



## July 23, 2020 USANS Board of Directors Meeting Minutes

### **Roll Call:**

Rex Bell, Billy Demong, Tom Bickner, Jim Holland, Kevin Arquit, Kris Messner, Tom Petro, Jon Schumann, Jeff Good, Lee Todd, Alan Johnson, Alissa Johnson, Matt Petri, Adam Loomis, Mike Dufner, Ben Berend, Jed Hinkley, Robin Outwater, Quique Nagle

### **Board Members, and others, not in attendance:**

Sarah Hendricksen, Dan Macuga, Walter McCormack, Jeff Hastings, Neil Fortier, Chuck Pieper

### **Approval of minutes from previous meeting:**

Jeff Good made a motion to approve previous meeting minutes as submitted. Jim Holland seconded the motion. Rex Bell called for a vote of approval. Vote to approve was unanimous.

### **President's Remarks: Rex Bell**

Rex thanked everyone for making the time to be on the call and gave a quick update on current Covid-19 virus policies, procedures and safety guidance in place and how Covid 19 has affected our athletes and its impact on both domestic and international schedules.

In addition, Rex highlighted the following action items recently completed or in progress:

- Jed Hinkley hired as new Sports Director
- Engaged consultant to work on revenue generation and sponsorship development
- Conducted a coaches and athlete survey
- Working on revising our Vision, Mission and Core Values statements
- Pending Board of Directors structure review and governance practices evaluation

Rex introduced Kris Messner and Tom Petro from 1867 Capital Partners; specializing in venture capital investment, organizational growth and development. Introduced to USANS by Alan Johnson, Kris and Tom have provided guidance to help us strengthen our financial status and have offered to help us with planning for future growth and development of our Board of Directors.

Kris emphasized that she and Tom will act as our guides and help us understand how to effectively grow and strengthen our board as we mature as an organization. Topics for review and discussion include strategic planning, skill sets determination and gap mapping, member solicitation/recruitment process, member onboarding and exit planning, member roles, responsibilities and financial commitment, individual and collective performance review, member and officer term limits as well as governance committee oversight and support.

To start, Tom said they will get a confidential survey out to all board members next week to address project framework and gather personal opinions. From there, a working group will be assembled. Rex Bell asked that anyone interested in joining the working group to let him know by tomorrow evening. Project time frame is estimated to take 2-3 months. Tom thought it very doable to have a written set of recommendations ready for our next board meeting earmarked for November 2020.

Rex Bell explained that 5 board members and 2 officer's terms are expiring at the end of July and suggested that their terms be extended until the board development evaluation is completed or the end of the calendar year. Billy Demong suggested that we extend the terms until our next Summit



Meeting in May 2021 to allow more time for the nomination process and implementation.

Jim Holland made the motion to extend the board member and officer terms until the end of the year. Tom Bickner seconded the motion. Rex Bell called for a vote and the motion passed unanimously.

### **Executive Director's Report: Billy Demong**

Billy thanked everyone for being on the call, as well, and summarized the overall spirit as “onward and upward” despite challenges presented by the Covid-19 virus. He said staff is adapting well to new schedule challenges and was very pleased that we were able to get several athletes to Europe for training.

Billy highlighted several recent organizational and staff developments:

- Dr. Andy Chen as our new Medical Director, and new medical staff: Dr. Lauren Borowski and Dr. James Glazer
- Ongoing Covid -19 policy development per Medical Director, staff and USOC policy guidance
- No new staff furloughs New Sport Director
- Looking to replace Sport Development Director in the near future
- Anders Johnson hired as Women's Combined Ski Jumping Coach
- Chris Gilbertson hired as new Nordic Combined Ski Jumping Coach
- Thomas Matura appointed new Women's Nordic Combined Head Coach

Billy also revisited the 3 major focus areas he surfaced during last year's Summit Meeting:

- Events
- Athletes
- Clubs

He cited elevated levels of professionalism in staging events, notably the US Cup Series, providing added value to both the organizers and sponsors. He outlined continuing athlete/team numbers growth and retention, and positive advancements in both club and infrastructure development citing Iron Mountain, MI, Lake Placid, NY and Berlin, NH as specific examples. Billy said he is feeling very good about our overall spirit, focus and progress.

### **Financial Report: Mike Dufner and Billy Demong**

Mike and Billy walked everyone through the year to date budget versus actual revenue and expense figures. They further explained their cash flow analysis approach of working a 3, 6 and 9 month actual with respective budgeted figures and commented that we are right on track and are projecting a positive \$60,000 year-end cash flow.

During review of the Balance Sheet the subject of debt surfaced as a big concern moving forward; specifically, personal loans, the PPP loan and Line of Credit. Mike Dufner cited the need to remain as proactive as possible in these uncertain times; working through numerous scenarios and handling of debt reduction. Billy Demong said the reality is that we are not going to be able to make a lot of progress on reducing debt now and echoed that the biggest thing for us to do is keep a close eye on things.

Billy presented the proposed 2020-2021 budget, showing a small profit, for approval. Rex Bell asked if the impact of any new line items, such as a bonus program and refinancing, have been addressed in the budget proposal. Billy Demong said not at the moment but will work with them, and any others that



may develop, into the 3-month actual + 9 month forecast. Jeff Good gave kudos to the budget development and considerations moving forward and made the motion to approve, as submitted. Tom Bickner seconded the motion. Rex Bell called for a vote. Vote to approve was unanimous.

**Athletics Report: Jed Hinkley**

In addition to the organizational and staff highlights provided by Billy Demong Jed acknowledged the ongoing event planning challenges presented by the Covid-19 virus, both domestically and internationally, and working through new cultural shifts with coaches and athletes. Billy Demong thanked Jed for his leadership and the positive impact he has already made on our program.

**Social Media and Fundraising Report: Ben Berend**

Ben reported significant advancement in our social media engagement rate; with over 20 communication pieces posted on our website, 17,000 plus website visits and 23 newsletters sent between April and July!

Regarding fundraising, Ben reported our recent “Giving Tuesday” promotion and On-Line Auction Fundraiser generated over \$3,800 and \$16,000, respectively.

Ben also noted that he will be working with a graphic design intern over the next few months, free of charge to USANS, and reported the completion of a new Podcast Series entitled “Ticket to Fly” scheduled to begin at the end of the month. Developed in conjunction with Tom Kelly and hosted by Peter Graves, this Podcast Series will feature interviews with both athletes and people influential in the development of our sports around the globe. Tom Bickner, Rex Bell, Jimmy Holland and Billy Demong all gave a big thanks to Ben for the great job he is doing.

**Partnership and Marketing Report: Billy Demong**

Billy provided an overview of activity and focus from our revenue generation consultant, Neil Fortier, CEO, The DIFF. Billy referenced a document listing potential partners (noting confidential nature), ongoing conversations and respective possible impacts for review and said that both he and Neil would welcome input, feedback and suggestions from any of us directly.

**Governance Committee Report: Robin Outwater**

As a volunteer, Robin said he is willing to remain as Chair of the Governance and Nominating Committee but feels this position would be better served by a member of the board. He suggested that we nominate and select a new chairperson after the Board of Directors Structure Review and Governance Practices Evaluation is completed. Robin said that he would like to remain on the Governance and Nominating Committee and expressed interest in becoming a member of a future Capital Campaign Committee.

**Sport Sub Committees: Tom Bickner**

Rather than going through individual documents, Tom directed attention to the Coaches, Officials, Womens and Calendar reports distributed in advance of this meeting and offered to address any questions or concerns afterwards.

**BOD & USANS Membership and Safesport Compliance: Tom Bickner**

Tom Bickner reiterated that All USANS Board Members are required to be SafeSport compliant which includes US Ski and Snowboard membership (required), a background check and completion of the



SafeSport training course. He provided a link (<https://my.ussa.org/membership/start>) and instructions on how to start the process as well as a US Ski and Snowboard contact should people have any questions: [sheryl.barnes@usskiandsnowboard.org](mailto:sheryl.barnes@usskiandsnowboard.org).

**Old Business:**

No old business

**New Business:**

Alan Johnson mentioned that there is an FIS Ski Jumping board meeting next Thursday, July 30th. He anticipates further schedule verification of planned events and athlete qualification requirements.

**Next Meeting Date:**

Next meeting earmarked for November 2020. Date and time to be determined.

**Meeting adjourned by Rex Bell**