



**UNITED STATES CURLING ASSOCIATION  
Board of Directors Meeting  
September 17, 2020  
Teleconference**

**Approved** November 12, 2020

1. **Call to Order** - Chair Courtney Schmidt calls the meeting to order at 5:01 pm CT, September 17, 2020.
2. **Appointment of Parliamentarian** – The Chair appoints Gordon Maclean as Parliamentarian.
3. **Roll call**
  - Board Members**
    - Present** – Jeff Annis, Terri Gleason, Bill Gryder, Doug Potter, Roger Rowlett, Courtney Schmidt (Chair), Rob Shelton, Roger Smith, Scott Stevinson, Alex Agre, Craig Brown, Dean Gemmell, Stephanie Senneker, Bill Stopera, Elizabeth Demers, Shane Coppola, Lynn LaRocca, Hawley MacLean.
    - Absent** – Russ Brown, Joel Leneker, Garret Perry.
  - Quorum** – 18 Board members being present and 11 being required, we have a quorum.
  - Non-Board**
    - Committee Members** – None.
    - Staff/Non-Board Executives** – Gordon Maclean (Recording), Jenna Martin, Steven O'Keefe, Jeff Plush (CEO), Ron Rossi.
    - Guests** – None.
4. **Additions/changes to the Agenda** - None
5. The Chair expresses condolences to the friends and family of our Treasurer, Earle Conrad. Because of this passing, the CEO is searching for a new Treasurer. Anyone who has a person who they think would be qualified for this position, whether the candidate is a curler or not, should contact the CEO with their recommendation.
6. **Old Business** – This meeting is a continuation of the discussion from the meeting held in July on member dues restructuring.
  - a. The Chair provides background for the matter to be discussed in this meeting and introduces potential solutions.
    - i. Shortly after the July meeting, we received a call from the St. Paul CC informing us that they would open and collect dues from their curlers, but not forward USCA any dues. Questions and discussions regarding how to handle this situation, including mitigation of risk, engage member clubs and individual curlers and ensure the efficient collection of USCA dues.
    - ii. As a result of those discussions, we will be looking at:
      - Expand bylaws to recognize the individual curler as a "member" of the USCA.
      - Adding insurance to the individual's membership and removing that burden from the club. This has an added benefit of reducing the coverage cost per person.
  - b. CEO – We have had good dialogues with clubs over the last couple of months. We don't think that things will be getting better anytime soon, so we need to adjust our business procedures to adapt to the situation.

- i. Notes the long organizational discussion on the value relationship between the organization and the individual curlers, and the organization's need to be more proactive in that relationship.
  - ii. Presents the concept of the Sport80 platform and the rationale for setting up this system, and the risk if we do not present a direct path to enhance direct communication between the individual curler and the national office.
  - iii. Steven O'Keefe demonstrates the Sport80 platform from the individual curler's perspective. This is a uniting piece of software with different informational levels of access that would be available to clubs, states/regions, and others.
  - iv. The CEO reviews the organization's obligations to its members—Our obligations as an organization is to protect its members, promote and grow the organization and the sport, nurture, inspire those associated with the sport and organization.
  - v. Safety & security aspect of this will include general liability coverage for members, spectator insurance (including a pathway to self-insure at some point in the future), daily curler coverage (for Learn to Curls, Bonspiels, corporate events, etc.), and SafeSport. The national individual coverage would be \$6/person (down from \$12/person through the USCA's current coverage of only covering clubs that opt-in). SafeSport is a fundamental of an NGB, and we need to be protecting our youth. Question regarding the Learn2Curl aspect: Would Learn2Curl participants have to sign-up and pay the \$6? Answer: No, that coverage would come through the club as part of their Learn2Curl fee.
  - vi. Advocate and Amplify – Opportunity to rebrand the organization unifying logos from the grassroots to the podium, and revamp the website and digital Curling News. USA Curling TV.
  - vii. Develop and support – Curling clubs are the foundation of our organization. Clubs have appreciated the outreach to them from the national office. USCA is committed to providing continued member support.
  - viii. Educate and Foster – Continuing educational support opportunities, both online and in-person.
  - ix. Outreach and Empower – It is essential to long-term mission growth of the organization to develop a young and diverse athlete pipeline. Break the Ice Program to increase diversity.
  - x. Mandate – Aligning all stakeholders and working with the states/regions to implement relevant changes to the financial structure and implement the needed bylaw language changes. Mandate the USCA National Insurance program to make sure all participants are covered. Target the sport's "supporters" for membership even if they never plan to curl.
- c. Questions/comments –
- i. Question: Do we need to get the clubs to get the individuals into the system? Answer: We need the clubs to require that all club members be USCA members. The clubs will still have access to the many programs that we offer.
  - ii. Question regarding St. Paul CC, did they reduce their dues since they were not forwarding their USCA dues. Answer: No, they will continue to collect the same dues, but not forwarding the USCA portion.
  - iii. Question: Who will interact with Sport80, and how is individual compliance monitored? Answer: For membership, it would be the individual. It is incumbent on the club to assure compliance with the insurance aspect. The collection point moves from the club to the individual. You get insurance through the membership, and clubs will need to verify that someone is insured. It will be up to the club whether they reduce dues to factor out the USCA membership.

- iv. Question: Does the Sport80 contract include their mobile app? Answer: No, but the mobile app is not very robust. A digital membership card may be made available to provide proof of insurance, also push information and membership reminders.
  - v. Question: Can Sport80 be embedded into other platforms? Answer: Sports80 is working on that, but it is not available right now.
  - vi. Comments:
    - It would help get the insurance product specifics to the clubs to help with the compliance aspect.
    - We spent time with the USA Hockey NGB membership model architects, which is very similar to our proposed model. After the initial start-up, their experience with this type of membership model has been very good.
  - d. Motion of Board Support for this change in the membership model by MacLean, seconded by Gemmell. No further discussion. Motion passes on a unanimous voice vote.
7. **Next Board Meeting** – TBD.
8. **Adjournment** – Motion to adjourn by Shelton, 6:17 pm CT.