U.S. Association of Blind Athletes Board of Directors Meeting
Colorado Springs, Colorado
December 1, 2007
Minutes

Call to order at 8:45 a.m. MDT

Roll Call: Present - Tracie Foster, Oral Miller, Kevin Szott, Trischa Zorn, Bill Ramsey, Beth Scott and Dan Parisi, Walter Dean, Jim Mastro
Staff - Mark Lucas, Ryan Ortiz, John Potts and Michelle Ortlieb
Absent – Jeannie Derber, Jerry Donley, Dan Kelly, Lou Moneymaker, Tom Parrigin, and Tom Culliton

Approval of Minutes: Minutes from the U.S. Association of Blind Athletes Board of Directors Teleconference call meeting held May 5, 2007 were reviewed. Ramsey made motion to approve minutes. Dean seconded the motion. Motion passed.

President’s Welcome, Comments and Review of the Agenda-Szott:
Szott reviewed items from the Board’s Strategic Planning Session conducted on November 30, 2007 (one day before the actual Board meeting).

Executive Director:
Lucas emphasized he was excited for USABA’s future and stated he is personally committed to continue to work with the Board in order for the organization to successfully meet the Strategic Goals as outlined in the Strategic plan.

Szott and Lucas introduced Elizabeth O’Brien to the Board. Elizabeth and her husband Michael hosted a USABA fundraising special event dinner in the Fall in New York City.

Staff Reports
A. Executive Director-Lucas
Continuing the work the board completed during the December 2007 meeting, the Strategic Planning task force (Szott, Moneymaker and Lucas) and Kimberly Sherwood the facilitator from the 3rd Sector Group, met in person and via teleconference to work on our Strategic Plan.

Lucas also informed the Board that he created a staff driven Business Plan for 2008 which includes major objectives and key strategies and objectives in programs, membership, revenue generation, marketing and governance.
Lucas stated that staff is utilizing the “Big Harry Audacious Goal” (BHAG) that the Board created as part of our strategic plan to drive the 2008 Business plan in creating strategies and objectives.

Lucas informed the Board that John Potts had been hired in the spring as full-time as the new Sports Outreach Director.

B. Fundraising report - Ortiz
Ortiz and staff have been developing the infrastructure for promoting and recruiting future athletes which includes a proposed instructional video/DVD called “Get In The Game.” The plan includes broadly marketing and distributing a DVD to USABA’s key constituent groups.

Ortiz informed the Board that USABA acquired new database software called E-Tapestry allowing USABA to track members and donors in the same system which is more efficient and allows staff to provide frequent communication to all USABA constituents.

Ortiz stated one of several fundraising goals for 2008 is to have 1,000 or more annual individual donors who make a gift of $100 or more. Ortiz stated there are several key strategies that will need to be in place in order to meet this goal including utilization of a newly created full-color eight-page donor piece that showcases and explains USABA’s vision, mission and programs. Szott and Ortiz passed out the donor piece and asked the board to send it to their personal contacts which is one strategy in acquiring the 1,000 donors for the ’08 goal.

Ortiz stated that staff mailed out to 17,000 donors a direct mail piece as part of the annual campaign.

Ortiz informed the Board that USABA staff exceeded the projected 2007 foundation budget of $70,000.

Ortiz provided Year-to-Date revenue and expenses. The Board suggested to staff that they would like a monthly update on the financial position of the organization.

Current USABA Finances as of October 31
Money Market Account $50,970
Cascade Investment $185,024
U.S. Olympic Foundation $74,853 (as of Aug. 31)
First Community Bank Checking $30,494
C. Sports Outreach-Potts
Potts has updated the database all the State Schools for the Blind contacts. He then sent out two separate mailing campaigns to all the State Schools for the Blind in the spring and the fall. The mailings included newsletters, The Story of USABA DVD and verification of contact information. Potts reported that more than half of the schools replied back to USABA requesting additional information.

Potts shared with the Board that he attended three regional competitions to promote USABA and to generate additional relationships with Athletic Directors and coaches to recruit new membership.
   1. NCASB Swim Championships
   2. EAAB Track/Field Championships
   3. NCASB Track/Field Championships

Potts and staff are exploring and creating strategies to generate new membership. Potts met with Regional Representative Tom Culliton and discussed strategies on how to approach Missouri’s 512 Public Schools Athletic Associations to recruit new members. Potts and Culliton are also trying to find the central hub of Special Education Teachers in the schools. Oral Miller thanked John for all his work and urged him and staff to tap into the resources of the public schools as well as the blind schools.

Potts reported that he has taken on the task of managing the USABA website which has saved the organization money since the service will not have to be contracted out. Having a staff member manage the system also is more timely and efficient.

D. Intern-Michelle Ortlieb
Ortlieb reported to the Board what she has accomplished during her internship with USABA. Ms. Ortlieb performed many duties while she was at USABA including media relations, communications, fundraising, membership recruitment and sports programs projects. Ms. Ortlieb told the Board that she received much more hands-on experience than she had ever anticipated and had a truly meaningful internship.

Paralympic Update-Charlie Huebner
The Chief of U.S. Paralympics, Mr. Charlie Huebner was invited to the board meeting and discussed U.S. Paralympics new marketing campaign including a DVD called “Amazing Awaits.” This footage will be integrated into all aspects of the Paralympic movement with the purpose of increasing fundraising and recruiting new athletes and coaches. Additionally, Huebner distributed new printed U.S. Paralympics marketing materials to the Board.

Huebner informed the Board that 300 Paralympic athletes have and will be participating in the 2006 & 2008 Paralympic Games.
Some additional statistics and projections that Huebner informed the board about for the 2007/2008 year included:

1. U.S. Paralympics budget will be 9 million dollars in 2008.
2. 3,100 new athletes were identified in 2007.
3. U.S. Paralympics has a goal to identify and recruit 5,000 new athletes under the age of 30 years old in 2008.
4. Another goal of US Paralympics is to have full-time coaches and funding for athletes

Huebner discussed the Olympic University to the Board which are conferences that focus on leadership geared toward their sponsors and sports organizations.

Finally, Huebner discussed the U.S. Olympic Committee’s Developing Amazing Leaders Conference which will be held in April at the USOTC. This is a three day conference that will bring together several hundred leaders from all areas of Paralympic sport to learn more about the movement.

President’s Report-Kevin Szott
Szott reinforced to the Board the importance of the newly created strategic plan. He stated that USABA is in a critical phase and he is encouraged by the board’s energy and willingness to take risks and take on new tasks such as re-writing new governance for the organization. Szott further suggested to the Board that each member and the Board as a whole needs to become more accountable and more active in order for the organization to further grow and prosper.

Szott requested from the Board that a policy be developed on attendance guidelines in order to make the Board a stronger working body.

Committee Reports
A. Finance (Ortiz)

Ortiz presented to the board the proposed 2008 budget (refer to attached document) Miller made a motion to approve the 2008 budget. Dean seconded the motion. Motion passed.

B. Disciplinary (Zorn)
Zorn reported to the Board that USABA would review Mr. Hunter Mouton’s disciplinary sanction to determine if he completed his probationary requirements set by the court and whether Mouton should be taken off probation from USABA.
C. **Sports Technical (Ramsey)**

The Board revisited the proposal by Goalball athlete Lisa Banta of including sighted athletes playing on USABA Goalball teams. According to the Dec. 2007 board meeting, Banta and some Goalball athletes developed proposed guidelines which included: who qualifies as a sighted Goalball player, how they would be used on Goalball teams, and that a follow-up survey of athletes and coaches should occur after one season of play to determine if the use of sighted athletes should be continued. At the present time, no further information has been provided to the Board by Lisa Banta and the Goalball athletes to support the original proposal in regards to this issue. The board made the decision that Dan Parisi will write Lisa Banta a letter stating that they once again reviewed and discussed the proposal and since there was no further follow-up from her or the Goalball athletes about this issue, it becomes a moot point.

D. **Chapter Development and Member Services (Parisi)**

Parisi reported to the Board that there is a possibility of a new Regional 1 chapter being developed in Georgia by Hal Simpson.

E. **Nominating Committee Report (Foster)**

Foster suggested to the Board that the Nominating Committee be placed under the Governance umbrella. Foster stated that it has been a challenge to find and recruit good Board candidates to run or even be nominated for the Board. She also stated that it is the responsibility of each board member to help identify potential candidates to put forward as a slate of potential officers.

Board Elections were conducted at the end of the meeting agenda.

**New Business**

**USABA International Relations:**

Miller informed the board of a new Goalball that has been developed by a manufacturer in Canada. However this ball has never been tested or approved by IBSA. The IBSA Goalball Technical Committee will review their rules for proper official ball use.

The IBSA Executive Committee will meet during the Summer Paralympic Games in Beijing, China.

**Governance Reform**

Szott reported that as part of the overall strategic plan, the strategic planning committee has been looking into governance reform for USABA. Each committee member has had several phone conversations and a committee teleconference call with Eric Parthen, USOC Director of NGB Development, regarding governance best practices related to
USABA’s bylaws. (Refer to the USOC Preliminary Governance Guidelines). Prior to the USABA Board meeting, Szott reported that Parthen reviewed the USABA bylaws and provided the board with his recommendations (Refer to Parthen’s recommendations to USABA bylaws).

On November 30, Parthen had provided the full board a presentation on Governance reform within the USOC and members organizations. During the meeting, the Board reviewed and discussed with Parthen the USOC’s guidelines and recommendations to USABA’s bylaws.

During the Board meeting, Szott solicited the Board’s opinion regarding the USOC’s Governance reform and Parthen’s recommendations to the USABA bylaws. The Board decided that an Ad Hoc committee would review the entire USABA bylaws and proceed with the process of making any recommended changes needed to the bylaws and provide these to the full Board for their consideration.

Foster made a motion that the Bylaw Ad Hoc Committee review the entire USABA Bylaws and proceed with the process of making any recommended changes needed to the Bylaws and provide them to the full board for consideration. Dean seconded the motion. Motion passed.

**Old Business**

**USABA Hall of Fame Award(s)**
In Tom Parrigin’s absence, Potts reviewed the Hall of Fame document with the board. Parrigin developed the Hall of Fame document from the USOC Hall of Fame template with input from a USABA Ad Hoc committee. A few of the questions that were brought up to the full Board included:  When, where, and how long between presentations should the award be presented? The intent is to present the awards during a USABA event.

Miller made a motion for the Ad Hoc Bylaw Committee review the proposed Hall of Fame proposed document and make recommendations back to the full Board. Dean seconded. Motion passed.

**Board Elections**
Foster informed the Board that Zorn-Hudson, Moneymaker, and Ramsey’s Board terms were up after this meeting. Moneymaker will not re-run for his position. However, Zorn-Hudson and Ramsey will re-run for another term. Foster informed the Board that Elizabeth O’Brien was running for one of the open positions.

Miller asked if there were any nominations of individuals from the floor. Szott then made a motion to close all nominations from the floor and due to no additional nominations Mastro
seconded the motion. Motion passed: Zorn-Hudson, Ramsey, and O’Brien were elected to the Board by acclamation.

Next Board Meeting
The next two Phone Conference Board Meetings are scheduled for Tuesday, February 5, 2008 and April 2, 2008. The spring teleconference Board meeting is scheduled for Saturday, June 14, 2008 (7:00a.m. PST, 8:00a.m. MST, 9:00a.m. CST, and 10:00a.m. EST). Two additional teleconference Board working sessions are scheduled for August 14, 2008 and October 14, 2008.

Foster suggested that Lucas provide the Board with an updated Finance statement and any new programs for their review before each teleconference meeting.

Dean suggested to Szott and Lucas that they ask for agenda topics from the Board so that the Board is initiating the meeting.

Adjourn
Dean made a motion to close the meeting. Mastro seconded the motion. Motion passed to adjourn meeting at 5:30pm. MDT.