

BOARD OF DIRECTORS CONFERENCE

December 16, 2015

MEETING MINUTES

1. Call to Order President Lally
 - Meeting called to order at 1:02 pm (Mountain Time)

2. Roll Call Kevin Neuendorf
 - Directors not present were Behrens, Clark, Delfay, Turner, Willing, Wray (Kyle Ward was present on behalf of USAMU). A quorum was declared present.

3. Approval of Minutes President Lally
 - 3.1 October 3, 2015 Meeting Minutes
 - Motion made to accept. No discussion. Approved unanimously.

 - 3.2 November 18, 2015 Conference Minutes
 - Motion accepted. No discussion. Approved unanimously.

4. Old Business
 - 4.1 Section 10 Update: Blue Ribbon Panel Mitchell/Weekes
 - 4.1.1 Mary reported the group met Monday with members of Panel. Each side submitted agenda items that the panel worked throughout the day to address. Summary of ideas to be sent out to respective constituent groups for review and discussion. Drafting of proposed new Bylaws language will be done by panel chair and sub-chair. There will be an open comment period to increase engagement.
 - 4.1.2 Significant points developed from Panel discussion including:
 - USOC Best practices call for a smaller board. Proposal is for USA Shooting to be comprised of a 10-person BOD moving forward.
 - Increased number of standing committees composed largely of independent members.
 - Proposal for an Advisory Board comprised of constituent and supporting groups.

 - 4.2 Hall of Fame Induction & Alumni Reunion Neuendorf/Wigger
 - Colonel Wigger and Kevin Neuendorf briefed BOD on HOF Induction Ceremonies and the positive outcome of festivities. 190 people were present for the dinner, easily the most ever. Seemed to work well having the event in connection with Winter Airgun

Championships as it created great synergy and excellent attendance.

4.3 Other Old Business

President Lally

- No Old Business

5. New Business

5.1 Financial Update

Karie Wright

- 5.1.1 Balance sheet – High Petty Cash amount. Euros we will be able to use for per diem early in 2016 as applicable.
- 5.1.2 Winter Airgun Numbers – Looking at a possible \$55,000 surplus.
- 5.1.3 Projections - \$300 to \$350K budget surplus in 2015

5.2 Winter Airgun Update

Bob Mitchell

- In 2014, USA Shooting had 230 participants. In 2015, addition of CMP targets and an Olympic Trials year helped push numbers up over 450 athletes. Participation helped support HOF induction.

5.3 Direct Marketing

Bob Mitchell

- 5.3.1 Calendar campaign has not been successful in 2015. Looking at a \$45,000 net shortfall from forecast. Most surprising result from premiere mailing. Large numbers of people that didn't get calendar for some reason. Success of calendar campaign over the years tells us that we should keep doing it.
- 5.3.2 But despite this calendar shortfall, expect to come very close to target goal in direct marketing. New developments in 2015 included digitizing the overall campaign and personalizing the mailings. Costs more, but is yielding higher average gifts. Need to look at pin campaign for better options.

5.4 Marketing Update

Rob Weekes

- 5.4.1 Getting geared up for busy show season. On track for conservation shows with all three organizations set to auction a second gun for additional fundraising potential.
- 5.4.2 Will have four mini press events at SHOT with Kimber, Ruger, Perazzi and Beretta.
- 5.4.3 Several companies up for renewals in 2016 with ELEY, Winchester and both are on track to renew with levels at or above current.
- 5.4.4 Five fundraisers on the calendar in 2016. Only one date confirmed currently is the one being conducted by Butch Eller, the National Sporting Clays Cup. Additional fundraisers to include Washington, D.C., Upstate NY, Long Island, NY, and Tampa, FL.

5.5 Funding Employer 401-k 2015 Contribution

Karie Wright

- 5.5.1 Safe Harbor plan allows for 3.5 percent matching to employee contributions. Profit sharing option of an additional 1.5%. Roughly,

\$15 to \$16K to match. Not able to do straight 5% as previously advised by EBK.

- 5.5.2 Motion made for USA Shooting to contribute a 3.5% match to the employer 401-k in 2015, with additional 1.5% profit share. Motion was passed unanimously with no discussion or abstentions.

5.6 Membership Promotions

Amber Aragon

- 5.6.1 Fan Club – Motion proposed for BOD to approve lowering Fan Club fee from \$35 to \$20 in 2015. Effort to promote “Shooting is my Olympic Sport” and maximize the Olympic window of opportunity through allied organizations and supporter base. Motion was approved unanimously with no discussion and no abstentions.
- 5.6.2 New Member Promotion – USA Shooting to use 2016 to help build overall membership. Looking to build membership by 10 percent through an incentive program through USA Shooting clubs and CTCs. Clubs/CTCs to receive \$10 incentive for each new membership. Different appeal and messaging from Fan Club promotion. Motion passed unanimously.
- 5.6.3 Implementation is the key to success for both initiatives. Thorough effort to make it happen.

5.7 South Wing Office Renovation

Bob Mitchell

- 5.7.1 Need recognized but held up due to cost. \$141K initial estimate for this capital improvement. With forecasted operating surplus project may be financially feasible. Needed due to staff additions. Better utilization and efficiency of the space necessary. Seeking approval to detail design and cost estimate. Staff will detail plan with more specific numbers.
- 5.7.2 Gary Anderson makes a motion to proceed with SW renovation cost analysis and plan. Motion passed with one no and one abstention.

5.8 LA 2024 Meeting

Bob Mitchell

- Feel good about bid. Hamburg dropped out and situation in Paris might mean good things for US bid. Temporary venue for shooting is currently the plan. Joint site with Equestrian, Archery and Modern Pentathlon. Mitchell has made an appeal for a legacy venue.

5.9 Other New Business

President Lally

- 5.9.1 Bob announced that USOC will augment Para budget by additional \$40,000 with specific provisions to support five athletes earning the Para quotas. Grant gets budget back to original 2015 budget.
- 5.9.2 Bob also noted that Hillsdale College offered to host Fall Board Meeting on their campus. Hillsdale has been very proactive building a shooting center and shotgun range that includes an Olympic trap

bunker. Located 90 minutes from Detroit. USAS cost will only be travel and hotel.

5.9.3 Gary provided an ISSF Update

- IOC Agenda 2020 requires 50/50 gender equality by 2020 requiring substantial changes in event structure. Ad hoc 2020 committee met late November to discuss options and proposals. Goal is to preserve parity between disciplines and keep five events per discipline. One event in each discipline will be a mixed gender competition, Likely to convert one event to a mixed team event with Prone Rifle, Free Pistol and Double Trap the likely events to be dropped. Other changes would include an altered Finals format with 25m Pistol Women, being changed to resemble RFP Final. Shotgun finals proposal is for continuous elimination similar to the other events.

6. Next Conference Call: Proposed Tues, Jan 26, 1:00MT President Lally

- Bob noted the SHOT show and an ED leadership meeting conflicts with the third Wednesday of the month. Also commented that several directors have expressed desire for calls to be Tuesday or Thursday.

7. Adjourn President Lally

- Conference adjourned at 1:48 p.m. MST.