

BOARD OF DIRECTORS CONFERENCE

January 26, 2016 – 1:00 Mountain Time

MINUTES

1. Call to Order President Lally
 - 1.1 Called to Order at 1:01 pm MT

2. Roll Call Kevin Neuendorf
 - 2.1 All present except Behrens, Wray, Willing, Delfay

3. Approval of December 16 Conference Minutes President Lally
 - 3.1 Motion made for approval & seconded. No discussion. No abstentions. Approved unanimously

4. Old Business
 - 4.1 Section 10 Update: Blue Ribbon Panel Mitchell/Weekes
 - 4.1.1 Next Meeting Friday, January 29
 - 4.1.2 Looking to bring Resolutions & Amendments to March BOD

 - 4.2 South Wing Office Renovation Bob Mitchell
 - 4.2.1 No developments, awaiting meeting with USOC Facilities Div. Will report back when there are updates to provide.

 - 4.3 Membership Initiatives Amber Aragon
 - 4.3.1 Changed price \$20. Rolled out new campaign. Working on finalizing club promotion program to help increase memberships. Positive reception of Fan Club.

5. New Business
 - 5.1 Financial Update
 - 5.1.1 2015 Summary Karie Wright
 - 5.1.1.1 Petty cash is not negative even though that's how it is reflected currently.
 - 5.1.1.2 Financials – more preliminary than usual. Continually refining 2015 year end.

 - 5.1.2 Direct Marketing Bob Mitchell
 - 5.1.2.1 Report provided prior to call. No discussion.

 - 5.2 Marketing Update Rob Weekes

- 5.2.1 SHOW Season. Incentivized athletes to sell memberships. Wild Sheep Show; possible restricted gift to shotgun program. Looking to finalize details.
- 5.2.2 SCI convention next significant activity. Meeting with Wayne & Susan LaPierre regarding NRA support.
- 5.2.3 Two guns received through Ruger/Baron Engraving. Both guns received extensive amounts of gold engraving upping the overall value. Thought was to auction at Wild Sheep but conclusion was more long-range advertising and promotion needed to maximize gun value. One gun to be auctioned at Mule Deer.
- 5.2.4 SHOT Show; Nissan Titan again expressed interest in a partnership. Renewal of Eley sponsor agreement through 2020. Signed Beretta clothing and uniform agreement providing \$200K in budget relieve through 2020. Beretta to donate two DT shotguns for 2016.

5.3 Association of Chief Executives of Sport (ACES) Meeting Bob Mitchell

- 5.3.1 PHIT Bill – Collaborative effort to get more youth into sport and exercise. Bill provides for NGB memberships & fees to be tax deductible. March 16, Sport in America. Hoping PHIT will be attached on to a bill as rider.
- 5.3.2 NGB Membership Benefits & Retention – Working with Amber about retention plans.
- 5.3.3 NGB Board Governance – UCCS starting a new division about BOD governance. Useful service. Done commercially through their executive service department. Might be some use in the future.
- 5.3.4 NCAA Changes Impacting Olympic NGBs – The big five conferences are calling the shots. Not going to be of a benefit to Olympic sport bodies. USOC has hired a position to liaison between USOC and NCAA.

5.4 Other New Business President Lally

- 5.4.1 Vincent Hancock, ISSF Male Athlete of the Year.
- 5.4.2 BOD Meeting, March 12 in Colorado Springs.
- 5.4.3 Amber English brought up concerns regarding Direct Athlete Support. Would like discussion at next Board conference. Bob Mitchell and Dave Johnson to discuss and provide feedback on status of the 2016 program.

6. Next Conference Call: Proposed Thurs, Feb 18, 1:00MT President Lally
No conflicts expressed.

7. Adjourn President Lally

7.1 Motion made, seconded and adjourned at 1:26 pm