



## UNITED STATES CURLING ASSOCIATION

Board Meeting

February 7, 2024  
In person and via Teleconference

1. **Call to Order** - Meeting was called to order by the Chair at 7:32PM CT
2. **Conflicts of Interest** - No conflicts of interest were identified
3. **Roll Call** - Present: (Board): Bret Jackson (Chair) Jeff Annis, Brian Kopp, Roger Smith. (AAC) Luc Violette, Alex Agre, Aileen Geving, Patrick McDonald. (USWCA) Tracy Lawless. (Independent) Paul Wilson. (Staff): Dean Gemmell (CEO), Craig Perry (COO, Recording Secretary), Alexis Bonnanfuso (Treasurer). Not present: (Board) Colin Hufman (Vice-Chair), Phil Shyroch. (Staff) Dick Dawson (Secretary).

With ten Directors of six required, a quorum was confirmed.

4. **Consent Agenda**
  - a. Items approved
    - i. Minutes of 12/6/23 Board Meeting
    - ii. Minutes of 01/03/24 Board Meeting

The items were approved by mutual assent.

### 5. Championship Updates

- a. Men's and Women's Nationals
  - i. Praise given to all staff in delivery of USA Nationals at American Dream
    1. Gemmell highlights work of Ice and Staff at event
  - ii. Financial results given
    1. Income—\$166K in ticket revenue vs 80K in Denver, webcast revenue from advertisers higher, merchandise sales slightly higher than Denver but not as big a jump as we had hoped, Coaching You Up presence added another 11K of revenue
    2. Webcast: Smith and Wilson praise quality; Lawless notes difference in number of Feature men and women's games, Gemmell says logistics and playoff sheet designations played some role in that but that it needs to be reviewed for 2025
- b. U18 Nationals

1. Gemmell—couldn't be happier about working with Mimi and Sean Stevinson. They are great partners.
2. Implementing new processes across all championships re post-round robin advantages. Some confusion at U18s because format does not precisely match World Curling formats. Will include post-RR advantages and rules they are based on in future EPDs.

c.

## 6. CEO Report

- a. CurlVegas Loan App
  - i. WCF loan on hold because secured collateral has been spent.
- b. USA Curling Foundation Update
  - i. Dinner with potential sponsors at Nationals very positive
- c. Sponsorship Update
  1. Ongoing meetings with several potential sponsors
  2. Molson/Coors, Pabst Blue Ribbon in discussion.
  3. Hedlum NA provided product.
  4. Pin Hook rye potential
  5. John Shuster connecting USA Curling with Allianz
  6. Jackson making connection with Kroger
- d. Committees
  - i. Additions to Committees made
  - ii. Looking to fill all open positions by April
- e. Financials Update
  - i. Overview provided
  - ii. Deep dive at April 13/14 meeting (Denver)
- f. Office update
  - i. Viking Lakes Innovation Center has been leased to accounting firm
  - ii. USA Curling and all tenants must vacate by end of February
  - iii. Looking for new location

## 7. Chair Report

- a. Great feedback on all aspects of Nationals
  - i. Appreciation of flexibility of Staff
  - ii. Athletes, parents, spectators voiced praise
- b. Agenda setting for April meeting (4/13 & 14 Denver)
  - i. CEO to provide full financial report
    1. Lawless: Suggest draft budget for 24-25 in April, setting for June
  - ii. USOPC representatives for Olympic and Paralympic for Salt Lake City, 2030
    1. Strategic direction for National Teams with focus on 2030 games
    2. Work on grass-roots programming
  - iii. Review of membership numbers and direction
    1. Wilson: What's going right? What are the areas of improvement?  
Can we get NBC to the table?
  - iv. Focus of USOPC on supporting NGBs: Performance

1. Managing program to drive USOPC funding
2. Details and information to drive better decisions at BOD level
- v. Review of representation of para / impairment athletes
  1. McDonald: focusing on having para / impaired athletes in the administration of the programs
- vi. Review of processes for BOD
  1. Violette: Need additional information on methods to be more effective
  2. Jackson - BOD needs more information (i.e., process, options) to make more informed decisions
- vii. Gemmell - processes and BOD procedures can and will continue to be reviewed and improved, wants to utilize expertise and experience of Directors.
- viii. Review of Nationals and qualification processes
  1. Koop and Gemmell: Junior Qualifier events had different formats; is there a standard approach to take? Gemmell—standardizing formats is a priority, finding host clubs with this approach was challenging but events have been popular with clubs and we're now in a position to impose standardization. Timers will always be a challenge.
- ix. World Juniors expansion
  1. Discussion
    - a. Expanding the field at World Juniors from 10 to 16 teams. Have discussion with other country's NGB's (CurlCanada) to gain support
    - b. Jackson: USA Curling will support this proposal
    - c. Gemmell: Newer NGBs looking for path to Worlds. Develop proposal to gain support from other NGBs
    - d. Wilson: Who is this advantageous for?
    - e. Violette: What is the Qualification proposal for this size field?
  2. Request for a motion to make formal proposal to WCF
    - a. McDonald: Request more discussion
    - b. Jackson - Lawless: Discussed for 2-3 meetings

Motion for USA Curling to work with other NGBs to support made by Smith, Lawless seconded. Motion carried by voice vote without opposition.

Seconded and passed by voice vote without opposition
- x. Paralympian James Pierce has passed away
  1. Gemmell: Working on press release for 2/8/24

8. **Adjourn** - Motion to adjourn meeting accepted at 8:50pm CT