



UNITED STATES CURLING ASSOCIATION
Board of Directors Meeting
September 29, 2017
Hilton Minneapolis-St. Paul/Mall of America
Minneapolis, Minn.

Approved February 1, 2018

Call to Order

Chairman Rich Lepping calls the meeting to order at 1:04pm C.D.T.

The Chair thanks USCA Staff and St. Paul Curling Club members for their efforts, support and assistance in putting this Board meeting and the Members' Assembly together.

1. Roll call

Board Members

Present – Russ Brown, Matt Gamboa, Jeff Hannon, Cyndee Johnson, Joel Leneker, Rich Lepping (Chair), Catharine Persinger, Doug Potter, Courtney Schmidt, Roger Smith, Scott Stevinson, Nick Wellen, Dean Gemmell, Jessica Schultz, Jennifer Stannard, Hawley MacLean, Beau Welling

Absent – Mark Hartman, Craig Brown, Bill Stopera, Monica Walker

Quorum – 17 Board members being present and 11 being required, we have a quorum.

Non-Board

Committee Members – Bret Jackson, Russ Lemcke, Leland Rich, David Russell, Mark Swandby

Staff/non-Board Executives – Jenny Biadasz, Christy Hering, Karen Hamilton, Heather Houck, Gordon Maclean (Recording), Kim Nawyn, Rick Patzke (CEO), Ron Rossi

Guests – Richard Maskel, Warren Hansen, Bob Hogan, Cameron Dunn, Ron Paul, Kathy Busch

2. Chair appoints Jeff Hannon as Parliamentarian.

3. Introductions

Chair welcomes to the Board Roger Smith, who replaces Chris Sjue representing Dakota Territory. Dean Gemmell welcomes new AAC director Monica Walker to the Board and notes Bill Stopera as new AAC Chair. Rick Patzke introduces Ron Rossi as new Comptroller. Gordon Maclean welcomes Karen Hamilton as Assistant Secretary (appointed by CEO). Lepping introduces new Finance Chair Catharine Persinger. Guests to the meeting introduce themselves.

4. Additions/changes to Agenda

A. Amendment vote will be moved to Members' Assembly.

B. Ad hoc By-Law Revision Committee selection moved to just prior to the Strategic Planning presentation.

5. Discussion/approval of Meeting Minutes

July 27, 2017, USCA Board of Directors Meeting were placed in Dropbox prior to this meeting by the Secretary Aug. 10, 2017, USCA Board of Directors CLOSED SESSION meeting were sent directly to Board members prior to this meeting by the Secretary. Acknowledgement of no other committee minutes received requiring action. Motion to accept both set of minutes by Potter, seconded by Stannard, motion passes on a unanimous voice vote.

6. CEO Report (Patzke, full report on file)

A. Operations

- i. Operations – Reviewed recent hirings and positions pending.
- ii. Safe sport audit – Clean (Full report on file)

- iii. Financial Update – FY17 numbers are not yet final but appears to be about a \$5,000 surplus (versus a budgeted \$20,000 deficit). FY18 – early in the year but everything so far is meeting expectations.
- iv. Communications -
 - a. Terry Davis is in Park City, Utah at USOC Media Summit with five athletes.
 - b. WinterFest is the USOC’s “Road to Pyeongchang” starting 100 days prior to start of Winter Olympics. Curling will be represented with two street curling sets, one of which the USCA will own after the event is concluded.
 - c. Curling Night in America – Staged in late August to run from October through November (earlier than usual due to Winter Olympics), 7,300 fans in stands. United States, Japan, China, and Scotland represented. Airings start October 10th. Men’s and Women’s will air up to the U.S. Olympic Trials. USCA will webstream preliminary round of the Trials, NBC will televise the playoff rounds. After the Trials have concluded, the Curling Night in America series will air the Mixed Doubles portion of that competition. That will lead into the U.S. Mixed Doubles Olympic Trials in December. Curling will have unprecedented exposure on U.S. television this season, from October to April.
 - d. NBC and World Curling Federation came to a five-year agreement to air the Men’s and Women’s World Championships starting with the World Championships in Beijing in 2019. This is a direct result of NBC’s interest in broadcasting the Curling Night in America series. Olympic Qualifier, European and Asia-Pacific Championships also may be picked up for broadcast.
 - e. WCF/USCA Prospect – Partnership to potentially cover U.S. Nationals. Need to address telecast rights, especially for other global events
 - f. High Performance – Derek’s report is on file.
- v. Membership Development - report on file. Presentation deferred to the Members’ Assembly.
- vi. Revenue development – Report on file
 - a. 5th Hawaii Charity Curling Classic event next week, last year of the initial agreement. Will be featured during Curling Night in America. Host American Savings Bank wants to continue the event, so this will not be the last.
 - b. Granite Society – Prototype “bedrock” pin presented. Goal is to raise \$1 million. Difference from past efforts (like “Build the House”) discussed and highlighted. Board should start planning, strategically, what the use of this money will be.
 - c. Honorary Team Captain – To be marketed for the Las Vegas World Championships.
 - d. Jet Ice sponsorship renewed – Portable reverse osmosis water treatment system being provided as part of the sponsorship.
 - e. Thorne – New sponsor, value-in-kind nutritional supplement products.
 - f. Sponsor prospects with spirits brand and Michelin.
 - g. “Anatomy” of a successful sponsorship detailed – Four-month process from first contact to first proposal, additional three months to final terms agreed upon, additional two months to final contract signing. USOC Rule 40 term requirements covered.
 - h. Newest USCA sponsor Cheetos- “Cheese Curls and Curling,” online and public relations and media tour, point of sale packaging, Chester “coach” cast set with USA Curling athletes (Todrck Hall, song lyrics). Social media being handled by Cheetos. We need to maximize the value of this. January 8 thru Olympics will have special packaging at point of sale. Great promotional value.
 - Questions regarding link on packaging, where people can go to find out “where to curl,” and what the potential is for a long-term relationship.

- Full launch coming this week.
- Chair – “White Cheddar” is a new product launch. Think about the potential here. Consumer product launch is a first for us. The six athletes chosen for the ads are great picks in terms of our brand and the image that we want to project.

7. Standing Committee Reports

A. Audit/Finance (Persinger)

- i. Reviewed in detail FY17, almost \$25,000 positive variance from budget. Cash balance is strong. Sufficient unrestricted cash on hand for two to three months of operations.
- ii. Asks what type of metrics that the board wants to see in the future. Expectations that there will be more “dashboard” presentations in the future.
- iii. No major budget variances to date for FY18. Impact of new sponsorships not included as part of this report.
- iv. Audit will be completed by the end of October.
- v. Chair – Report accepted as submitted.

B. Nominating/Governance (Rich)

- i. By-Laws Amendment to be presented at Members’ Assembly.
- ii. Serious nominations coming up in the Spring. The Chair is term limited and will be stepping down. Leland asks Board for considerations for Chair, Vice-Chair, WCF representative and some committee members.
- iii. More corrections to By-laws should be anticipated.

C. Hall of Fame Nominations (Rich)

- i. Committee members - Terry Davis (Chair), Leland Rich, Mark Swandby, Erica Brown, Pam Finch.
- ii. Committee is putting two teams into nominations: 1978 Men’s World Championship team (Bob Nichols, Bill Strum, Tom Locken, Bob Christman), and the 1974 Men’s World Championship team (Bud Somerville, Bob Nichols, Bill Strum, Tom Locken).
- iii. Question from Board members as to the nomination process. Answer – Nominations can come from the states/regions or from the Committee. These nominations came from the Committee.

D. Human Resources (Welling) – deferred to closed session at end of meeting

E. Ethics (Shalhoub) – (Full report on file) Looking for names to repopulate the committee. These need to be people who are not board members.

F. Judicial (Russell)

- i. Committee members – David Russell (Chair), Pam Finch, Colin Huffman, Ron Kloth, and Maureen Clark.
- ii. Team Birr complaint.
 - a. Hearing Panel Members – David Russell (Chair), Mark Swandby and Jessica Schultz.
 - b. Referred to committee in July.
 - c. Russell reviewed the discovery and pre-hearing process. Hearing lasted 10 hours, recorded and will be made available to the public.
 - d. Board discussion points-
 - The decision reached by this panel was good for this organization in that we have a process and it worked. No matter how you write the criteria, we can never avoid the chance of this happening again, there is always the potential for ambiguity.
 - The procedures outlined in Article 15 of the By-laws were much more specific and defined and were better than the last time this type of grievance arose under the old By-laws. The 2013 case with Team Lank was presented as precedent; however, the rules have changed. This case in 2017 should not be precedent for a future,

unless such precedent is codified into Article 15 of the By-laws. But is precedent a desirable feature?

- iii. Steve Brown complaint.
 - a. Referred to the committee in August by both the CEO and the complainant.
 - b. Hearing Panel Members – Pete Fenson, Ron Kloth and Jim Pleasants.
 - c. No hearing date scheduled. Currently dealing with pre-hearing motions.
- 8. Other Reports**
 - A. Secretary (Maclean)**
 - i. Missoula Curling Club action item
 - a. USCA has received a petition from the Missoula Curling Club to move from the Mountain-Pacific Curling Association (MoPac) to the Dakota Territory Curling Association. The request is in accordance with our By-laws Section 6.2.a which delegates to the Board this authority. The Mountain-Pacific Curling Association is on record as approving the move. Dakota Territory Curling Association has indicated that they would accept Missoula if the Board approved.
 - ii. Background-
 - a. Matt Gamboa (MoPac)- Indicated that he sensed that member clubs in Montana may leave the USCA if not allowed to move into Dakota, and that potential member clubs in Montana would not join the USCA if not allowed to be in the Dakota Territory regional association. Missoula and rest of Montana has different demographics and little interaction with the rest of MoPac. From MoPac’s perspective, it seemed better to keep them in the USCA and allow them to go to Dakota.
 - b. Discussion centered on whether this would create a “domino effect” with the clubs in Billings, Bozeman and Williston. The Secretary noted that the Dakota board is on record indicating that they would accept any Montana based club. Recommendation from the Board Chair that the Secretary and the Governance/Nominating Committee take time to further understand why those clubs in Montana want to make that change, and from a By-law perspective if we see any bigger picture in this move. There is currently no formal process for a region to claim a state.
 - iii. Motion to approve the Missoula Curling Club request to move from MoPac to Dakota Territory by Hannon, seconded by Potter. Motion approved on a unanimous voice vote.
 - B. Treasurer (Persinger)**
 - i. refers to her existing report on file and earlier presentation with no further comment
 - C. World Curling Federation (Swandby/Rich/Welling/Stannard) Swandby reporting-**
 - i. Competition Rules Update - The WCF has added a 13th team slot to both the Men’s and Women’ World Championships. This year the 13th slot will go to the Pacific Zone. Afterward the 13th spot plus the last place zone slot will be given to the World Qualifying Event. From now on if there are more than 10 teams in a round robin there will be 6 teams in the playoffs with no tiebreaker games. 5-rock Free Guard Zone starts next year. New “Pre-qualifier Event” for the Olympics will be open to countries who do not qualify via World Championship competition. Other minor rule changes mentioned but not discussed.
 - ii. WCF signed an agreement with a Chinese corporation which will provide financial support for a “World Series of Curling” tour.
 - iii. Will be looking at equipment standards for several items beyond brooms, Mixed Doubles format, moving from 10 ends to 8 ends and elimination of timeouts in the future was discussed.
 - iv. Developmental activities continue. Curl Canada has developed an algorithm (currently available) aimed at social media that targets online searches indicating an interest in curling

- for targeted emails regarding local Open Houses opportunities. Program to move kids off floor curling onto ice more quickly.
- v. WCF specifically noted Curling Night in America and how it is affecting growth of curling television exposure in other countries. No longer viewed as a niche sport in the U.S. with 2.8 million viewers for a recent series.
 - vi. Highest attendance at a World Curling Congress (180 delegates).
- D. USWCA (Stannard) (full report on file)**
- i. USWCA adding to their current annual events (National Women's Bonspiel and National Women's Senior Bonspiel.) New event National Women's Super-Senior Bonspiel (65 and over) will take place in Tempe, Arizona.
 - ii. Open 5 and Under bonspiel has taken off; women's circuit going well.
 - iii. Next Friendship Tour going to Canada starting November 2018.
 - iv. Scheduling concern regarding conflicts between USWCA and USCA events (Nationals / USWCA Annual meeting in particular). Request that USCA Staff consider when possible.
- E. Athletes Advisory Council (Gemmell/Stopera)**
- i. Officers and Committee Assignments - Bill Stopera is new AAC Chair, Craig Brown- Vice Chair, Jessica Schultz and Monica Walker are Directors. Dean Gemmell is USOC Representative, Joe Polo USOC Alternate, Colin Hufman, Stephanie Bohan, Augusto Perez is Parathlete. USCA committee assignments – Stopera (Finance), Brown (Human Resources), Polo (Ethics), Colin Hufman (Judicial), Stephanie Bohan (Governance/Nominating), Brown and Walker (Competition), Gemmell (Strategic Planning).
 - ii. AAC proposed that 2018 Men's and Women's National's winners go directly to World's rather than through a point qualifying process. The rationale is that no Olympic qualifying points are at stake this year, so it could be an opportunity to expand the number of teams participating. Requirements to advance to the World Championships were relaxed for the upcoming year.
 - iii. Concern expressed about improved communications in the future regarding several recent issues.
- F. USOC/USCA Representative (Gemmell/Patzke)**
- i. USOC AAC meeting will be in Colorado Springs October 12-14. The Chair and CEO will be attending along with the athletes.
 - ii. Chair acknowledges the group and thinks that both have benefitted from this relationship.
- G. Ethics (Shalhoub)**
- i. Brief Ethics update from Shalhoub via email through the Chair, full report will be posted in near future.
- 9. Chairman of the Board Report (Lepping)**
- A. State of the USCA**
- i. Ongoing communications efforts with states and regions have been paying off.
 - ii. Significant calendar of events for this upcoming year with the Olympics. Regions and clubs should be planning. Details events that he and the CEO will attend. Notes that the Town hall call coming up. Advanced ticket sales for Omaha Olympic Trials is excellent. Thanks members of the board for their time.
 - iii. Legal fees will impact our budget. We will have to be allocating additional resources for the two grievances.
 - iv. Agreement reached for Men's Canada tour. Dean Gemmell and Matt Gamboa are team Captain and Vice-Captain, respectively. Russ Brown and Rich Lepping will be acting on behalf of the board in this venture. Applications will go out soon. Looking for continued

- collaboration opportunities with Curl Canada and other organizations. This event will continue in the off years from the Men's Scot Tour into the future.
- B. Ad Hoc Strategic Planning Committee (Lepping/Schmidt)**
- i. Close to finalizing what the Strategic Planning Committee will focus on for the next four years in terms of grassroots development, high performance, revenue development and branding and marketing. Also looking at what was accomplished with the previous Strategic Plan, what can still be accomplished and what still needs to be accomplished.
 - ii. Grassroots development – from a national perspective, what can the organization do to help sport growth at the local level.
 - iii. High performance - program analysis, coaching development, junior programs.
 - iv. Branding and marketing – (replacing “communications” from previous plan) our reason for being, vision of organization heard every time the brand is experienced.
 - v. Financial sustainability - get to a position to plan 4 years into the future, financial plan, revenue opportunities, dues, grants, sponsorships, donations, partnership/stakeholders.
 - vi. Want to give structure to staff to help them be successful in implementing the plan.
 - vii. Discussion items
 - a. Definition of grassroots; it can mean different things to different people - Our responsibility is at the national level, so we need to be looking at the items of support required by the clubs. We do not really have clear expectations of and for the regions right now.
 - b. Need to do a report card of current status, determine what has worked and what has not.
 - c. Explore new forms of curling organizations/structures - Clubs curling as an outgrowth of recreational leagues at community centers.
 - d. How does the USCA brand trickle down to the club level? – We are working to communicate what is happening at the national level, so clubs can take advantage. Recognizing that USCA is the reason for the media exposure that drives new members to the club level.
 - e. What can USCA do better? USCA does a good job at providing tools, but not necessarily with the best instructions at using the tools.
 - f. Chair Summary- We have evolved to a policy board. Today's meeting proves that. The question now needs to move from “What have you done for me lately?”, to “How can I become part of this organization?”
- C. Ad Hoc Membership Committee (Potter)**
- Met twice since last meeting, we do have the by-laws amendment up for consideration tomorrow. Looking at the role of the regions versus the role of the national organization in terms of certain by-laws ambiguities. Trying to open dialogues with some regions to discuss their perceptions of regional/national roles. Mandate for the ad-hoc committee will expire in the next year. Chair indicates that this committee may need to be reopened next year
- D. Ad Hoc History/Library Committee (Wellen)**
- Working with a company that developed a database system for the WCF to bring that technological expertise into the USCA. Will be hiring an intern to digitize old records in the office. Intern position will be budget neutral. Should be completed by the end of the current fiscal year.
- E. Revenue Development Committee (MacLean)**
- i. Omaha Olympic Trials - VIP reception planning ongoing, looking for board and club involvement and sponsors.

- ii. Granite Society - Want to make this cumulative, ongoing, foundation type program. Goal is to keep donors engaged. Goal is to raise \$1,000,000. Giving levels and number at each level detailed. Marketing and rollout plan in hand, kick off at Omaha. Discussion regarding pin sourcing, pin production, and the high level “inside club” aspect versus “common curler.”
 - iii. Burned Stone Vodka in production; will be available in 10-case lots.
 - iv. Custom handmade belt buckles and knives being made by Montana Silversmiths.
 - v. Curling Trailer Update- Artwork done, installation of new gate this week, should be in Omaha. Toy version has been developed and available for sale.
 - vi. California State Railroad Museum – 400,000 visitors per year, in discussions for a 50 cent/ticket opt-out to go to USCA in exchange for Curling Night in America advertising.
 - vii. Carhartt
- F.** Appointment of Ad Hoc Committee – Tasked to address underlying issues related to the tabled GNCC requested By-laws changes. These were developed to address a situation between the USCA and GNCC regarding a member club in non-payment of USCA dues. The Ad Hoc Committee will have a year to see if they can solve the core issue of sanctioning a region for non-compliance of dues for a single club.
- i. Any region in non-compliance through the duration of the Ad Hoc committee’s work would not receive any penalties. If the Ad Hoc committee fails to come up with a new solution, status of clubs/regions reverts to current situation.
 - ii. Committee as appointed by the Chair- Scott Stevinson (Chair), Charles Brown (GNCC), Jeff Hannon (GNCC), Roger Smith (Dakota), Bret Jackson, Rich Lepping.
 - iii. This will affect all states/regions.
 - iv. No questions.
- 10.** Open Board action items – Leland announced that both teams put into nomination for the Curling Hall of Fame were approved.
- 11.** Unfinished business - Question regarding current Korean tensions and how that may affect the Olympics - WCF stated it is working with the IOC on that.
- 12.** New business – San Francisco Bay Area CC has signed a facility lease and will open a new dedicated ice facility next year.
- 13.** Key items of agreement (Lepping/Maclean)
Financial overview budget, Judicial review, WCF report, Strategic Planning, NBC agreement.
- 14.** Next meeting date(s) (Lepping)
- A.** February 1, 11:00 am CT teleconference call.
 - B.** April 20, in person meeting, tentatively at the U.S. Air Force Academy in Colorado Springs.
 - C.** July 26 teleconference.
 - D.** 2018 Members’ Assembly, TBD.
- 15.** Motion to move meeting to closed session for Human Resources report and discussion (Secretary leaves meeting).
- 16.** Adjournment

Committee Reports/Motions

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APPENDIX A



UNITED STATES CURLING ASSOCIATION
Executive Committee Meeting
7 – 9 p.m. CDT – Sept. 28, 2017
Hilton Minneapolis-St. Paul/Mall of America
Minneapolis, Minn.

1. Call to order – Meeting was called to order at 7:12pm by Chairman Lepping.
2. Present – Jeff Hannon, Rich Lepping, Rick Patzke, Courtney Schmidt, Catharine Persinger, Gordon Maclean (Recording)
Absent – Bill Stopera
3. Additions, revisions to agenda
 - a. Discussion of Montana – Dakota – MOPAC
4. Chair welcomes Catharine to the Executive Committee as Finance Chair.
5. Strategic Planning update (Courtney)
 - a. Committee meeting tomorrow morning (September 29) at 9 a.m. The Committee is close to deciding a path for the next four years. This will be based around grassroots, high performance, revenue opportunities, and branding and marketing opportunities. After tomorrow's meeting she will incorporate any minor adjustments to the Vision and Mission Statements for the Board presentation.
 - b. Committee's goal is to maximize consistency across the goals and assure that we have a "brand" that we can market both to members and for marketing.
 - c. Plan a review of the last Strategic Plan covering what we did and did not accomplish and what is still viable today.
 - d. Lepping expressed concern about the fatigue factor that became apparent in the last Strategic Plan process. Regarding this process as a "cleanup" of the current plan so some things are not new but an add-on.
 - e. Lepping regards this as a "report card" process. What can the Board provide staff? What can staff provide the Board? He also outlined his concerns over the sustainability of several items in the current plan.
 - f. Hannon expressed comfort with that approach.
6. GNCC By-laws proposal (Lepping)
 - a. GNCC was going to submit a significant By-law change at this meeting. Working with current GNCC VP Charlie Brown on an alternative approach that avoids By-law change at this time. The proposal as detailed would not fix the structural problem.
 - b. Lepping/Brown agreement is to table their proposal, Lepping will appoint an ad-hoc committee with Board Member Scott Stevinson as Chair, with Charlie Brown, Jeff Hannon, Bret Jackson and Roger Smith as members. They will have one-year to solve the core issue of sanctioning regions for non-compliance of dues of an individual club. They know that come February 1st GNCC will be non-compliant.
 - c. If there is no resolution from the ad-hoc committee by the end of the one-year term, we revert to the current by-laws. Chair credits support from committee members and that of Charlie Brown in these matters.

7. Lepping will relook at committee assignments, membership, and attendance after this board meeting.
8. Operations (Patzke)
 - a. Staff Changes – Heather Houck and Ron Rossi are onboard. Both are responding well to the challenges of learning their positions. Operations Associate position is in the “soon to be filled” status with several interviews underway.
 - b. Fiscal Year 2018 financial outlook
 - i. Three months into Fiscal Year 2018, not much to report.
 - ii. A new sponsor signed on Monday (September 25), this will be reported to the board tomorrow.
 - iii. New prospect potential regarding a potential spirits sponsor. Six to eight calls with their marketing people.
 - iv. For Fiscal Year 2016 we were a couple thousand to the positive
 - c. Current grievances process/status updates
 - i. The committee was updated on and discussed both the Birr and Brown grievance cases.
 - ii. Questions regarding the budgetary aspects of the grievances.
9. Other old or new business
 - a. (Maclean) The situation with several clubs in Montana (which is part of MoPac Region) have either made application to join USCA as members of the Dakota Territory Region or have indicated an intent to do so. This is an issue that will have to be dealt with by the Board and brings up a larger issue of the lack of a process in the By-laws for a region to claim a state as part of its “geographic scope.”
10. HR CEO evaluation (Welling/Lepping)
11. Adjourn

APPENDIX B



UNITED STATES CURLING ASSOCIATION
Membership Committee Meeting
Sept. 29, 2017
Hilton Minneapolis-St. Paul/Mall of America
Minneapolis, Minn.

Present – Doug Potter (Chair), Rich Lepping (Board Chair), Kim Nawyn, Catharine Persinger, Gordon Maclean (recording), Bret Jackson, Matt Gamboa, Joel Leneker

On Phone –JD Wise

1. No minutes from previous meeting.
2. From our previous meeting, we have not followed up with our discussion regarding non-traditional seasons and cycles.
3. What do we want to do from here? As an ad hoc committee we are limited to two years, we are in the second year of our mandate, what do we want to do with our remaining time? The Chair offers two possibilities
 - a. One would be to consider ways for the USCA to work with regions for collecting dues.
 - i. Leneker wonders what the organization would look like if we were to eliminate the regions altogether (treating them as USCA “Member Clubs” which offer services to other clubs). What would this look like in terms of regional competition, regional services. Would any area of the country be hurt or not served well by not having “regions?”
 - ii. Potter - I was thinking only so far as to concerning dues. Would there be benefits for regions to collect national dues and forward to the USCA or conversely the USCA collects regional dues and distributes them to the regions.
 - iii. Leneker reviews history of dues collection from GNCC viewpoint. Also notes regions usually need money right away and having to wait for the national office to distribute money may impose a hardship if payment is delayed.
 - iv. Discussion on examples of each process (up and down payment). Most organizations want to control their money and not have another organization control those. Issues with different fiscal years and cash flow.
 - b. Another possibility would be to spend our time communicating with the states/regions asking them what they think of these issues.
 - i. We do not know what the states/regions “want” from the USCA. Focus group to find out the right questions to ask before we go to them.
 - ii. Topics could include issues between region and national, what would people regard as “getting their money’s worth”, what is the role of the region versus the role of the national?? Primary question. That is where the dialog should start, but it tends to get cut off by other little issues.
 - iii. Potential to have a university class use this as a class project.
 - iv. Lepping suggests that people visit clubs and regions to find out what is important to members then bring this information back into the discussion in this group.

- v. Nawyn presents a proposed that the focus should be on “the roles of the regions versus the role of the USCA.” Leneker indicates support and adds that he feels this needs a presence in the by-laws. If they know what they are expected to do a lot of the problems will go away. Nawyn adds that this should as much be a conversation between the regions as between USCA and regions.
 - vi. Lepping notes that coming at this from a membership marketing aspect, using open ended questions more valuable, just the fact that your listening and care means a lot.
 - vii. Nawyn – What do we want out of our regions? USCA looks to provide resources that can be applied at the regional level, but we can’t be everything to everyone.
 - viii. Leneker – What do we want the regions to do to help us meet our national mission statement?
 - ix. Nawyn – Certain regional programs such as emergency funds for clubs in distress, regional stone programs, all are regionally dependent on their needs. Regions should look at what their needs are.
4. Bret – Should the USCA to encourage more membership have a discounted or non-existent fee for the first-year curlers? Discussion regarding that after Jan 31 most clubs do not send in dues for new members until next season anyway. Need to formalize this concept.
5. Potter sets the action items:
- a. Bret, Matt and Kim need to come up with a concrete proposal regarding the discounted dues concept.
 - b. Gordon, Kim and Doug will start process to clarify roles of the regions.

APPENDIX C



**UNITED STATES CURLING ASSOCIATION
USCA Ad Hoc Committee
Bylaws Membership Delinquency Provisions
September 30, 2017
Hilton Minneapolis-St. Paul/Mall of America**

Committee Purpose: At the 2017 USCA Members Assembly, Rich Lepping announced the creation of an Ad Hoc committee tasked with reviewing underlying issues related to the tabled GNCC requested changes to the USCA By-laws. These requested changes were proposed to address a situation between the USCA and GNCC regarding a member club that has not paid USCA dues but has paid GNCC dues. The Ad Hoc Committee was given a year to see if it can propose a solution to the issue of sanctioning a Region for non-payment of dues by one or more of its regional member clubs.

(Note: According to Rich Lepping, any region in non-compliance during the duration of the Ad Hoc Committee's work will not be penalized. If the Ad Hoc Committee fails to come up with a solution, the status of clubs/regions will revert to the current situation. This will affect all states and regions.)

Committee Members: Chair-Scott Stevinson (MACA), Charles Brown (GNCC), Jeff Hannon (GNCC), Bret Jackson (GLCA), Roger Smith (DTCA), Rich Lepping (USCA Chair).

Committee Minutes: The Ad Hoc Committee met on September 30, 2017, during the Members Assembly to begin its discussion. Present at the meeting were Charles Brown, Jeff Hannon, Roger Smith, Bret Jackson, Scott Stevinson, and Rich Lepping.

Scott Stevinson called the meeting to order at 1:00 PM on September 30, 2017. Rich Lepping provided Committee members a brief synopsis of the history of the issue. The Committee then held a general discussion of the specific concerns of the GNCC, including the affect a delinquent club can have on an entire region's USCA member status.

Committee members offered up various ideas for dealing with delinquencies. Among the ideas discussed were: a provisional status for new USCA and state or regional applicants; having a "vetting" process for new applicant clubs to better ensure their viability, particularly arena-based clubs; a regional "allowance" for member delinquency tied to a percentage of the region's overall membership; reexamination of how a "stepped" dues structure would apply; and possibly coordinating the assessment of USCA dues (within a reasonable time period) to when a Region or State begins assessing a new member club for its own state or regional dues.

Following the initial Ad Hoc Committee meeting, Scott Stevinson circulated a summary of the discussion points to the Committee members for comment. After receiving some corrections, a revised version of discussion points was sent to the Committee members. Responses from the Committee members are pending.

Scott Stevinson - Chair