United States Association of Blind Athletes  
Board of Directors Meeting  
November 22-23, 2013  
Colorado Springs, Colorado

Convene: 10:00 am at U.S. Olympic Training Center, President’s room

Call to Order: Bushland called to order the meeting at 10:03 am EDT

Roll Call:
Present: Dave Bushland, Tracie Foster, Gary Remensnyder, Lauren Lieberman, Oral Miller, Michael Elliot, Michael Bina, Jim Mastro, Chris Jordan, Trischa Zorn-Hudson
Absent: Dave Reiff, Mark Lucas (morning session)
Staff Present: Ryan Ortiz

Approval of Minutes:
Motion to approve the Board of Directors minutes from September 22, 2013 made by Mr. Miller and seconded by Dr. Bina. There being no objections, the minutes from the September 22, 2013 meeting were APPROVED unanimously by the Board.

Executive Director’s Report: Ortiz (for Lucas). Ortiz provided an overview of the year in review.

REVENUE GOAL: Annually generate a minimum of $1 million in revenue and a minimum of $20k to endowment fund.

Projected end of year 2013 budget: $ 938,000.
- Donor newsletter mailed to all donors in September generating nearly 20k.
- Chris Jordan raised more than 30k new dollars from first year Mudd Run. It had two newspapers and one local television station covering the event. There were 420 runners who participated which raised more than $34,000. The goal for the second Mudd Run, which will be held on June 9th or 10th, 2014, is to reach 1,000 runners.

New Partnerships:
- Delta Gamma – National Sorority – volunteer and fundraising partner.
- PR Bar for Goalball Athletes (Product Only).
- $20k added to U.S. Olympic Foundation. $5k added in 4Q.
OUTREACH & SPORTS PROGRAMMING GOAL: Implement programs for youth and adults annually, empowering their participation and achievement in sport consistent with their interests and abilities.

- Conducted IBSA World Youth Championships/Pan Am Games in Colorado Springs in July with more than 400 people in attendance from 16 countries
- Conducted 2013 National Fitness Challenge Sports Camp in July sponsored by the WellPoint Foundation for 30 participants and coaches from participating agencies
- Expanded USABA’s Sports Clubs more than doubling our Sports Club network to nearly 50 partners nationwide
- Administered USABA’s support to local clubs and sports camps who will provide sport opportunities to 500 youth who are blind and visually impaired
- Hosted Second Learn to Race Cycling Camp held in September in Colorado Springs.
- Upcoming: ‘13 California International Marathon in Sacramento in December; raised $40 K which supports USABA 33 athletes

GOALBALL DEVELOPMENT GOAL: As the USOC High Performance Management Organization for Goalball, fully develop all aspects and all levels of the sport producing increased participation and consistent medal-winning performance in international competition including World Championships and Paralympic Games.

- Women’s National Team won Gold and the Men won Silver at the ‘13 Pan Am Games which qualified for the 2014 IBSA World Championships in Finland.
- Concluded successful national goalball season; 4 regional tournaments and National Championships.
- Bid finalized to host 2014 Goalball Nationals in Iowa City, Iowa
- $25k Taraflex installed in July at Colorado School for the Blind

EDUCATION GOAL: Inform and educate family members, educators, vision professionals and the general public on the athletic abilities of people who are blind and visually impaired. Promoted USABA in more than 20 outlets reaching nearly 1,000,000 people.

- Increased our Facebook “likes” from 1,000 to 2,000.
- Participating agencies increased from 15 to 23 collaborating with USABA on the WellPoint National Fitness Challenge reducing 70% of the participants’ Body Mass Index. The grant went from $150,000 in 2013 to $222,000 in 2014 which includes partnering with more than 30 agencies to reach 800 participants receiving the Nike+ FuelBand SE device.
- Adding more content to website – i.e. National Fitness Challenge section and a USABA Sports Club section.
Committee Reports:

Finance & Audit Committee: Remensnyder (refer to attached for full report)

- Revenue: $65,000 less Revenue that is allocated for 2012, not 2013. Therefore, actual Revenue of $828,000 should minus $65,000.
- As of 10/31/13, the revenue for 2013 is $851,000.
- $256,000 from USOC
- $152,000 Corporate Sponsors/Foundations plus WellPoint Grant
- $399,000 Donations, Events: World Youth Championships, Mudd Run, Common Sight Breakfast, etc.
- $43,000 Membership/Miscellaneous
- Expenses: since there were more athletes and coaches expected to attend the ’13 World Youth Championships and Pan Am Championships, there were additional expenses.
- Direct Mail efforts more strategic on whom we mail request for donations; purging mail list of those individuals who have not donated within the last two years.
- Olympic Foundation Savings as of 09/30/2013 was $330,000 with a 10.6% YTD return.

Youth Ad-Hoc Committee: Lieberman

- Coaching Tip sheets on various sports added to website.
- The International AER Conference held in San Antonio July 28-August 2 will include many sessions on Sport, Physical Activity and Recreation. USABA will be represented and will have several Paralympians.
- The article that Lieberman and Lucas wrote on After School Sports, Camp Abilities and USABA was published in the October Journal of Physical Education, Recreation & Dance. A copy was provided for Board Members to view.
- Paralympic cyclist Pam Fernandes, most recent recipient of the USABA Hall of Fame, joined the board and talked and discussed the USABA Development Cycling Camps as well as her experience as an athlete. Fernandes mentioned at the 2013 National Championships where 16 tandem teams competed, which is more teams than in the last 15 years.
- The VA 2014 Cycling Grant is currently on hold. Fernandes is requesting from the Board that USABA allocate $25,000 per cycling camp to continue them beyond any VA funding allocation.
**Fundraising Committee: Bina**
- “Mining for Prospects” - Bina asked the Board to write down 3 to 4 possible contacts each has with corporations or individuals and send them to him so that board and staff can cultivate an “ask”.

**Bylaws Amendments: Bina**

Current bylaw: Section 3

The board shall consist of thirteen (13) members.

Furthermore, the Board of Directors shall be composed of at least 20% (twenty percent) members who are athletes. For the purposes of the board election, a member athlete is defined as a current USABA member who has competed at a National Championship, Pan American Games, World Championship, Paralympic Games or Olympic Games within the past 10 (ten) years and is at least 18 (eighteen) years of age or older.

The board shall elect from its membership a president, vice president, secretary and treasurer.

**Proposed bylaw amendment:**

Miller proposed the Board go to 9 Members.

Furthermore, the Board of Directors shall be composed of at least 20% (twenty percent) members who are athletes. An athlete is defined as a USABA member who has competed in at least one USABA or US Paralympics National Championship, IBSA or IPC Pan American Games, IBSA/IPC/IPC recognized international governing body World Championships, Paralympic Games or Olympic Games. At least one athlete member must have competed at one of the above mentioned events during the last 10 years.

The board shall elect from its membership a president, vice president, secretary and treasurer.

**Article VI**

**Standing Committees**

Proposed Bylaw:
Section 6: Youth Development Committee

The President of the Board of Directors shall appoint the chair of this committee. The chair of the Youth Development Committee can appoint up to four members to serve on this committee. The members of the Youth Development Committee shall serve for terms of four (4) years or less. An individual shall not serve on the Youth Development Committee for more than two (2) consecutive terms.

The Youth Development Committee is responsible for:
Identify and cultivate funding sources for youth focused programs.
Assist USABA key staff to development and implement strategies for engaging youth with visual impairments at the grassroots level consistent with the strategic plan. Use their expertise and network of professional connections within the field of blindness to leverage USABA’s youth initiatives.

Motion to Table the Bylaw Amendments issues was made by Dr. Bina and seconded by Foster. There were 7 Yes, 2 No votes and 1 sustained. Vote was Tabled/Delayed.

Adjourned for Evening at 5:40pm.

Re-convened board meeting: 9:05 am, Saturday, November 23 at the Hotel Elegante.

Bushland provided brief overview of Saturday’s Agenda.

New Business
Strategic Direction committee SWOT (Strengths/Weaknesses/Opportunities and Threats) Analysis: Foster

The last SWOT analysis was last completed in 2007 by strategic planning facilitator, Kimberly Sherwood. Foster had the Board break-up into four groups to brainstorm as to what changes the Board would make, keep, add, etc. given our internal capabilities, external environment today and our vision for the next 2-5 years.

Group 1
- USABA board members are experts and passionate on the work they are doing
- Revenue is Growing
- Youth Programming helps with USABA brand recognition
- Conduct quality events
- Fiscally responsible with achieving budget targets

Group 2
- Make Sports Clubs more prevalent
- More frequent communications to Sports Clubs
- Technology has improved awareness of USABA, but an agency is not going to reach everyone
- Promotion and education of USABA should be a priority

Group 3
Grassroots/education should be re-energized amongst the blind schools. Find the key gate keepers and provide them with information
More fully utilize website as an umbrella to promote opportunities for children, youth and adults who are visually impaired (clearinghouse)
Grow the individual donor base to increase revenue
Provide goalball coaching resources/awareness and create more leagues. Create a resident program for Goalball.

Group 4
- Fund raising is a threat in the world of budget cuts. Need to be more persistent.
- The declining Discipline of Mobility Instructors/Educators.
- Create a Safe Sports Model

Board Self-Assessment -- Bushland

The comments of each Board Member will go to the Nominating Committee and then to the Executive Committee. Further, Bushland will send out results, and then Board will make comments back to Bushland to clarify issues. Bushland will prepare a synopsis of results.

Sighted Athletes in Goalball - Potts

Potts sent out a survey to the USABA Membership asking if they were in support of Sighted Athletes in Goalball or against Sighted Athletes in Goalball.

Based on feedback, the proposal is to test the inclusion of sighted players during the 2014 adult season based on the following conditions:
- One sighted player per team (to be identified on your 2014 team roster); they will count against your team limit and subject to the same rules as other rostered players (must be a current USABA member and cannot move during the season)
- Sighted players will not be permitted as pool players
- The sighted player will be identified for the benefit of the test and for identification by referees and opposing teams (method of identification to be determined)
- Players will be permitted at all 2014 USABA sanctioned adult tournaments
- Feedback and reevaluation will occur at the end of the 2014 season and prior to the 2015 season.

Motion to approve sighted athletes as a test in 2014 to be re-evaluated at the end of the goalball season made by Oral Miller and seconded by Michael Bina. There being no objections, one sighted player per team was APPROVED by the Board.
Committee Goals for 2014

Nominating Committee:
- Clearly define process
- Clarity of Board Composition
- Increase Future Athletes on Board
- Succession Planning Inc. Officer Positions
- Clarity/resolution of Board size
- Term Limits
- New Board Member Orientation/Mentor Program
- Board Evaluation Process

Fundraising:
- No Fundraising Committee as standing Committees
- Fundraising Chair would be a Liaison to the Board Members and USABA Staff
- Each Board Member commits to Fundraising

Ad Hoc Youth Development:
- Does not fit Ad Hoc Committee definition
- Have a presence at the AER Conference and have demonstrations of Paralympic sports
- Website include more information for Educators
- Chair of Committee will inform Board Members of Conferences to assist having a USABA Presence

Elections-Jordan
There are 5 open seats and 2 candidates running for Board positions; Jim Mastro and Lauren Lieberman. Dave Reiff is not running for reelection of his Board position. Mastro and Lieberman were reelected to their Board positions.

Board 2014 schedule-Bushland

Budget Meeting scheduled for Sunday January 20, 2014 at 5:00pm MDT, 6:00 CT, 7:00 EDT

Spring Meeting tentatively scheduled for April 6, 2014 at 5:00pm MDT, 6:00 CT, 7:00 EDT

Summer Meeting is tentatively scheduled in conjunction with the Mudd Run in New York on June 8th or 9th of 2014
Fall Meeting is temporarily scheduled for September 14, 2014

Face to Face Meeting will be finalized by Lucas after a Board survey of available dates.

Motion to close the meeting was made by Miller and seconded by Foster. There being no objections, the meeting was adjourned at 3:25pm EDT.