



## USANS Board of Directors Meeting Minutes May 21, 2021

### Meeting was called to order at 2:05 p.m. Mountain Time

Board members present: Kevin Arquit, Rex Bell, Tom Bickner, Billy Demong, Chuck Dowd, Sarah Hendrickson, Liz Holbrook, Jim Holland, Alan Johnson (emeritus; non-voting), Alissa Johnson, Adam Loomis, Dan Macuga, Quique Nagle, David Noteware, Robin Outwater, Matt Petri, Tom Petro, Chuck Pieper, Jon Schumann

Board members absent: Jeff Hastings (emeritus; non-voting)

Guests/staff: Karin Bauer, Mike Dufner, Neil Fortier, Jed Hinkley, Tom Kelly

Matt Petri confirmed a quorum was present.

### Board Meeting Minutes

Matt Petri motioned to approve the February 18, 2021 Board meeting minutes. Robin Outwater seconded the motion. The motion was approved unanimously.

### Executive Director Report – Billy Demong

Billy commented that a highlight is having Neil on board who has a healthy sponsorship pipeline. We are in the process of hiring a partnership marketing director. He is looking forward to continuing to build a sustainable financial model with their help and also is excited about the upcoming Olympic season.

### Staff Reports

- Financial report – Tom Petro/Mike Dufner  
The budget and operating plan for 2021 was reviewed. We had a loss for the year largely based on a conscious decision to defer some revenue to fiscal year 2022, within accounting rules, to align ourselves with USOPC NGB requirements. Athletic revenue was also down as the result of fewer events due to COVID. Due to our negative equity position, we are an organization that is dependent on cash flow.

The stretch fiscal year 2022 budget was also reviewed. We have significant sponsorship and grant “go finds”, and a projected negative cash flow position. As a result, the Finance Committee (FC) approved the 2022 budget with 3 stipulations:

- 1) management presents the FC with a sponsor plan and pipeline with monthly updates
- 2) management presents the FC with a grant plan and pipeline with monthly updates
- 3) management presents a credible plan for closing the projected negative cash flow gap

David Noteware asked if we have a framework to make cuts should we start to miss some of our revenue projections. They would likely need to come from the program, not administration, and will need 60 days of lead time to do so. The FC is committed to staying on top of this.

Tom Petro made a motion to accept the 2022 fiscal year budget subject to the three stipulations described above in a form that is acceptable to the FC. Matt Petri seconded. Chuck Pieper questioned whether we have the cash to meet our obligations for the next



90 days. Mike confirmed that we do. The motion was approved unanimously.

- **Sponsorship/Revenue Report – Neil Fortier**  
Neil is excited that we are hiring a partnership marketing manager which gives him added confidence about meeting the “go find” in the budget. To be conservative, renewals, such as Global Guardian and Palantir, were not built into the “go find”. We are trending positively with a juice partner, western U.S. medical partner, and lotion partner. Paul Smith’s College has evolved to a cash relationship. We are in discussions to monetize the Olympic Trials. Neil did caution that sponsor payments typically come in January of the following year (e.g., Q1 2022). Jim Holland mentioned that we should repeat what we did the last time for marketing the Trials. Neil thanked Tom Bickner and Tom Petro for the leads they provided.
- **Communications Report – Tom Kelly**  
Tom provided an update on website development, athlete biographies and communications. We are working with Spigot on the website over the next few months with a focus on functional capability for our organization and governance, support tools for athletes and clubs, and to showcase our sports. Biographies for our 32 athletes will be important during an Olympic year, as is our plan to hire a communications manager, which is a position we have had in the past. Norge Ski Club was awarded “Club of the Year” by U.S. Ski & Snowboard based on Norge’s increase in membership by 30%, number of athletes on the national team and sending athletes to World Championships and Junior World Championships.
- **National Team Report – Jed Hinkley**  
26 athletes were nominated for the national team (25 accepted) and 19 for the junior national team (17 accepted). We will have a joint jumping and Nordic combined camp in Slovenia in June. All athletes will return and gather at NYU to kick off that relationship. Competition season kicks off in July. European coaches will be able to visit the U.S. this summer. We are managing our quotas for the 3 Olympic events to maintain and increase numbers where we can. Currently, we have 5 Nordic combined and 3 men’s ski jumping spots. We hope to qualify spots in women’s ski jumping.
- **Sport Development Report - Karin Bauer**  
We have a busy summer schedule and are excited that things are opening up. Alaska Junior Flyer camp June 13-20, 2021; Ishpeming, MI at the end of June; Fly Girls/Guys July 5th-15th in Steamboat; Park City July 15th-25th; and August Junior Flyer camp in the works.

### **Committee Reports**

- **Sport Committee Chair Report – Rex Bell**  
The Spring Summit meetings were successful and well attended. As we move forward, we will be focusing on measurable tangible goals for the next 12 months. Rex spoke of the need for a budget for the committee to be effective in achieving the goals of top 10 finishes at all FIS levels (e.g., accelerating coaches education). A major goal of the Calendar and Events subcommittee is to encourage more FIS events in the U.S., particularly women’s ski jumping. Importantly, the FIS Race Director for Ski Jumping and Nordic Combined will be visiting a number of venues across the U.S. in June



(Brattleboro, Lake Placid, Eau Claire, Minneapolis, Iron Mt., Copper Peak, Steamboat, and Park City). The Women's subcommittee will focus on greater representation of women throughout USANS committees. The Venues subcommittee is undertaking an assessment of all of our facilities across the country so more hills can host FIS events and improve training. The Officials subcommittee continues to be effective at considering and proposing rules changes.

- Governance Report – Robin Outwater  
The committee's focus is on developing an annual work plan. Kudos to Liz Holbrook and Matt Petri for the significant amount of work done in a short period of time. Several revisions to the committee charter are being proposed and will be discussed later.

#### **SafeSport update - Matt Petri**

- Matt reviewed the SafeSport update that Sheryl Barnes provided to attendees of the Spring Summit. SafeSport status for all of our Board members is in a good spot. A copy of her presentation was included prior to this meeting.

#### **Strategic Planning initiative – Tom Petro**

- Tom reviewed the approach for the upcoming Strategic Planning meetings in June. The goal is to answer 3 basic questions: where are we today, where do we want to be at some point in the future and how do we get from here to there? The sessions will be highly interactive including Board members, coaches, staff and the voice of our athletes, and will include multiple breakout sessions. The planning will define our short-term and mid-term goals as well as our Big Hairy Audacious Goal (BHAG) with actionable steps to achieve them. Importantly, we will also define what we are not going to do.

#### **Old Business**

- Matt Petri will be working with Billy and Ellie to get all Board members on Google Calendars, email and Shared Drives.
- We discussed the level of US Ski & Snowboard knowledge regarding NGB status conversations with that organization and USOPC.

#### **New Business**

##### **1. Committee Appointments**

- a. Matt Petri made a motion to approve Chuck Pieper and Curt Dowd as members of the Finance Committee as recommended by the Governance and Nominating Committee. Tom Petro seconded the motion. Approval was unanimous.
- b. Matt Petri made a motion to approve David Noteware and Matt Petri to the Sport Committee as recommended by the Governance and Nominating Committee. Robin Outwater seconded the motion. Approval was unanimous.
- c. Matt Petri made a motion to approve Kevin Arquit (co-chair), Robin Outwater (co-chair), Liz Holbrook and Matt Petri as members of the Governance and Nominating Committee. Robin Outwater seconded the motion. Approval was unanimous.

##### **2. Revised Charter**

- a. Matt Petri made a motion to approve the Governance and Nominating Committee charter 2021 revisions incorporating additional governance and ethics



responsibilities. Chuck Pieper seconded the motion. Approval was unanimous.

### 3. New Policies

- a. Matt Petri made a motion to approve the USANS Policy Governing Conflicts of Interest and Ethical Practices. Tom Petro seconded. Approval was unanimous.
- b. Matt Petri made a motion to approve the USANS Policy On Reporting and Investigating Allegations of Suspected Improper Conduct and Activities. Tom Petro seconded. Approval was unanimous.
- c. Matt Petri made a motion to approve the USANS Conflicts of Interest Disclosure Form. Chuck Pieper seconded the motion. Tom Bickner asked about the process to send and receive completed forms. Approval was unanimous.
- d. Matt Petri made a motion to approve the USANS Diversity & Inclusion Statement. Chuck Pieper seconded the motion. Approval was unanimous.

**Next Board Meeting:** Scheduled for July 30, 2021.

Motion to adjourn by Chuck Pieper. Seconded by Robin Ouwater at 2:47 p.m. MT.

Signed:   
Matthew D. Petri, Secretary

Date: July 30, 2021