



UNITED STATES CURLING ASSOCIATION
Board of Directors Meeting
July 27, 2018
Teleconference

APPROVED- October 12, 2018

1. Call to Order & Roll Call (Schmidt/Maclean)

- a. Chair Courtney Schmidt called the meeting to order at Noon CT
- b. Chair requests the roll be called

Board Members

Present – Jeff Annis, Jeff Hannon, Joel Leneker, Rich Lepping, Steven O’Keefe, Catharine Persinger, Doug Potter, Courtney Schmidt, Scott Stevinson, Nick Wellen, Craig Brown, Dean Gemmell, Bill Stopera, Jennifer Stannard, Hawley MacLean, Beau Welling.

Absent – Russ Brown, Matt Gamboa, Roger Smith, Jessica Schultz, Monica Walker.

Quorum – With 16 board members present and 11 being required, we have a quorum.

Non-Board

Committee Members – Russ Lemcke, Leland Rich, Mark Swandby

Staff/Non-Board Executives – Derek Brown, Earle Conrad, Terry Davis, Heather Houck, Gordon Maclean (Recording), Kim Nawyn, Rick Patzke (CEO), Ron Rossi, Shane Stein, Tom Violette, Augusto Perez.

2. **Appointment of Parliamentarian:** The Chair appoints Jeff Hannon as Parliamentarian and notes that due to the lengthy agenda, only those listed for presentation on the agenda will speak for that purpose. All Board members will have voice for discussion purposes.
3. **Additions/changes to Agenda:** None are presented.
4. **Discussion and Approval of Prior Minutes:** Secretary Maclean presents the minutes from the April 20-21, 2018 USCA Board of Directors Meeting. Motion to accept the minutes as presented by Hannon, seconded by Wellen. Motion is approved on a unanimous voice vote.
5. **Reports to Board:**
 - a. Chair (Schmidt)
 - i. The Chair welcomes new member elected directors Jeff Annis (Minnesota CA) and Steven O’Keefe (Wisconsin CA) to the board.
 - ii. Action item: 2018-22 Strategic Plan
 1. The Chair presents the proposed Strategic Plan for the upcoming Olympic Quadrennial. The full plan and its Executive Summary are on file.
 2. The Chair highlights and reviews four key aspects of the plan:
 - Financial Sustainability
 - Grassroots Development
 - High Performance
 - Branding and Marketing
 3. Chair calls for questions regarding the plan. None being presented MacLean moves to accept the 2018-22 Strategic Plan as presented, Potter seconds. The motion passes on unanimous voice vote.

b. CEO (Patzke)

i. Looking Ahead: (Full Report dated July 2018 in Dropbox)

1. Communications/Public Relations- Fifth Curling Night in America will be filmed in Chaska in about one month with broadcast set for prime time, Friday nights, October through December on NBCSN. We will host the second leg of the new Curling World Cup in Omaha. Nielsen Media Research project included in the budget, strategic assessment of USCA viewership and fan demographics over the past four years. The results of this will be shared with member clubs for use in local development.
2. High Performance- USCA HP Advisory Group met. USOC multi-year resource allocation was just confirmed. Given our Olympic success we now qualify for four-year funding. The USOC has committed \$4.4million over the four years, subject to meeting performance objectives, governance requirements and annual review. Paralympic and Olympic plans have been distributed to Board members for review only.
3. AAC board directors made a presentation at the April board meeting with a request for follow-up. Response to key points:
 - Championship Qualifications – Request for a clear path without selection committees for World and Olympic events. We may never get totally away from selection committees, especially with regards to fifth players and replacements. The desire is to have as clear a path as possible for qualification events and there has been and always will be athlete involvement in that process.
 - CEO’s Role – AAC asked that the CEO not be involved in the selection procedure. Agreement that the CEO does not need to be involved in the discretionary selection itself but needs to be involved in the process of developing and approving the selection procedures because the USOC regards the CEO as the primary NGB contact person, plus the CEO acts as a check/balance and is ultimately accountable for Ted Stevens Act and SafeSport requirements among others.
 - HP Coaching/Regional Events – AAC requested improved communications and improved image of the High Performance Program. We constantly try to do this and are always open to feedback and input.
 - Support for Teams Outside the HPP – The HP Advisory Group discussed this at length. There has already been support available through incentive funding, including U18 events and Champions Cup support. Discussion of expanded coaching help for teams “on the bubble.” Host club clinic proposed. Funds have been allocated in the budget for highest finishers not in the High Performance Program; further discussions will be held on that item.
 - Apparel Contract – Request for a better apparel deal with athlete input. Nike sponsorship ends in December and they have chosen not to renew. CEO has been in touch with about

eight apparel companies for potential relationship in the future. Have maintained communications with athletes/coaches with outfitting options for the upcoming year.

4. Revenue Development- Newest sponsorship is with Twin City Orthopedics to provide sports medicine, medical services, athletic training/conditioning services for the HPP. They are also hiring a new trainer who will be working exclusively with USA Curling. The partnership would also give HPP athletes access to their new “Training Haus” in Eagan. Sixth Hawaii Charity Curling Classic in October, there will be a “curling experience” associated with this, non-bonspiel 90 minutes on ice curling and Olympian interaction. Continental Cup 2019 will be in mid-January, we will be in full ½rd partnership with Curling Canada and Reno-Tahoe Winter Games Coalition. This relationship change will provide the opportunity for increased revenue from this event.
- c. Secretary (Maclean) – Full report in Dropbox
 - i. New club status summarized, one club (Road Runner CC, NM) has withdrawn their application due to uncertainty of their future.
 - ii. Continue to review past minutes with Assistant Secretary Karen Hamilton as part of the process of updating our Policy and Procedures Manuel. That report will be made available at the October meeting.
 - d. Treasurer (Conrad) – Financial statements and variance analyses are in Dropbox
 - i. The deficit came in slightly below budget, but expenses ended up being over budget for a variety of reasons including legal expenses and a receivable write-off.
 - ii. New external auditor has been selected. The firm of “Clifton, Larson and Allen LLP” was selected. They are local to Stevens Point. The RFP was sent to five firms, three responded. Their bid was almost identical to our past firm.
 - e. Audit/Finance Committee (Persinger)
 - i. FY18 Budget vs. Actual overview (Persinger/Patzke) About a \$40,000 positive variance between the budgeted deficit and the current actual deficit, with an expected additional \$15,000 in revenue sharing from the Las Vegas Worlds coming in that is not included in that figure. Currently there is a \$59,410 deficit for Fiscal Year 2018.
 - ii. Action Item: Proposed Fiscal Year 2019 USCA Budget (Persinger/Patzke)
 1. On the recommendation of Budget Advisory Group, there is a need to rebuild from the FY18 deficit. The FY19 budget has a \$31,217 surplus.
 2. Revenue - Budgeted a 7.5% dues revenue increase over the past year. City of Chaska support and WCF Grants for Curling Night in America, new sponsor and fundraising goals factored in to the budgeted revenue. Attaining the next level of the USOC Digital Media Agreement has not been included in budget.
 3. Expenses - Adding to Junior Program and Youth Development initiatives, SafeSport management training and background checks for all USCA High Performance Program athletes age 18 and above. Legal, personnel and capital items increase noted.

- iii. Action Item: Fiscal Year 2019 Member Dues Proposal (In Dropbox) (Persinger)
 - 1. Fiscal Year 2019 Budget and dues increase speaks to the new 2018-22 Strategic Plan in three points in the plan; financial sustainability, grassroots development, and branding and marketing. We want the organization poised to support new clubs and growth with a financial plan that gets us through an Olympic quad.
 - 2. Stevinson moves to adopt the proposed membership dues structure, Potter seconds the motion.
 - 3. Discussion - Plan is to send out a memo to all member States, Regions and Clubs regarding the increase and the rationale of why this is happening now.
 - 4. Question regarding any anticipated membership reaction to this increase considering reactions to past increases. Presentation needs to be done correctly to avoid past mistakes. But this increase comes with a different light given the growth of the sport and the need to be ready to support growth at grassroots level. There is a need to recharge the financial reserves.
 - 5. Motion passes on a unanimous voice vote.
 - iv. Welling moves to approve the Fiscal Year 2019 Budget, Stannard seconds. No further discussion. Motion carries on unanimous voice vote.
- 6. **SafeSport Update** (Nawyn)

Since the Nassar scandal there has been a lot of attention focused on sex abuse in Olympic sports. USCA has responded to informational requests from two Congressional committees, the USOC, and an independent investigation of NGB policies and activities in this area. Input has also been given on behalf of the USCA to the U.S Center for SafeSport regarding the national SafeSport code. When that code is finalized, Kim will revise our handbook to comply and present to the board for review. New policies must be in place by January 1, 2019.
- 7. **USOC/USCA Representatives to USOC** (Gemmell/Patzke) (Report in Dropbox)

New attitude among the athletes regarding events that have come out in the past year that will be demanding big changes of the USOC at September's athlete assembly. Look for more vocal athletes.
- 8. **Hall of Fame Nominations** (Davis)

Athlete Curler Recognition Committee met several times this summer. The committee has put forward three strong candidates for board consideration. Full vitae presented in Dropbox document. Nominees for consideration are; Andy Anderson (Builder), David Garber (Builder), Russ Lemcke (Builder). Voting remains open until 3 p.m. C.T. the day of this Board meeting. Request from board member that Hall of Fame criteria to be sent out to everyone. Davis will follow up with that.
- 9. **Reports to Board by Other Committees**
 - a. Nominating/Governance (L. Rich)
 - i. Has been tasked with more training and evaluating for all board members. As such there will be materials going out to everyone soon for comment and review.
 - ii. Beau Welling has been nominated to the Executive Committee of the WCF and is unopposed. Per by-laws Beau will have to vacate his USCA ACF representative seat. There will be a replacement nominee presented to the board in October.

- b. AAC Report (Stopera/Gemmell)
 - i. In addition to what Gemmell has already mentioned, the AAC is working closely on SafeSport and with Rick and Derek on National Championships.
- c. Revenue Development (MacLean)
 - i. Still working with several new sponsors.
 - ii. Granite Society membership has brought in \$63,000 so far from 16 donations to date. Imperative that we have 100% giving by board members “at a significant level” for grant application and sponsorship purposes. These groups frequently look for board participation in revenue development in their analysis for grants/sponsorships.
 - iii. USOC Challenge Grant needs about \$40,000 of support to meet the next \$20,000 goal for this year.
- d. World Curling Federation (Rich, Stannard, Swandby, Welling)

Most of what was needed to be presented has been covered already. WCF will be talking about Mixed Doubles format at the upcoming meeting. The WCF Delivery Stick Summit was conducted May 21-24 in Morris, Manitoba, Canada. The recommendations from the summit will be discussed and voted on at the WCF Congress in September.

The following have either submitted an advance report, which you can find in the meeting Dropbox, or will be reporting at the Fall meeting:

- e. USWCA (Stannard)
 - f. Ethics (Shalhoub)
 - g. Human Resources (Welling)
 - h. Judicial (Clark)
10. **Old business**- None
 11. **New business**- None
 12. **Key Items of Agreement**- Strategic Plan approval, USOC squad funding, Dues increase approval, Fiscal Year 2019 Budget approval, Fiscal Year 2018 Budget vs Actual report.
 13. **Next meeting**
 - a. Will be in conjunction with Members’ Assembly, Oct. 12-14, Albany, N.Y.
 - b. Question whether any info has been sent to clubs for Members’ Assembly, in current Curling News, GNCC has been promoting the event. More will be coming up in August along with registration opening.
 14. **Adjournment**

Motion to adjourn by Stannard, seconded by Persinger. Meeting adjourns at 1:11pm