



## USANS Board of Directors Meeting Minutes July 30, 2021

### **Meeting began at 1:33 p.m. Mountain Time**

Board members present: Kevin Arquit, Rex Bell, Tom Bickner, Billy Demong, Curt Dowd, Sarah Hendrickson, Liz Holbrooke, Jim Holland, Alan Johnson (non-voting), Alissa Johnson, Adam Loomis, Dan Macuga, Quique Nagle, Matt Petri, Chuck Pieper, Jon Schumann. Board members absent: Jeff Hastings (non-voting), Walter McCormack, Robin Outwater. Guests/staff: Mike Dufner, Jed Hinkley, Karin Bauer

**Quorum:** A quorum was confirmed with 14 out of 16 voting board members attending.

### **Meeting Minutes**

Tom Petro motion to accept the May 21, 2021 meeting minutes. Second by Dan Macuga. Unanimously approved.

### **Executive Directors Report**

Billy Demong provided a brief update since the last meeting. Next year we should not have the Board meeting during springer tournee.

### **Finance report**

Tom Petro and Mike Dufner provided an update. Net income continues to be on track for the fiscal year. We received forgiveness on a second PPP loan. Discussed cash flow challenges with much revenue received in January with expenses ramping up in the fall at the start of the ski season. Cash flow challenge will be earlier and bigger than originally expected. We have looked at expenses and our ability to pull revenue forward.

### **Sponsorship**

Neal Fortier discussed sponsorships. We have reached an agreement with US Ski & Snowboard and USOPC for the Olympic Trials. The Paul Smith College contract is signed and payment has been received. Backcountry agreed to a three-year contract for equipment, plus cash. USANA agreed to a two-year contract with an additional dollar amount. 1867 Capital Partners has offered USANS a four-year contract and we are working to pull revenue forward into 2021. We have ongoing discussions with potential automobile, airline and hotel sponsors.

### **Sport and National teams**

Jed Hinkley reviewed sessions engaged with the sports science team two weeks ago and medical meetings today (no major issues). He discussed the Grand Prix and Continental Cup in Poland and Finland, respectively. Teams will be returning to Europe in August.



### **Sport Development and Membership**

Karin Bauer discussed the camp in Alaska in June; Fly Girls and Guys; a Junior Flyer Camp in Ishpeming in late August; and field testing. 95 total athletes involved. She will be sending out a Survey Monkey after Springer Tournee.

### **Communications**

Billy Demong reported for Tom Kelly who is stepping away from day-to-day responsibilities, but is expected to continue to help with things such as our website. For the open communications position, we had 54 applicants which we have narrowed to two. We are excited about both candidates.

### **Sport committee**

Rex Bell discussed the Sport Committee and subcommittee charters, goals and alignment with the Strategic Plan.

### **NGB initiative**

Matt Petri reported that we completed the NGB self-assessment in May. In June, we had a call with the USOPC. Feedback was generally positive, including a comment that our self-assessment was more than most NGB's would do and led to ten follow-up questions. In July, we sent responses to the follow-up questions. Our contacts at USOPC are in Tokyo during the Olympics and will respond before they return. We are developing a formal strategy. In addition, an audit firm has been selected and an update was provided regarding the Conflict of Interest forms sent to Board members.

### **Operating plan process**

Liz Holbrook provided an update that the operating plan is 70% complete. For every deliverable, there will be a status, owner and due date. In addition, there will be an indicator as to whether the item is currently funded or not. We looked at what is working well and will create new metrics to track progress. It will take approximately two weeks more to complete the Plan. Board of Directors members and committee members will own various parts of the Plan.

### **New business**

Billy Demong discussed Board member financial contributions. He and Tom Bickner will meet with each Board member individually to explore giving capacity. Billy thanked Tom Petro and Kris, Curt Dowd and his wife, Tom Bickner and Quique Nagle for making recent commitments.

**Next Board Meeting:** November 19, 2021 at 3:00 PM MT.

**Meeting Adjourned:** Tom Petro moved to adjourn the meeting. Curt Dowd seconded. Meeting adjourned at 2:21 PM.

Signed:   
Matthew D. Petri, Secretary

Date: November 19, 2021