



Member, U.S. Olympic Committee



MINUTES

USA Surfing Board of Directors Meeting

April 24, 2018

6 p.m., The Outlets of San Clemente, San Clemente, CA

A meeting of the USA Surfing Board of Directors (the "Board") convened in San Clemente, CA in the conference room at The Outlets at San Clemente. Notice was given pursuant to the USA Surfing Bylaws.

Invitees: Greg Cruse (CEO), Andrea Swayne (Chair/Secretary), Kevyn Dean, Courtney Conlogue, Kevin Schulz, Michelle Sommers, Randy Brecher (Treasurer), Jason Velez, Shayna Marks, Charlie Setzler, Christiaan Bailey. Guest: Becky Fleischauer-Jewell; newly hired Media and Communications Spokesperson

Attendance: Shayna Marks, Courtney Conlogue were absent. Michelle Sommers, Christiaan Bailey and Becky Fleischauer attended via phone.

1. WELCOME/OVERVIEW

Cruse introduced guest Becky Fleischauer-Jewell, the new media and communications spokesperson, a position funded via USOC grant. It was agreed by all present that she be allowed to attend the full meeting.

2. ROLL CALL

Eight of 10 voting members were present constituting a quorum under USA Surfing Bylaws. Minutes were recorded by Swayne,

3. APPROVE LAST MEETING MINUTES (11/08/17)

Swayne made a motion to defer approval of last meeting minutes and do it via email later. Bailey seconded the motion. Motion passed unanimously. Swayne noted that minutes must be BOD approved before being posted to the website. (The new website was taken live just last week.) Cruse noted that since minutes should be signed by BOD, minutes will be submitted for approval via an online document signing app.

4. WEBSITE UPDATE

The new website was published, causing a problem with the @usasurfing.org email system in the process. Cruse worked with web host and email host to correct the problem. Swayne listed a number of action items still in process for the site. Swayne and Cruse will continue to work on the site.

5. CEO CONTRACT UPDATE

The contract/employment agreement for CEO Greg Cruse was completed by Swayne, reviewed by BOD, voted in (via email vote), and signed on February 8, 2018 by Greg Cruse (CEO), Andrea Swayne (President) and Randy Brecher (Treasurer), February 14, 2018 by Jason Velez (non-officer board member).

6. FINANCIAL UPDATE

Cruse gave an update on four non-endemic corporations actively considering sponsorship of USAS and that he is expecting final decisions in May. Sponsorship salesperson Mark Carter and Cruse are actively pursuing a number of sources, both new and renewing.

Brecher requested formalization of a contract for Carter. It was agreed at the last meeting that Carter be hired by Cruse to begin sponsorship sales immediately. It was agreed by the Board that a formal contract for Carter be drafted. Setzler and Sommers volunteered to share sales/commission contract language (from sample contracts) to be used for drafting a contract for sponsorship salesman Carter.

Cruse reported that as a result of the successful presentation of a High Performance Plan to the USOC by Dean, Swayne and Cruse, the first quarterly funding for the USAS High Performance Plan has been received, and includes requested high tech training equipment.

Cruse gave an update the legal team's work on the nonprofit requirements, his upcoming meeting with the accountant to prepare for on-schedule mid-May tax filing.

Cruse presented updated P&L and A/P Ageing reports. Brecher will review and report back to Cruse and the accountant.

Other financial topics discussed:

- The budget needs to be readjusted due to the absence of a first quarter fundraiser and the addition of three ISA events to which USAS will be required to send SUP teams. All budgeted affiliated organization membership dues were not collected on schedule and under budgeted amounts (negotiated. Brecher noted USAS needs a BOD-approved budget document as soon as possible. (The original budget document was set as part of the original organization of USAS.) Cruse is working with the accountant on adjustments.
- Membership dues (as negotiated) have been paid by all member organizations. All organizations payments were late, with the exception of WSA, which paid six months early. Cruse is working on setting up different tiers/types of memberships including a rate for supporting members, and one for staff/judges/BOD/contractors at \$50 to cover Safe Sport training and background checks.
- The first quarterly High Performance Plan funding has been received from USOC.

7. USOC UPDATE / USAS UPDATE

Cruse updated the BOD with a report from his visit to the Winter Olympics in Pyeong Chang. The USOC sent him to familiarize us with the security procedures, media scrutiny on athletes, and other aspects of the Olympics, in preparation for 2020.

Preparations for 2020 are well underway, with one of the main focuses being on securing athlete housing closer to the venue. Partial USOC funding for housing has been granted. Cruse and Carter are continuing to market to potential sponsors.

Other USOC-related topics discussed:

- USAS must send SUP teams to Brazil (ISA) and Pan American Games.
- Hawaiian team must be merged with USA team.
- Olympic team for 2020 will be made up of 2019 top two men and top two women. After September 2019, all athletes must compete in ISA World Games.
- Head Coach Joey Buran was one of 14 identified as top coaches with information and skills to impart on other USOC/NGB coaches at a USOC coaching conference.
- Sponsors are eager to affiliate with our Olympic athletes, but the athletes are beholden to their jobs at WSL.
- New High Performance Plan (annual) is due in August.

- Area government officials in Japan have offered up cultural exchange funds to host team training events and housing, leading up to 2020.

USA Championships / Prime topics:

- Olympic hopefuls vs. past Olympians heats are in the works for USA Championships, with effort being put toward securing TV coverage.
- Surfline will be the official forecaster for USAS, present a live stream from USA Champs, and has created a sizzle reel for marketing.
- Prime season was successful.
- Prime permits for 2018/2019 season are complete.
- Oceanside will be an official training site for USAS.
- USA Champs registration is ready. Cruse is working on slot allocation.
- USA Champs days are set. June 11 – 14, 2018 – USA Surfing Championships and Team Trials (Adult Division, Adaptive, Longboard, SUP) –Oceanside Harbor North Jetty. June 15 – 20, 2018 – USA Surfing Championships (Junior Shortboard) – Lower Trestles San Onofre State Beach

8./9. COMMITTEE REPORTS / COMMITTEE NOMINATIONS AND MEMBER UPDATES

Kevyn Dean, High Performance Committee Report:

- High Performance Committee members list, to date, was presented to BOD.
- High Performance Center funding and equipment acquisitions update
- New High Performance Plan is in the works.
- Many from the Committee (including Dean) are speakers for an upcoming surf training master class, hosted by Hurley.

Swayne advised the need to add 20% qualified athletes to the committee roster, as well as recommending a (specific) female doctor of physical therapy. Dean added the doctor of PT to the list, as well as two (specific) female athletes and will attempt to secure commitments from them ASAP.

Michelle Sommers, Affiliated Organizations Committee Report:

- Discussion of annual dues payable to USA Surfing from membership organization
 - Committee agreed the equation of annual USAS membership dues to USA Championship slots is not appropriate. Membership dues afford affiliated organizations “a place at the table” within USA Surfing, and are for the purpose of supporting the sport.
 - Committee proposed dues be billed on the same date (Feb.1) annually, be a set amount scaled to each organization’s size, and proposed a three-tier price range.

It was noted that this change would require a change to the bylaws, as membership dues are currently calculated based on membership numbers.

The Board noted the need for any membership dues system (current or new) to be transparent and clear-cut.

The Board noted that the Affiliated Organization Committee brought only one suggestion that highly favors interests of certain organizations and was missing consideration of USOC NGB best practices and the best interests of USAS as a whole.

Brecher suggested the formation of a subcommittee to study the issue, including the Affiliated Organization Committee recommendations, membership programs of other NGBs (membership management, value added packages for members, etc.), USOC best practices, and to look at the question with a focus on the USAS mission and USAS best interests. Sommers accepted the position of chairperson of the newly formed USA Surfing Membership Dues Subcommittee. Other members are Setzler and Velez. Cruse agreed to connect subcommittee with USOC resources and provide membership data. A deadline for completion of subcommittee's work/report (and possibly a recommended action) was set for the end of June.

- Discussion of USAS Prime events / USA Champs qualification

- Committee proposed reevaluation of the current method (Prime) of distributing USA Championship slots among affiliated organizations, due to the disparity of membership size among organizations, Prime series only being offered on East and West Coasts, and travel requirements for East Coast athletes' participation.

- Committee majority asked for consideration of reclassifying Prime from USA Championship qualifying events to a purely training series.

The Board agreed to the formation of another subcommittee to study this issue as well. Brecher agreed to chair the subcommittee. Other members are Sommers, Dean, Schulz (nominated by Board), and Setzler.

10. BOARD PARTICIPATION

In an effort to improve director participation, it was agreed that the Board would begin using an online collaborative communication platform (suggested by Cruse) instead of email.

With an anticipated heavier load of work leading up to the 2020 Olympics, Swayne asked directors to reflect on whether the necessary increase in time/participation is something directors are prepared for.

11. QUARTERLY MEETINGS 2018

Swayne announced the confirmation of the Outlets at San Clemente's in-kind sponsorship in the form of their conference room as a set meeting space and the need to set dates for the remainder of the year.

Swayne will circulate an online poll to choose dates for Q2 through Q4.

12. NEW BUSINESS

Swayne shared receipt of a proposal from a newly formed nonprofit to provide surf lessons/outreach to underserved communities as a USA Surfing affiliated organization. Bailey agreed to follow up with them.

In response to Bailey's request for background information regarding the USAS/WSL relationship, Cruse shared historical information. The Board discussed ideas for improving cooperation between the two organizations.

13. ADJOURNMENT