



UNITED STATES CURLING ASSOCIATION
Board of Directors Meeting
October 12, 2018
Holiday Inn, Latham, New York

FINAL – Approved January 29, 2019

1. **Call to Order & Roll Call (Schmidt/Hamilton)** - Chair Courtney Schmidt called the meeting to order at 1:01 pm EST
2. **Roll Call** - Chair requests the roll be called
Board Members
Present: Jeff Annis, Russ Brown, Matt Gamboa, Jeff Hannon, Joel Leneker, Rich Lepping, Steven O’Keefe, Doug Potter, Jessica Schultz, Roger Smith, Courtney Schmidt (Chair), Scott Stevinson, Nick Wellen, Craig Brown, Dean Gemmell, Bill Stopera, Hawley MacLean.
Absent: Catharine Persinger, Jennifer Stannard Monica Walker.
Quorum: With 17 board members present and 10 required as minimum, we have a quorum.
Non-Board: Leland Rich, Mark Swandby.
Committee Members, Staff and Others Present: Derek Brown, Terry Davis, Karen Hamilton (recording), Heather Houck, Kim Nawyn, Rick Patzke (CEO), Tom Violette.
3. **Appointment of Parliamentarian:** The Chair appoints 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.
4. **Additions/changes to Agenda:** None.
5. **Discussion and approval of Meeting Minutes:** Minutes from July 26, 2018, USCA Board of Directors Meeting are presented for approval. Lepping moves to accept the minutes as presented, Wellen seconds. No further discussion. Motion approved on unanimous voice vote.
6. **CEO Report (Patzke, full report on file)**
 - a. Communications/ Public Relations
 - i. Curling Night is America begins showing on NBC Sports network on October 12, 2018 and will continue into December. Matt Hamilton complete on the TV show Total Knockout.
 - ii. Tickets for Omaha leg or the Curling world cup on sale.
 - iii. Exploring a joint promotional opportunity with the NBA Milwaukee Bucks.
 - iv. The 2018-2019 edition of the Media Guide and Directory has been printed and board members will receive copies at the members assemble.
 - v. The ARC committee met in June to determine the 2019 USA Curling Team of the Year and Male/Female Athletes of the Year. Thank you to everyone who voted. Induction ceremonies are in the works.
 - vi. Website: we are working intensely to make the next funding tier form the US Olympic Committee based on unique visits in the calendar year 2018. We need to reach 82,000 more brand new viewer to the website.
 - b. Revenue Development
 - i. New partnership with Twin Cities Orthopedics has been officially announced. The HPP athletes toured the TCO’s Training Haus and 50 TCO employees attended Curling Night in

- America. Twenty-One of the junior curlers in the Developmental pool toured TCO and underwent a workout with USA Curling trainer Michael Gulenchyn who was hired by TCO.
- ii. Prospecting packages have been sent to key executive at nine spirit/brewing brands in an effort with 21 Marketing. To date, one companies has responded.
 - iii. Members of the Granite Society enjoyed a VIP experience and dinner with the 2018 gold medalist team with the staging of Curling Night in America in Chaska.
 - iv. TJ Maxx will be selling the Team Shuster tabletop curling game; USA curling will receive a portion of royalties from the sales through a licensing agreement with the team’s marketing agency.
 - v. Discussions with USC Sports Marketing to explore ways this company may be able to help with donor and sponsor solicitation. Was introduced through TSC to Chris Dey who helped establish the Hawaii Charity Curling Classic, which as raised \$125,000 for USA curling in the past five years.
 - vi. Hawaii Charity Curling Classic was held October 3-4, with Tyler George and Joe Polo as the featured athletes. This event is done in partnership with American Savings Bank and raises \$25,000 for USA curling as well as \$100,000 for a local charity.
 - vii. Hawley Maclean and I have had another conversation with Carhartt in an effort to increase their sponsorship support of USA curling. Will be working for an in-person meeting with Carhartt executives.
- c. High Performance
- i. Twenty-one junior curlers ages 16-18 make up the second running of the Junior High-Performance Program Developmental Pool.
 - ii. USA Curling’s Paralympic program team won the Cape Cod International Summer spiel, defeating Canada 7-2.
 - iii. The U.S, Olympic Training Site agreement with Fogerty Arena in Blaine, Minnesota expired Oct 1 and was not renewed. Discussions are underway with the Chaska Curling Center in Chaska Minn.
 - Schmidt (Chair), requested a conversation on Strategic plan on developing sponsorship and if USCA should consider retaining a marketing company.
 - Patzke will place the sponsorship proposal process in Dropbox so the board can review process of how a sponsor is developed and approved.
 - The Cheetos promotion was successful during the Olympics, but the issue is why did they leave?
 - Further discussion of the lack of a major sponsor and if the USCA should we continue to spend money to “land” a major sponsor. At this time Dean Gemmell suggested looking at the PGA’s program for youth.
- d. Operational Items
- i. The 2018-19 US Wheelchair national team selection process has been published.
 - ii. Patrick McDonald was nominated by the WCF for a World Anti-Doping Commission Athlete’s vacancy. McDonald also serves on the WCF Athletes Commission.
 - iii. USA’s Beau Welling was elected to the World Curling Federation Board during the WCF’s Congress in Budapest. Welling succeeds USA’s Andy Anderson, who retired after serving eight years on the Board.
 - iv. The WCF has announced that Mexico will host the 2019 Congress, the first major curling event to be held in that country.

- v. Four sets of stones have been purchased along with other curling equipment as part of the new USA Curling start-up program. Three of the sets are destined for a new club forming in Kentucky.
- 7. Standing Committee Reports**
- a. Audit/Finance Committee (Ron Rossi). Spreadsheets in Dropbox.
 - i. Audits - The Audit has been moved up a month this year. A new firm has been retained to conduct the audit and prepare the taxes.
 - Fiscal Year 2018 external audit and timeline
 - YTD Overview of income and expenses are covered in the full report.
 - Updating Policy manual – should have ready to review next meeting.
 - ii. Motion for Policy regarding banking at Chase (Full motion in Appendix A)
 - Policy change was brought to the Board by Ron Rossi, Assistant Treasurer.
 - Motion by Ron Rossi; Seconded by Hawley. Unanimous approval on a voice vote.
8. Justin Rogers; USOC report –
- i. Reported that USOC has made a 4-year commitment to curling for funding, reflecting the organization's meeting of the highest performance standards both in international competitive play and in conducting the business of USA Curling.
9. Nominating/Governance (Rich)
- i. WCF Nomination. Nomination of Allison Pottinger- by Leland Rich; seconded Potter
 - Nominations closed
 - Motion to vote for Pottinger; approved unanimously
 - ii. Discussion of Safe Sport Resolution to be voted on at the Members' Assembly tomorrow.
10. Human Resources (Smith) - No report
- i. Summary of the committee's meeting was made by Smith which stressed the need to complete the goals for the year as set forth by CEO Patzke.
11. Ethics (Shalhoub) - No report
12. Judicial (Russell) -No report
- 13. Other Reports**
- a. Secretary (Hamilton)
 - i. Policy Manual review has been started by Maclean and Hamilton
 - 1. The past minutes of all meetings have been reviewed for By-law changes and are being compared to the existing policies to determine if all policy changes are properly reflected. Maclean and Hamilton will continue working on this project
 - ii. Full report of Gordon Maclean not presented during meeting but is in the Dropbox.
 - b. Treasurer (Conrad/Persinger) - No report
 - c. World Curling Federation (Swandby/Rich/Stannard)
 - i. WCF Congress Update
 - ii. Discussion of Welling's election to WCF Board.
 - iii. Discussion of the Russian curler who tested positive for doping at the Olympics and how the situation was handled by WCF. Further conversation regarding if the USCA should issue a statement.
 - iv. Discussion of the WCF and proposed changes regarding the rules for sticks in wheelchair curling.
 - v. Discussion of the WCF and future changes to the rules in World events such as how tie breakers are determined. The USCA athletes would rather break ties on the ice than by a formula. Further discussion of changing from ten ends to 8 ends in competitive play. It was

- suggested that our representation to the WCF discuss the various issues with our Athletes of the board prior to attending the WCF meetings.
- d. USWCA (Stannard) - No report
 - e. Athletes Advisory Council (Gemmell/Stopera)
 - i. The USOC Athletes Advisory council met September 20-22 during the USOC Assembly in Colorado Springs. Topics of discussion were:
 - Equalize Operation Gold for Olympic and Paralympic Athletes; the motion to compensate Olympic and Para athletes equally for medals.
 - Ombudsman Role; discussion and presentation regarding the role and the independence of the Ombudsman.
 - Transparency in funding. Discussion occurred with the USOC Chair and board members regarding the statement of funding the medal-winning sports.
 - Athletes are happy with incentive funding for teams outside of the High-Performance Program, and the fact that USA Curling elected to distribute prize money won in the new Curling World Cup directly to the athletes who have earned it, minus any athlete sponsor fulfillment costs, such as uniform embellishing.
 - Tie breakers- the players want to win on the ice and would prefer to break tie on the ice.
 - f. USOC Representative (Gemmell/Patzke) - Report in Dropbox
 - i. Discussion of Safe Sport leadership met with representative to discuss their progress in hiring, and how they are educating NGBs, and how they will handle investigations.
- 14. Board Chair Report (Schmidt) - Report in Dropbox**
- a. Results of the Director's survey.
 - i. The director's survey is an important tool to review on a regular basis to ensure we are aware of and aligned with the responsibilities and expectations identified in the bylaws and as set forth in attached (see Exhibit A of Chair's report)
 - ii. Four Key take-aways
 - We need to understand our role and responsibilities as a board member.
 - Clarify the relationship between the states and regions and USCA.
 - We need to review strategic plan initiatives regularly and provide feedback to staff.
 - Governance needs to substantially improve for board recruitment and development.
 - iii. Strategic Plan - Rick and the staff has been working on a plan around the initiatives that were approved by the board in July. The Board will be updated on the progress throughout the 4-year period including the Ad hoc committees which have been created to focus on the initiative. The Ad hoc committees have been putting in a great deal of effect to make sure progress is made.
 - b. Granite Society- Jennifer Stannard is now chairing the Granite Society. The brochure has been updated with recent photos. We are approximately \$30,000 short of reaching the USOC challenge grant (\$20,000). It would be wonderful to eliminate this shortage by the end of the year through Granite Society donations.
 - c. World Curling Federation Congress & USOC Assembly- Schmidt attended both the World Curling Federation Congress and the USOC Assemble in September 2018. Attending these meetings showed the opportunities and challenges that lay ahead for USA Curling. The biggest opportunity is to maximize the strength of our brand within these organizations.
 - i. Success with these two organization results in expansion of our sport nationally.
 - ii. Active countries in the Americas zone are increasing. Bringing both opportunities and challenges.

- d. Lupus Research Foundation Partnership - Review Exhibit C in Chairs report re: Lupus fundraising (Charity Partner)
 - i. Regan Birr has presented a proposal to the board to be an exclusive charity partner of USC Curling to facilitate fundraising for her foundation and foster good will in the curling community. Discussion of the danger of exclusivity discussed and if this would create problems for charitable fundraising of individual clubs. Staff is to review the proposal and other partnership scenarios and present back to the board in February or May.
 - e. Good Governance Training and Discussion (Lemcke) – The report was not presented during the meeting, but the presentation and surveys have been placed in the Dropbox.
15. Ad Hoc Governance Report (Lepping) In Dropbox
 - a. Review of the structure of the Board, number of board members etc.
 16. Ad Hoc Grow the Game Report (Jackson) - Report in Dropbox.
 17. Breakout Session (Schmidt)
 - a. Board Governance Assessment
 - b. Grow the Game
 - i. Strengths of the regions
 - ii. Strengths of the USCA
 - c. Summary of group suggestions:
 - i. IF reduce number of Board members should consider regional committee or president’s counsel; so, regions still have a voice. This is to improve regions talking and working together.
 - ii. Discussed having new vetting process for directors: With an 11-member board would be a higher-level board; would this put too much work on the staff? Issued debated: Is this the correct staffing model; is this putting too much pressure on board members; do we completely eliminate regions. Board members are elected at Members assembly.
 - iii. Apply same approach to Grass roots that we did with HP to develop junior program; HIT, TAP DRAW program which is a Canadian program we are working on to develop youth curling.
 - iv. Make sure the regions are advised not being tore apart – regional committee to elect board members; each region would have a member on this committee.
 - v. Have USCA offer guidelines for different models of clubs and leagues
 - vi. Tyler George: Grow the Sport
 18. Open Board Action Items: NONE
 19. Unfinished Business: NONE
 20. New Business: Doug- would like to add requirements for Directors – suggested that go to the Governance Structure Committee
 21. Key Items of Agreement: 2018 – 2022 Strategic Plan, Governance 2.0 Ad Hoc Committee, Growing the Game Ad Hoc Committee, Allison Pottinger new WCF Representative, SafeSport Bylaw Amendment, USOC Website Grant,
 22. Next meeting(s)
 - a. Town Hall phone conference: 10/17/2018 7pm Central
 - b. Feb 12, 2019, noon central- phone meeting
 - c. Colorado Springs TBD
 23. Adjournment- motion to adjourn Russ Brown, Doug Potter seconds. Meeting adjourns at 5:17 p.m. EST

Appendices

Appendix	Committee/Action	Meeting Date	Page
A	Audit/Finance Committee - Motion to Update USCA Bank Account Signatory Policy		9

APPENDIX A – Motion to Update USCA Bank Account Signatory Policy

The USCA's bank accounts with Chase need to have the signatories updated based on two recent events
1) the election of Courtney Schmidt to the Chair position, and
2) the resignation of the CEO's prior staff designee for transactions needing a signature in his absence.

As such, be it resolved, that any one (1) of the following individuals is approved to be a signatory on the Chase bank accounts of the USCA.

Courtney Schmidt, Chair

Rick Patzke, CEO

One additional staff person of the CEO's choosing to be a signatory in his/her absence (currently, Kim Nawyn) Earle Conrad, Treasurer

Be it further resolved that the CEO is empowered and authorized to change his/her additional staff designee as s/he deems fit without the further approval of the Board (but with the requirement the Board be notified of any such change). Any other change to the list of signatories (except the one referenced in the prior sentence) must be authorized by a subsequent resolution of the USCA's Board.

Finally, this resolution supersedes any prior resolutions that confirmed signatory rights on any individual with respect to the USCA's accounts at Chase.