



## USA Shooting Board of Directors Meeting Minutes January 15, 2019

### 1) Meeting called to order at 8:30 am

Keith Enlow

- a) Quorum is present
- b) In-Person – Keith Sanderson, David Meltzer, Rick Marsh, Chad Whittenburg, Jim Henderson, Susan Abbott
- c) On-Phone – Rick Hawkins
- d) Missing – Barb Bridendolph
- e) Staff present in-person: Pete Carson, Kevin Neuendorf, Alex Szablewski, Keith Enlow, Penny Miller
- f) Staff present on the phone: Jessica Delos Reyes, Sharee Waldron

### 2) Seating of New Directors

USAS Board

- a) Summary of BOD Composition, structure and dates is provided.
- b) David Meltzer, Chad Whittenburg and Rick Marsh seated as new BOD members
  - i) Chad Whittenburg announces his intent for either BOD Chair or Vice Chair
  - ii) Rick Marsh announces his intent for BOD Chair or Vice Chair
  - iii) Marsh & Whittenburg excuse themselves from the room so an open discussion could be conducted among BOD members.
  - iv) Vote to be conducted visibly as determined by BOD
  - v) Chad Whittenburg wins vote 5-2 to become BOD Chair of USA Shooting. Rick Marsh becomes BOD Vice Chair of USA Shooting
- c) Susan motions for Rick Hawkins to return as BOD Treasurer. Seconded by David Meltzer. Motion passes for Rick Hawkins as Treasurer.
- d) Discussion centered around vacant BOD Advisory Council position, its relevance and makeup.
  - i) Sanderson motions to send to Nominating & Governance Committee with guidance/recommendations from BOD. Seconded by Rick Marsh. Discussion – deliverable by next BOD meeting. Motion passed.

### 3) CEO Day 1 Observations

Keith Enlow

- a) Reflections on Day 1; Comprehensive Year- In-Review provided to showcase significant progress made in 2018
- b) BOD member Keith Sanderson suggests need to investigate percentage of USAS money dedicated to athletes. Important to create an ethos of transparency.
- c) BOD calls for USA Shooting staff to create new Strategic Plan for the organization. Top level goals with tactical strategy to help set direction of the organization. It's noted that BOD responsibility is to set strategic vision for the organization. Strategic plan provides the

necessary transparency for funders/donors. Strategic plan requires USOC involvement. USA Shooting staff to solidify action plan to create strategic plan.

- d) Discussion relative to Olympic/Paralympic Team Selections and call for USAS staff to showcase selection process thoroughly with visuals/flow chart to help ease confusion.

**4) 2016/17 USOC Audit Results and Plan Forward** **Pete Carson**

- a) USAS Staff member Pete Carson provides thorough report of USOC audit results and what USA Shooting is doing to comply and improve audit findings.
- b) USAS BOD agrees that Audit Committee will choose auditors in the future.

**5) USAS Committees – Overview & Next steps to activate** **Keith Enlow**

- a) **Audit** -- David Meltzer, Jim Henderson, Barb Bridendolph
  - i) Motion made by Chad Whittenburg to insert David Meltzer as Chair of Audit Committee. Seconded by Rick Marsh. Jim Henderson and Barb Bridendolph also appointed.
  - ii) Motion made by David Meltzer to remove Keith Sanderson and include Jim Henderson as athlete representative on audit committee. Seconded by Chad Whittenburg.
- b) **Nominating & Governance** - Susan Abbott, Dewayne Wegger, Matt Emmons, Barb Bridendolph
  - i) Need one additional person. Use applicants from others that sought BOD or other committee positions
  - ii) Committee to recommend fifth spot on Nominating & Governance Committee
- c) **Financial** - Rick Marsh appointed to committee.

**6) 2019 Budget/Financial Review** **Keith Enlow**

- a) Keith Enlow provides overview of 2019 Budget.

**7) 2018/2019 Financial Systems Improvements** **Penny Miller**

- a) Penny Miller reviews improvements to financial systems USAS staff is making.

**8) HPP Plan Update** **Alex Szablewski**

- a) Paralympic selection procedures to be approved by Keith Sanderson by Friday following BOD meeting.

**9) SafeSport and Code of Conduct Update – Review Tracker** **Pete Carson**

**10) USAS Board Review – Areas Team is Focused** **USAS Board**

- a) CEO reviews his focus areas
  - i) Safety, Coaching Leadership, Fiduciary Improvements, USOC Audit Results, USAS Committee Activation, Strategic Revenue Generation Plan, Athlete Performance, Competitions, Fixing Athlete vs. NGB Mentality, Culture Improvement
- b) Keith Enlow asks for a period of open dialogue to discuss key organizational topics
  - i) Rick Marsh inquires about Performance Standard Scores (PSS) program. What is it supposed to accomplish? How are we helping athletes get to that score level? Unintended consequences. Are scores too high? PSS policy for general fairness that PSS only counts at qualified matches. Does policy lead to intended results?
  - ii) BOD agrees to form PSS Committee w/ top athletes in accordance with bylaws. Nominating and Governance Committee needs to populate PSS Committee.

- iii) Olympic /Paralympic Selection Procedures Committee to be put in place.
- iv) Coaching Discussion: Para, need to select the right coach. Suggestion by Keith Sanderson to use high-performance athletes to help coach up. USAS needs to think outside the box on how to coach athletes with finite resources to obtain top coaches in field.
- v) David Meltzer leads discussion on how to raise money?
  - (1) Appeal to traditional and emotion
  - (2) Do something different
  - (3) We have the same opportunity.
  - (4) Prepare content. Promote it. Perpetuate it.
- vi) Meltzer to help formulate a Content Committee to support

***Executive Session starts at 2:20 pm, ends at 2:45 pm***

**11) Direct Mail Update**

**Keith Enlow**

**12) Marketing - Sponsorships, VIK – 2019 Plan/Activation**

**Kevin Neuendorf**

**13) Meeting adjourns at 4:05 pm**