

September 6<sup>th</sup> - 8<sup>th</sup>, 2019

**BOARD OF DIRECTORS ANNUAL MEETING & LEADERSHIP CONFERENCE  
KANSAS CITY, MO  
MINUTES**

**FRIDAY, SEPTEMBER 6TH**

President Karen Cammer opened the meeting Friday, September 6<sup>th</sup> at 4:00pm.

Present: Karen Cammer, John Chamberlain, Sue Skaggs, Sheri Carter, Jackie Stewart, Tom Breuckman.  
Jason Lee will arrive later this evening

The board reviewed the agenda and added “Jewel of Atlantis” and Twirl Mania discussion to Old Business, Section B.

**Motion 1: Sue Skaggs moved to approve the agenda; John Chamberlain seconded.**

**Approved unanimously**

The Board Secretary read the Winter 2018 minutes and following that,

**Motion 2: John Chamberlain moved to approve the minutes from Winter 2018, and Sheri Carter seconded. Unanimously approved.**

Committees made up of department leaders and board members met until 8:00 pm, then, both groups broke for the night.

**SATURDAY, SEPTEMBER 7, 2019**

**Welcome Leadership with joint start to meetings**

Karen opened the meeting at 8:33 welcoming Department Leaders and Board Members.

**Board Members Present:** Sheri Carter, Jackie Stewart, Sue Skaggs, John Chamberlain, Vice President, Jason Lee, Tom Breuckman, Secretary, and Karen Cammer, President

Karen addressed both groups. She noted that we are all uncertain about the future with IBTF, and how important it is to stay true to our core values and to lead by example. As we move forward, we will need to trust each other with assumption of best intentions.

**The Board** sets the budget and is responsible for the financial health and well-being of the organization. The Board also sets the vision for the organization, and we hire and select the right people to do the jobs.

**Department Leaders** are responsible to live within the budget the board sets, and to meet the standard of doing the work competently and with fidelity to the vision set by the board.

As the leadership of this organization, we need to trust each other to speak honestly.

When others from other organizations, ask ‘Why USTA, we have to be able to articulate what is different about us.

*At 8:45am, the two groups split to work on their own agendas.*

**REPORTS**

***Nationals:***

Discussed 2018 Nationals and FoF events

Entries/set system issues discussed

Discussed 4 day nationals and adjustments to make things better

Discussed medals and awards

Reviewed and discussed complaints and agreed to allow the Director of Operations to review and make adjustments with the department directors. Included in the discussion; specific situation in Stockton, no practice gym in Stockton for FOF athletes.

**WBTF:**

Summer Meeting:

Officials from the European Cup expressed appreciation that we sent Judge Sara Stanley to the European Cup.

Another tidbit was that we only need 4 more countries to reach 40

International competitions are growing –Croatia – 800, France 1,300

2020 Pan Pacific in Red Deer, Canada and 2022 in Queensland, Australia

2020 – World – Italy

2021 – Baton Twirling World Championships and Nations Cup – in England or Croatia

2022 World Championships

**OLD BUSINESS**

***Counsel Compliance and Rejuvenation:***

- Over the years, we have lost many aspects of communication between councils and USTA central.
- Communication tools and other resources are missing or not known.
- Karen will send out a packet and letter describing council expectations and ask councils to become compliant with expectations by September, 2020.

**Twirl Mania:** John reported that Joyce was very pleased with how things went at last year's welcoming reception sponsored by USTA. We discussed the benefits of sponsoring this reception and John mentioned it is the 25<sup>th</sup> anniversary of Twirl Mania so we might consider spending a bit more to make the celebration commensurate with the anniversary.

**Motion 3: sponsoring the Twirl Mania reception dinner**

I move that we sponsor the Welcome Reception/Dinner at the 2020 Twirl Mania event, with a budget of up to \$3,000 for the 25<sup>th</sup> anniversary event

**Moved by: John Chamberlain**

**Seconded by Sheri Carter**

**In Favor: Unanimous**

**Opposed**

**Abstain**

**Absent**

**Directive A: to Jason Lee:** Draft an email for Karen Cammer to send to Kim Genton proposing a \$1,000 sponsorship of the Education Day at the Jewel of Atlantis competition, subject to specific terms and conditions.

**Motion 4: Sponsoring the Jewel of Atlantis Education Day**

Moved by Jackie Stewart, Seconded by Thomas Breuckman

I move that USTA sponsor the education day at the 2020 Jewel of Atlantis Education Day. Amount \$1,000.

Terms of sponsorship include:

- USTA signage/logo on all materials provided and used for educational day(s)
- Name USTA as a supporter of the Education Day
- Mention USTA as a supporter during opening remarks
- Give USTA the right to use any photos/videos taken during the day (which you and/or others will/can supply)
- Right of first refusal for next Jewel of Atlantis Education Day. (We would of course review the education day in 2020 to consider an increase in our support)

**Unanimously approved**

**REPORTS BY DEPARTMENT DIRECTORS**

***Kathy Butera: Judges.***

- Wants to wrap up issues pertaining to the Judges Dept. regarding comfort, to equalize pay and to ensure comfort regarding transportation to and from the competition
- Working on various projects:
  - Team proposal with Technical Department
  - Webinar for content restrictions for Level II and Level III judges
  - Need more judges at lower levels. Should she plan a webinar on content restrictions for iTwirl?
  - Just in time videos for judges to review.
  - Questions about media storage and access
  - Mentoring program has taken off in judges' world
  - Live Stream and judging issues
  - Prestige
  - Younger judges
- The future: build judges community, make it be a place where people want to be. We need to bring more judges in to our organization.

**Dale White WBTF:**

- Anna and Dale have worked well on the Inside Loop
- Beginner coaches – on tidbits,
- Coaches struggle with how to escalate the kids they have
- Complaints from coaches and judges regarding digital files
- Dale would like to do some training for coaches and judges regarding judges' comments. Parents listen to these files as well – forming opinions of judges from those files being shared.
- Has a plan for how digital files can be used more effectively
- Judges' selection process
- We can do more with mentoring of advanced judges – or judges who wish to do more international work – how to have more
- IBTF – he is working on the technical part with Jackie. Trying to dispel some of the rumors/negativity going on with this. Lots of apprehension
- Seeking unified organization between WBTF and WFNBT
- Actively seeking Olympic acceptance
- Possibly looking at new judging system

**Tamara Abeyta Coaches:**

- ✓ Level I Coaches' Test is not working

- ✓ Coaches need to feel prestige, they don't feel that way now.
- ✓ She rearranged the Level I Manual into modules
- ✓ Starting your own baton business
- ✓ Had registered/certified and elite, but eliminated registered
- ✓ 1<sup>st</sup> five pages – about USTA history
- ✓ And /code of ethics

**Sandi Rios Technical:**

- ⊛ Seeking to ensure the correct people are in place
- ⊛ Getting ready for content restrictions – seems we're a little late in getting to this
- ⊛ Update rulebook, sanction kit and all of that.
- ⊛ Discussion about changes and how changes are made –and the processes behind them to make sure things are communicated, and that forms and scoresheets are updated accordingly.

*The board broke at 7:30 pm for the evening*

.....  
**SUNDAY, SEPTEMBER 8, 2019**

**8:30 a.m.**

**NEW BUSINESS**

- The board is satisfied with the decision to move back from the role of day to day operations supervision, and towards a more visionary approach. We are most concerned with finding a way to professionally market the sport and that moved us into a discussion about the web page and all the processes it supports.
- The board identified the need for a Professionally Developed Marketing Program

***Mentoring Program:***

Ideas were shared about a mentoring program for coaches. The board discussed differences and similarities between the judges mentoring program and ideas for a coaches mentoring program. Karen suggested this could be a lunchtime lecture/discussion at I-Twirl.

Some questions for consideration to be included:

- How do you start a viable baton program in 2019?
- How do you identify and develop/encourage current students who might have coaching skills
- How do you establish a baton business? Schools/facilities/ payments, insurance, risk management, costumes, batons and more

***Structure of Departments:***

Karen invited the board to email feedback to her regarding Keri and Pam in preparation for their performance reviews.

After a long discussion regarding the need to coordinate departments and initiatives, and, in particular to coordinate the national championships with all departments, the board decided to hire a Director of Operations.

***Discussion of Web Site:***

The board discussed the web site and the desire to renovate that site. Through department leaders and other resources, the board hopes to move towards a revision in the near future.

**Directive B:**

**To Jason Lee and Karen Cammer**

Fr: BOD

Karen, contact Jeff Johnson to inquire about potential areas of exploration for revamping the USTA Website. Jason, contact Patti Turnbull about marketing ideas and other individuals he could contact for further discussions. (Perhaps there are grad students seeking side employment)

Karen noted that all contracts will expire December 2019

She will issue new contracts of 2 year duration

**ITWIRL 2019**

- A variety of housing options in Nashville, possibly the Hampton Inn
- Registrations are still being taken
- There are 4 signed clinicians right now:
- Savannah Miller, Addy Bebo, Matt Freeman and Jason Travers
- Sandi and Jean Michel will be on staff as well splitting time
- Sandi and Jean Michel as team experts
- Classes for athletes by level/ plus one class for adults throughout the day
- t-shirts
- Sandi W. is working on a block of rooms

*To do's"*

- Get a Certificate of insurance from Keri
- Determine a Lunch location at the school
- Weekly email blasts
- More info on Jason Travers
- Anna- Facebook, Instagram, etc.
- Local restaurants
- Reach out to local councils

**Community Service Helping Hand – Sheri Carter** – tabled for now. We'll discuss at next meeting. Sheri will send an email to Board of Directors with Helping Hand information. If needed, we will have a conference call, then Sheri will send the information on to Anna.

**Directive D: to Sheri Carter.** Send out the most up to date version of the Helping Hands Community Service Proposal to the Board of Directors for review.

**Nationals 2020:**

The board continued discussion of Nationals and specifically Nationals 2020 throughout the weekend. In planning for the winter meeting, at which many decisions about Nationals 2020 will be made, the board asked Sandi Rios to do some pre- planning in regard to Nationals and to discuss that at the Winter meeting.

**Directive E:**

**Fr: BoD**

**To: Sandi Rios, Director of Operations**

Prepare a presentation to the bod for the Winter 2020 meeting regarding Nationals 2020. Include structural changes and highlights as well as any financial/budget recommendations for the board's consideration

(including, for example recommendations on this year's judges' proposals) that would impact the board's decision making regarding the 2020 Nationals' Budget.

**USA did not make a bid for IBTF** – England and Croatia are likely to put in a bid for 2021 world competition

**Budget Discussion:** Sue Skaggs, Ways & Means Chair presented budget review

The board recommended removing the Battle of The Budget but kept the Creative Challenge program. This budget also retains \$10,000 for departmental costs to be dispersed as seen fit by the Director of Operations.

Travel plans caused Jackie to leave the meeting at 12:30

**Motion 6 - to approve the budget**

Moved by Jason Lee

Seconded by Sheri Carter

All in favor: Tom Breuckman, Sheri Carter, Sue Skaggs, Jason Lee

Against: John Chamberlain

Absent: Jackie Stewart

**Motion passes**

Meeting adjourned 1:50

Respectfully Submitted,

Thomas Breuckman  
Secretary, USTA