



UNITED STATES CURLING ASSOCIATION

Board Meeting
June 14, 2023
Via Teleconference

14 June 2023 -

1. **Call to Order** - The meeting was called to order at 8:06 pm ET by Bret Jackson
2. **Roll call**
 - a. **Board Members** -
 - i. **Present** - Bret Jackson (chair), Alex Agre, Terri Gleason, Colin Hufman, Tracey Lawless, Darryl Horsman, Roger Smith, Luc Violette, Paul Wilson
 - ii. **Absent** – Jeff Annis, Patrick McDonald
 - iii. **Quorum** - 9 members of five being required, we have a quorum.
 - b. **Non-Board**
 - i. **Committee Members** - Jennifer Stannard, Alexis Bonnanfuso (Treasurer), Craig Parry (COO), Rob Volkenant
 - ii. **Staff / Non-Board Executives** - Dean Gemmell (CEO), Dick Dawson (Secretary, recording)
 - iii. **Guests** – Craig Parry (Chief Operating Officer)
3. **Consideration of Wayne Anderson and Anne Swisshelm as USA Curling Representatives to World Curling Federation**
 - a. Jennifer Stannard explained the nomination process
 - b. Convened committee to take nominations and to review the candidates
 - c. JS read the statement on qualification criteria
 - i. Statement attached
 - d. Presented Anne Swisshelm and Wayne Anderson as candidates to the WCF
 - e. No nominations from the floor taken
 - f. Submitted for approval from the Nomination Committee

Motion to accept the nominations from the Nomination Committee made by Dhorsman. seconded by TGleason. Motion passed by verbal vote unanimously.
4. **Financials:**
 - a. **FY23 Financials Review**

- i. Financial documents presented to the Board (via email prior to the meeting)
- ii. Budget vs Actuals presented
- iii. \$711k membership revenue vs \$725k
- iv. \$3.56M vs \$2.90M budget
- v. \$286,086 net income in 2022 – 23
- vi. Question on USOPC funding changes
 - 1. Divided the funds from USOPC between National Team programs and US Curling
 - 2. Operations and Marketing budget dropped; Curling Night in America was eliminated. NBC lacked ongoing interest in tape-delay sports programming from August. CHuffman spoke to the misalignment of the event with what curling content looks like. Stipend from WCF of \$125k was dropped when the event was dropped

b. FY24 Budget presentation

- i. Membership dues up vs budget
- ii. Event revenues were good
- iii. Merchandise at events was very positive
- iv. Negatives
 - 1. Loss of Member club revenue
 - 2. CNIA and Columbia challenges
- v. Challenges
 - 1. Membership model creates uncertainty
 - 2. Sourcing funding for sport performance
 - 3. Payments to departing staff and other expenses
 - 4. Regional playdown fee structure
 - 5. Viking Lakes Event Center on pause
- vi. Opportunities
 - 1. Membership model for additional revenue
 - 2. Donor Groups can grow
 - 3. Merchandise revenue
 - 4. Event / ticket revenue can increase
 - 5. Ad sales on webcasts
 - 6. WCF to support Centers of Excellence
 - 7. Operating efficiencies
- vii. Details
 - 1. Changed Membership revenue lower
 - 2. Marked down entry fee revenue
 - 3. Championship revenue up
 - 4. Donation Program unchanged
 - a. Large donation in FY23 may not recur
 - 5. Members development income

6. Merchandise revenue up
7. USOPC revenue unchanged or lower
8. One-time expenses up – recruiting, search, contract payouts
9. Net revenue slightly up
 - a. Membership potential to increase
 - b. Stretch goal for Membership: \$900K
- c. Request by Finance Committee to review the budget in detail

Motion to approve the FY24 Budget by TGleason, seconded by AAgre. Motion was approved by voice vote unanimously.

5. Review of role of new Treasurer Alexis Boccanfuso

- a. **Introduction of ABoccanfuso**
 - i. Former president of Nutmeg, extensive financial experience
- b. Suggestion of getting timeline in place for specific goals and objectives of role
- c. Build a governance / role description

6. CEO Report

- a. Championships Update
 - i. Sites are set for National Championships 2024
 1. Juniors at Broomstones or Eu Claire
 2. Seniors not set
 3. Discussions for 2025
 - a. Trials / Nationals
- b. Town Hall went well
 - i. 60 people – good discussions
- c. College Curling
 - i. Nationals program / path to be focused and more transparent
- d. Team Sponsor discussion
 - i. Policy Discussion on CBD for uniforms / branding
 - ii. Sponsor logos can be on uniforms through Nationals
- e. National Team program discussion
 - i. Ongoing

7. Governance 4.0 report

- a. CEO reviewed the Membership models
 - i. Members and Clubs
- b. Members Model
 - i. Structured at different levels / tiers of value
 - ii. Discussion on \$25 vs \$20 for Rec Members
 1. Value increase – drop will be good, benefits improve

2. Rec will drive the largest membership
- c. Club Model
 - i. Pricing on a per sheet basis for Dedicated and Arena clubs
 - ii. Detailed analysis of the benefits for the Clubs
 - iii. DDawson presented his ideas / findings on how this might work
 1. Likely overthought – but food for thought
 - iv. Discussion of the Club and Individual membership models
 - v. Discussion of incentives to Clubs
 - vi. Question from BJackson on overall structure of the model being acceptable to the Board
 - vii. Feedback on Individual and Club model discussed at length
 1. Reducing fees for Junior and Rec Curlers
 2. Club payment model discussed and presented
 - viii. Regional Associations
 1. Committee recommends moving voting from the Region to Individual Members either direct or via proxy of their Clubs
 2. Regions are adjunct members – similar to USWCA
 3. Playdowns move to Sections for play purpose based on equivalence of Members
 4. Geographical Sections for Nationals Qualification tournaments
 5. Lively discussion of Regional Associations and Qualification sections
 6. Board population may be left to a Membership discussion
 7. Not sure there's appetite for change here

Motion to approve the major policy structure of the Governance 4.0 Committee recommendations:

- Tiered membership structure
- Club Membership structure
- Clubs manage the votes of their members
- Members can vote individually
- Maintaining Regions as affiliate members

Except the playdown structure.

Charge to the Staff (CEO) to work out the details on each of these tiers. Review the recommendations of the CEO next week.

Motion to adopt the committee's recommendations with the exception for the playdowns. T Gleason moves the motion CHuffman seconds the motion

Accepted by unanimous voice vote without opposition.

Passed to the Governance Committee to assist with the drafting of the changes to the Bylawss

Meeting adjourned by Bret Jackson at 10:45pm, made and seconded.