



# 2024 USA Surfing Board of Directors Meeting Minutes

March 15, 2024, 4:00 p.m. PST/Zoom

**INVITEES:** Directors: Rob Pendergist (Chair), Laura Bren (Treasurer), Christiaan Bailey, Charlie Setzler, Karin Kendrick, Kayla Durden, Christine Benedetto, Dana Cummings, Kaleigh Gilchrist (AAC Alternate), Staff: Rebecca Fleischauer Jewell (Executive Director)

## **I. CALL TO ORDER**

- Welcome, introductions (Pendergist)
- Roll call, declaration of quorum
- Approval of agenda
- Approval of minutes

## **II. CHAIRMANS REPORT**

- Annual Board Governance Documents –

Rob: We all signed conflict of interest, disclosure, code of conduct, confidentiality documents. These are important for our athletes and families and the integrity of the organization. It's important for us and board members that follow us, but also for our sponsors and funders.

A new year is also a good time to review the Board of Directors Roles and Responsibilities and why we are in this job.

## **III. TREASURERS REPORT**

Laura Bren: Speaks to the clean up and accounting best practices applied to USA Surfing's accounting, payables, and receivables.

- Savings: Simply going through and organizing past expenses, I was able to identify several areas of savings – unused subscriptions, office space we weren't using, planning farther in advance for Prime travel.
- Staffing: All staff are independent contractors, updating 990s and revising agreements for all to have on file.
- Tax Filings: Previous leadership had filed for extensions, working to get up to date here.
- Coding expenses and preparing for independent audits: previous expenses were not coded and recorded consistently, making it hard to truly track and use prior event P&L as a guide for planning and creating budgets. With the new coding and tracking it is becoming more clear. Trying to figure out variances among the costs for each prime event and Champs.
- Bren shared the following Financial Reports
  - o YE 2023 – Financial Reports
  - o 2024 Working Budget
  - o 2024 Actual versus Budget – through Feb
  - o 2024 Events Budget- Champs pending

## **IV. EXECUTIVE DIRECTORS REPORT (Becky Fleischauer)**

- In first few months in the role, parents, surfers, stakeholders are coming forward to volunteer to help support USA Surfing. Lots of suggestions and excitement about the future.
- One of those offering to support us is Jake Perskie from Fox Rothschild - Pro bono/low bono law firm representation. The firm has offices on both coasts and represents sports and entertainment businesses and organizations.
- Revenue Generation
  - o New Sponsorship/donor outreach – we’ve created a new ppt deck and two-pager outlining USA Surfing’s mission and vision for future with significantly more financial and staff support. I encourage the board to share it in their networks. We are having good conversations
  - o Overdue invoices sent out and outreach for renewals
  - o New revenue streams (high-performance clinics, certifications, merch, licensing, grants) The sweatshirt sales are a trial to see how much revenue merchandise sold through shopify can generate and how much staffing is required. We are also working on licensing agreements. Charlie offered a Newport company to help with printing and distribution. The current printer and warehouse is the same that WSL uses and is fair, but worth comparing. Location is important too.

Charlie asked which corporate and donors we were reaching out to. Becky said she had shared with many board members, but would not do so in public setting to protect our relationships and avoid poaching.

Laura Bren shared that it was the practice in her business to share information after it had closed.

- Listening & Learning
  - o Becky and Andrea started WhatsApp channels for communication, sent out a Parent survey, met with judges and officials and ISA. There is excitement about the new leadership and prospects for improvements, and willingness to pitch in and contribute. Many are in an understandable wait and see mode as prior leadership was disappointing and hurt trust. Christine and Kayla shared positive feedback they’ve been hearing.
  - o ISA Junior team selection criteria – reviewed & posted. Fundraising is underway with a goal of \$50k. Courtney Conlogue wants to coach and help us with fundraising and corporate sponsor outreach.
- Prime Series Updates
  - o Get-to-know features – bios for competitors
  - o Pre-event clinics/community engagement-sponsors – the Power Your Performance clinics on the East Coast have gained small sponsorships and generated money from sign up fees.
  - o Champs planning committee created to fundraise, get value in kind donations, and elevate the experience for surfers and sponsors.
- ISA Teams/Events
  - o ISA World Longboard – April 2024
  - o Isa World Juniors – May 2024
  - o ISA World SUP race – Sept 2024
  - o ISA World SUP surf – TBD
  - o ISA World Para - TBD
- Member Benefits

- We started a partnership with Colorado State University Global – an Online college offering affordable degrees with high value in the workforce and industry experiential projects
- Longer-term: need to provide our members with added value and increase fees as it is far below all the regional organizations.

**V. BOARD MEMBER REPORT**

- Charlie - shared that he's heard USA Skateboard is in negotiations with U.S. Ski & Snowboard to take over their NGB status and encouraged USA Surf to do the same. Rob responded that USA Surfing has had discussions with USOPC and USA Ski. It has not been a very transparent process fraught with conflicts of interest that cause concern. Seeking legal counsel.

**VI. SET NEXT MEETING & ADJOURN**