



November 19, 2019 Board of Directors Meeting Minutes

Roll Call:

Billy Demong, Rex Bell, Tom Bickner, Tom Kelly, Jim Holland, Lee Todd, Quique Nagle, Alan Johnson, Jon Schumann, Robin Outwater, Mike Dufner, Jed Hinkley, Paul Jastrow, Martina Lussi, Jeff Good, Matt Petri, Sarah Hendrickson

Absent:

Kevin Arquit, Dan Macuga, Alan Alborn, Alissa Johnson, Chuck Pieper

Approval of July 27, 2019 Board Meeting Minutes:

Motion to approve meeting minutes, as submitted, made by Jon Schumann. Tom Bickner seconded the motion. Rex Bell opened the floor for discussion and vote. Approval was unanimous.

Executive Committee/President's Report: Rex Bell

Rex noted that since our last meeting we've made good progress in getting our accounting system in order; better understanding where we are now and what lies ahead financially for us. He credited the ongoing efforts of financial consultant, Mike Dufner, working closely with Billy Demong and Ellie Brown.

Rex also noted progress in the development of new committee structures (including leadership, membership engagement and respective roles and responsibilities) and Capital Campaign planning.

Executive Director's Report: Billy Demong

Billy's comments focused on organizational growth and next steps moving forward.

Highlights:

- He cited the efforts of Rex Bell and Tom Bickner in restructuring committee focus and board member engagement.
- Billy explained that the initial research phase of Capital Campaign planning was completed last week. It consisted of interviews with several high dollar donors with the objective to get their feedback as to how best to solicit and validate greater donor participation. The next step is to establish a Capital Campaign Committee to begin to map out a plan and execution schedule.
- Billy confirmed that USANS is very close to reaching a formal affiliation agreement with US Ski and Snowboard. Billy, Rex and Tiger Shaw are working on final language.
- Billy gave a summary update on athletic development and cited the efforts of Alan Alborn and his coaching staff. Major focuses include aligning the men's and women's programs, building a one team culture and developing both team and individual performance goals for today's athletes of tomorrow.
- Billy noted that Ben Berend joined the USANS staff full time in June as Marketing Director and that financial consultant, Mike Dufner, continues to be retained to help strengthen USANS's fiscal management.

Financial Report: Mike Dufner

Mike explained his focus has been establishing financial protocols, policies and reporting procedures with staff; citing consistency and transparency key to accountability.



New Action Items:

- Staff training on day to day accounting and report generation
- 13 week cash flow report on a monthly basis
- Income Statements, by class, updated year-to-date vs. plan
- Quarterly updates

Mike gave a quick review of current financial shortfalls in revenue and gross profit and rationale for a break-even forecast for the end of year. However, he underscored very tight cash concerns are ahead of us and noted our capital campaign must play a key role in our continued success moving forward.

Committee Report Highlights:

Sport: Tom Bickner

- Restructured Sport Committee into 6 sub-committees
 - Officials- Paul Jastrow
 - Sport Development- Jed Hinkley
 - Women- Sarah Hendrickson
 - Venue- Jerrod Lennihan
 - Calendar and Events- Alan Johnson
- Developed sub-committee charters for review by the Executive Committee and the board.
- Established respective sub-committee chairs and membership. Working on contact information.

Officials: Paul Jastrow

- Completed Fall Seminar. Getting ready for the season
- Working on a monthly newsletter for officials

Sport Development: Jed Hinkley

- Membership Committee has been meeting once a month; documenting club results, and updating membership via website and newsletter.

Jeff Good both complemented and commented on the importance of activity date documentation via the newsletter program.

Coaches: Jed Hinkley

- Started meeting in the Fall; every other Thursday
- Working on development of Tech Tips, start up of Level 200 training, getting more women involved and the creation of women specific training documentation.

Governance and Nominating: Robin Outwater

- Recently submitted a Staff Performance and Compensation Review Program draft to the Executive Committee for review and comment

Old Business:

- No old business



New Business:

- Rex and Billy reminded everyone of the upcoming “Story Project” fundraiser and the need for 100% buy in from this group regarding donations. Board members were asked to donate early to send a positive message of USANS BOD support.
- Billy also asked members to submit a story, to consider setting up a personal fundraising website page, using the Classy Program. He emphasized the need to incentivize others to pitch in and make a difference. Matt Petri said he would set up a page.

Jeff Good said he is very impressed with all that has been accomplished since our last meeting and thanked everyone for their continued support.

Meeting adjourned by Rex Bell. Next board meeting scheduled for February, 2020. Date and time to be determined