

USA Shooting Board of Directors Meeting Minutes

September 25, 2023

Zoom Video Conference Meeting

Board members present: Jim Mitchell, Kim Rhode, Sandra Uptagrafft, Troy Bassham, Sarah Scherer-Oursland, Amanda Banta, McKenna Geer, Frank Thompson

USAS Staff Present: Craig Kozeniesky, Kimberly Covert (Secretary), Krista Austin, Ashley MacAllister, Tracy Barnes

Guests Present on site at USOPC: Les Gutches, Laura Peeters

- A. Call to Order: Jim Mitchell, 1:05 PM Mountain time. A quorum is present with 8 members.
- B. Conflict of Interest statement read by Craig Kozeniesky
 - a. Athletes all stated their conflicts as athletes potentially receiving money from USAS – Uptagrafft, Rhode, Geer, and Scherer.
- C. Jim Mitchell made a motion to approve Feb 2 and June 29 minutes. Seconded by Sarah, motion passed unanimously.
- D. Craig Kozeniesky – Required Reform Update
 - a. September 30
 - i. Board Reconstitution, on track to meet deadline to seat 4 Independent Directors and one Club/CTC Director
 - ii. Interviews being scheduled with candidates
 - b. Updated budget for Q4 and 2024 – Pending board approval
 - c. Compliance is ongoing, with weekly meetings attended by USOPC liaisons
 - d. Additional reforms required by Nov 15
 - i. Fill committee seats
 - ii. Amend Bylaws
 - iii. Participate in USOPC led training on conflict of interest
 - iv. Update website
- E. Craig Kozeniesky - Revenue Generation Update
 - a. Terminating existing direct mail relationship
 - b. New direct mail partner identified – Focuses on non-profits, will minimize initial USAS Investment
 - i. Will add digital component, focus on growing base
 - c. Membership fee increase
 - i. Fees have been at current rates for over 5 years, need a modest increase
 - ii. No change to coach or club memberships, just fan, individual, and family
 - iii. Proposed increases will generate over \$30,000 a year in revenue
 1. A discussion ensued, ultimately concluding with a proposal to create a committee to investigate issue more thoroughly
 - a. Motion – Jim Mithcell, Second – Sarah Scherer, passed unanimously

- F. Tracy Barnes – Development Update
 - a. Revenue Strategies, Funding Sources, Partnerships, and Sponsorships
 - b. New Website Developer, Higher quality, lower cost
 - c. Online store transitioning to Nine-Line
 - d. Development events are coming up in the next few months to raise funds and spotlight athletes
 - e. 37% of revenue from partnerships, 25% from royalties, 20% from Sponsorships, 17% from events
 - f. Projections for 2024 is 1.6 million dollars
 - g. A discussion ensued with questions asked and answered
- G. Amanda Banta – Financial Update
 - a. Assets discussed including endowments, cash, and accounts receivable
 - i. A discussion ensued
 - b. Liabilities discussed and questions answered
 - c. Fundraising milestones discussed
 - d. 2024 budget balanced and , net change +\$7,883
 - e. A discussion ensued and questions answered
 - f. Motion to approve August Financials – Jim Mithcell, Second Sarah Scherer, passed unanimously
- H. Kim Rhode – ISSF Update
 - a. Amber English voted onto ISSF AAC Committee
 - b. There will be an executive meeting in March in Munich
- I. Krista Austin – High Performance Update
 - a. Status on high performance place, evolving to performance based approach
 - b. Review of upcoming competitions and associated costs
 - c. Review of medal count from world championships, world cups, and expectations from USOPC discussed
 - d. Agreement milestones reviewed
 - e. Talent identification for Jr Shooters
- J. Ashley MacAllister – Competitions Update
 - a. Upcoming domestic competitions discussed
 - b. Rationale for coach competition fees discussed and questions answered
- K. Sarah Scherer – New Business
 - a. Request to amend bylaws regarding separating the roles of Treasurer and Finance Committee Chair
 - i. Vote will be emailed to the board with necessary documentation
- L. Craig Kozeniesky – Upcoming meeting schedule
 - a. 2023 Q4 board meeting – November 9, in person at USOPC Training Center
 - i. A hotel will be located and contacted by Kim Covert
- M. Motion to Adjourn – Amanda Banta, Second Troy Bassham – 3:16 pm