases. The second phase of the SafeSport program will involve table tennis clubs.

Ms. Cribbs inquired regarding an update on the possibility of China team visits to the United States. Mr. Cavanaugh noted that the CTTA had an agreement with a near top level China team to visit Toronto, Canada. There is a possibility of an arrangement for this team to make stops in our country, perhaps in September 2014. If the Chinese team stops at a gateway airport (e.g., Los Angeles, San Francisco) an event might be planned there. China generally would pay for airfare and the host organization would pay for food and lodging.

M. Next Board Teleconference Meeting

The next Board Teleconference Meeting will be held at 5:00 pm, ET on Monday, April 21, 2014.

N. Meeting Adjournment

The meeting adjourned at 6:51 pm ET.

Respectfully submitted,

Lee L. Kondo
Assistant Secretary