

USTA Annual Board Meeting
Agenda
February 11-12, 2017
Kansas City, MO

Saturday, February 11th ~ 8:30 am – 6:30 pm

I. Call to Order and welcome by President Karen Cammer

President's address – Karen would like to offer more free form brainstorming time during this meeting. We all bring different perspectives.

A. Roll Call by secretary-Lori Perkins

Present Voting Members: Thomas Breuckman, Karen Cammer, John Chamberlain, Jason Lee, Lori Perkins, Sue Skaggs, Jackie Stewart and Executive Director of Sport(Non-Voting): Mark Nash

II. Approval of the agenda –

Amendment- Mark requests that we speak about Samira Miller's offer to donate a large collegiate traveling trophy, the transition of inventory after nationals, the sound system transition, and state event concerns.

Motion 1 – Move to accept the amendments to the agenda as presented.

Moved by Sue Skaggs, 2nd Jason Lee

Vote – In favor-6
Opposed-0
Abstain-0
Absent – 0

III. Reading of the September 23rd meeting minutes

Motion 2 – Move to wave the reading of the September 23rd minutes.

Moved by Thomas Breuckman, 2nd Sue Skaggs

Vote – In favor-6
Opposed-0
Abstain-0
Absent – 0

Motion 3 – Move to accept the Fall Annual Meeting minutes.

Moved by John Chamberlain, 2nd Jason Lee

Vote – In favor-6
Opposed-0
Abstain-0
Absent – 0

IV. Reports

A. All Departments & Operations-Executive Director of Sport, Mark Nash

1. Mark Nash reports that there has been a streamlining of membership duties, so that the job will not take as long. Emails are directed according to where they need to be sorted, and Callene was a nice transition considering her background knowledge from working with Julie in the past. There is no need for an administrative assistant considering the tools available to decrease the work load.

2. Department directors are up and running and have been eagerly working in the New Year.
3. **Coaches Department**– We are lucky to have seasoned coaches under Kathy Forsythe’s direction (see report). They are working on mapping the website to make it easier for coaches. They feel like we have a lot to offer our membership, but the public doesn’t seem to understand the benefits. We are missing out on some things that we could advertise better. The ties between international and domestic departments needs to be more tied together. They want to utilize coaching techniques and ideas from successful coaches from all organizations and welcome them into our organization. There will be a 4 hour coaches’ workshop at nationals focused on skill progression and how to teach it, this will take place on Sunday before nationals. On team day, they will do a clinic for coaches and athletes. They would like to have a hospitality room at nationals (raffle, important pamphlets, etc. to draw them into the room) Preplanning is critical, and they are working on it.
BOD response – Proximity of the room is key, hopefully we can keep the coaches’ room close to registration and have the room manned so that property is not lost. We suggest that we budget for this annually because it is crucial to mentor and cater to our coaches to keep the organization running. The department will meet again at Twirl Mania. Kathy Forsythe is a beautiful fit. She is working on itwirl. Her time is limited, so Mark is eager to help where needed. A packet will be available for new coaches in order to help with quality control and be beneficial for those transitioning between athlete and coach.
4. The department’s Proposal 1 – We propose that the USTA adopt the Judge-Athlete-Coach 2017 policy. BOD response – We will conduct a national survey regarding this topic and meet again to discuss the results before enacting this document.
5. **Judges’ Department** – A judges’ training/ monitoring system could help log the hours judging are training online. A lot of housekeeping is happening to make our materials more user -friendly. It is much more streamlined now.
John stated that the level II Judges program is still not acceptable from a clinician’s stand point. People spend a lot of money to attend these workshops and we owe them a better experience.
This department is good about keeping the focus on mentoring new professionals. We now have people in place that could potentially become our future leaders.
Judge’s profiles are being posted on Knowledge Central, and are a great idea to help promote the judges individually and help contest directors in their selections.
6. TAG Department -
No Pre-trials competition director has been selected yet. TAG is working on it.
The WBTF had a resignation on the Executive Technical Committee and that will have a financial effect on USTA. Sandi Rios will be staying one more day at WBTF meetings.
Grand Prix – Jackie stated it was thought that it would be a big contest, but is not going to be after all. The Europeans do not wish to stay for two weeks to participate in both events (IC and Grand Prix). Pay to Play is a big problem for several countries. Croatia is not bringing any athletes to the Grand Prix in their

home country. The NBTA has not concluded their selection process so the USTA has not announced the Grand Prix team until the USA team is complete.

B. Pan Pacific Competition-Karen Cammer – report attached

Yolanda Stone was outstanding in her role. The “selfie” booth was a great hit. Dan McDilda is negotiating this idea for nationals. Monica Lee’s contributions were incredible with the live stream and the “selfie” booth. Shannon Barker did a fantastic job with ceremonies and negotiating to save money.

We will give Shannon and Yolanda 501c3 donation letters for their out of pocket expenses that contributed to the success of our event. Japan, Canada, Australia, and the U.S. have all agreed to host the next Pan Pacific, and it will now be held every other year on I.C. years.

C. WBTF Winter Meeting-Karen Cammer & Jackie Stewart

We will be aligning the coaches and judges program in the WBTF with the six degrees and standard solo routines. Countries are not required to use it, but it will be promoted. The WBTF is heading in the direction of aligning technique standards. (Report attached.) Buses will be suggested/required for timely travel in Croatia. The hotel rooms are small. There will be a huge population in the area during the Championships. Budget reporting from the WBTF was quick and at times hard to follow. The Stay to Play policy is a negative for the Europeans. The WBTF is creating an alliance with Majorette and Pom organizations, and investigating a new extreme event . World Twirl Day is April 10th. WBTF adopted the IOC’s policy on transgender athletes. Two judges’ webinars coming up: Feb 22 Groups, May 30th Short Program for compulsories. They will be recorded and posted so available for more than the 25-participant limit.

15 minute break

V. Old Business

A. Review of Directives from September meeting

Jason spoke to many dance organizations, and none were following the IOC transgender policies. All indicated that their athletes would be required to compete as the gender on the birth certificate. Olympic sports are bound by the IOC rules. Is there an advantage either way in our sport? If it is even or a disadvantage, we might consider letting transgender athlete compete as they identify. Commitment from the athlete is needed so that no changes would be granted. The athlete will not be permitted to change based on which categories would be more advantageous. We will form a task force to research further with Jason Lee as the chair.

All directives have been completed.

B. USTA equipment to be returned to Executive Director: ipads, laptops etc.

Jackie will transition her laptop to Monica for technology purposes. Julie’s laptop is obsolete all passwords have been changed. Technology inventory is saved in the winter meeting files.

C. Filling Membership Services & Finance/Business Manager Positions-Mark Nash

- i. Callene Derrick transition and status – This is a temporary solution. Callene is extremely helpful and willing to support us through the transition. She accepted the salary offer and is working daily.
- ii. Open discussion about the Membership Services and Business Manager

Is it possible to not hire a full time position? Can we split up the job description into part time employee or department duties? Member Services should be 40 hours per week, someone to pick up the phone. Merchandise could go with member services. How to seek candidates to fill open positions-April 1st is our target date to hire. Mark will select the candidates for each position. Mark will post and hire. He will select the candidates and present to the board for approval. The BOD should respond within 48 hours, if no objections are noted, he will hire.

- iii. Member Services job description as well as the Business and Finance title and job Description-

We will post a job description for the book keeper position at \$15 per hour up to \$7500 annually, as independent contractor. We will investigate software applications that would create the set system from Carol's access program. Karen and Mark will clean it up and send it out to us.

Motion 4 – Move to accept the job description (see attached) for the USTA Bookkeeper. This position is to be posted immediately for hire by April 1st. The compensation of \$15 per hour, not to exceed \$7500 annually as an independent contractor, will be offered.

Moved by Jackie Stewart, 2nd by Lori Perkins

Vote – In favor-6

Opposed-

Abstain-

Absent – 0

Motion 6 – Move that the amended event set up coordinator job description be accepted, posted immediately, with the position hired by April 1st, to be paid a fee of \$1500.

Moved by Jason Lee, 2nd Jackie Stewart

Vote – In favor-5

Opposed-

Abstain-1 John Chamberlain

Absent – 0

Motion 7 – move to accept the Member Services Manager Job description (see attached). This position is to be posted immediately and hired by April 1st with an annual salary of \$32,000, one week vacation, and one week personal leave.

Moved by Jackie Stewart, 2nd Thomas Breuckman

Vote – In favor-5

Opposed-0

Abstain-1 Lori Perkins

Absent – 0

Lunch Break @ 12:30pm

Resume @ 1:31 p.m.

D. Complete the Bonus Criteria policy-John Chamberlain

We need to be diligent and eloquent in our response if a bonus request is declined. The task force will make the recommendation and the BOD will determine the amount. John will move to accept the proposed document.

**Motion 5 – move to accept the USTA Bonus Program and submission form as attached.
Effective 9/1/2017**

Moved by John Chamberlain, 2nd Thomas Breuckman
Vote – In favor-6
Opposed-
Abstain-
Absent – 0

2018 World Championships in Kissimmee, Florida-Karen Cammer

- i. There will be a site visit in March, and we will know more after the site visit.

VI. New Business

A. EDOS, Mark Nash: Concur Travel (Travel Booking)

Concur has a \$200 initial fee for set up. We could use this for all of our national judges and board travel. This would alleviate the need for someone to monitor travel transactions within USTA and would ensure that the best airfares are purchased. States could use it for their judges but we would have to charge them for the fees incurred per ticket. It saves staff time. Mark will ask about how often they charge their fees before signing a contract. We will vote on it on a conference call.

1. Collegiate travel trophy donation

Yes we would gladly accept this donation. We would like to keep in the spirit of what we have for our Grand Champions.

2. State contest concerns – Having beginner and intermediate state champions is acceptable based on the needs in individual states. USTA establishes guidelines for the advanced state grand champions, but the open contest has more leeway.

3. Transition of inventory from nationals – Mark and John will figure out the logistics of getting the inventory from Nationals and to John's storage unit in Florida.

4. Sound system – We will need a dedicated laptop for music. It is time to sell the old system.

B. Motions for consideration from departments

There are no other motions at this time.

C. Directives for departments and staff – see below (Directives)

D. What is the process for a motion to be created and presented? (From September meeting)
Anyone can present a motion to their sector representative, department director, or EDOS. The board will consider the validity of the motion and forward it to the appropriate channel.

E. What position(s) can you hold as a board member? (From September meeting) We will not reopen the conversation at this time. BOD members are eligible to judge nationals

F. Membership Growth - Projection and Plan

G. Growth & Strategic Planning (September meeting)

Vision Casting Session – “Think Outside the Box”

Mission, Vision, increase growth, welcome crossover participation, automation, revenue generating. Nothing is off the table to discuss. Let's have an open discussion-open dialogue and see where it takes us.

BRAINSTORM SESSION:

We need to change the way we do business in order to be more welcoming.

Read the book, The Advantage, ask yourself six questions: Why do we exist? To be a democratic organization

Core values: welcoming, fairness, integrity, ethical, structure, technical quality, sport, adaptable, education, trail blazers.

*We are heavy in the rule area and that is too cumbersome.
 Our time limits are restrictive
 How can we stay true to our selves but be more accommodating?
 Events are our strong suit.
 We only have 3000 members.
 We should reach out to Majorettes, costume companies, baton companies, awards companies.
 Compulsories has really hurt us. The program is not widely understood or seen as valuable.
 Make it fun! Let's have good luck banners
 We need to have an opening day party at nationals to learn the flash dance.
 Embrace all twirlers.
 Twirling vs. twirling sport, let's do both.
 We made the choice of excellence and quality, but we have too much focus on International events.
 We don't teach our coaches to be successful and run a successful program. We don't teach them how to run a successful business. We should provide classes on things like filing taxes and 501c3 paperwork.
 We need to celebrate our winners and focus more on team sports.
 We don't act on our ideas.
 Membership is a turn off in its current state. We haven't promoted it well enough. We don't offer enough with our membership.
 We need much more mentorship for transitioning coaches.
 Scoring low is detrimental to the development of successful twirling clubs.
 We can be snobbish about technique. We should not send twirlers away without an award or too low of a score.
 Our client base is the coaches, so we should celebrate the coaches much more.
 We need to acknowledge the coaches we have and market to them. We should give them more awards.
 Mark will research AAU offerings. We will offer a course on filing taxes and other business help at the convention.*

The first three things we need to fix are:

- 1. Coaches – multi-faceted**
- 2. Fun and Celebrations – more awards, more parties, more raffles, prizes, dancing, communications, more promotion of champions , coaches, judges**
- 3. Fees – reduce FOF fees, and promote what our membership includes.**

**Sunday, February 12th ~ 8:30 am – 12 pm
 Resume 9:37**

VII. Performance Review of Executive Director of Sport, Mark Nash by John Chamberlain, Thomas Breuckman and Lori Perkins. **(8:30 am – 9:30 am)**

Resume 10:45

VIII. Unfinished business

Karen Cammer will investigate pockets of twirling in large regions with vast land mass and travel restrictions and analyze the possibility of restructuring the regions. (Central Region requests their region be specifically look at)

IX. Future Meeting Schedule

- A. There will be no National Meeting because it has not been productive in the past.
- B. Conference Call – March 8th
- C. August 26/27 weekend fall board meeting

X. Adjourn

Motion 8 – Motion to Adjourn

Moved by Jackie Stewart, 2nd Sue Skaggs

Vote – In favor-6

Opposed-0

Abstain-0

Absent – 0

ALL Winter 2017 DIRECTIVES:

Directive A – To Mark

- I. The parties that proposed the USTA judge/coach/athlete conflict of interest policy should consider amendment of the athlete/leadership provision to limit an athlete's service in a USTA leadership position at the regional or national level, thus potentially permitting service at the state level.
- II. The Executive Director of Sport should consider and if found feasible and desirable, pursue the communication to USTA membership of a survey soliciting feedback on the proposed USTA judge/coach/athlete conflict of interest policy in its finalized form.

Directive B – To Sue Skaggs – Ways and Means Chair

- I. The board directs Ways and Means Chair, Sue Skaggs, to contact Sandi Wiemers, USTA Events Facilitator, to obtain any signed contracts, agreements, or similar documents pertaining to facility rentals and hotel arrangements/agreements in relation to the 2018 World Baton Twirling Championships. Ask for copies of all contracts on behalf of USTA by March 1st.

Directive C – To Anna Dolan – Communications Director

- I. Please publicize the World Twirling Day when information is available.

Directive D – To Jason Lee

- I. Form a task force regarding transgender rules by April 3rd 2017.

Directive E – Mark Nash – EDOS, Anna Dolan – Communications Director

- I. Please communicate and respond to Ms. Miller with the message that USTA would be happy to accept the generous offer to provide funding for a rotating award for the winner and school of the collegiate cup, with details of the look and design of the award to be determined with Mark's assistance by April 1st.
- II. Communications will promote and advertise as appropriate

Directive F – BOD –

- I. We will hold a conference call in May to review our key three objectives.

Directive G – Mark Nash - EDOS

Communicate with the Coaches' Department that their contributions are appreciated and well received. Recognizing the paramount role that coaches play in the success of our sport and organization, having deemed the development of new coaches and support of existing coaches to be a top priority, and with full confidence in the ingenuity and experience of those serving in the coaches' department, the BOD hereby directs the Coaches' Department to draft and propose programs, projects, or recommendations designed to grow and strength the coaching community in USTA. The BOD encourages the coaches' department to consider proposals aimed at both coaches engaged in competitive twirling, elite and beginner/intermediate, as well as noncompetitive twirling, like school or recreational programs. Other considerations could include programs

intended to provide training to new or interested coaches on the business/administrative side of coaching, as well as ways to encourage more athletes to consider coaching after they retire from their competitive careers. Proposals should include programs/projects/recommendations that can be accomplished in the short term, medium term, and long term. The coaches' department is further directed to provide an initial list of short term proposals, as well as any additional thoughts or comments they may wish to share, to the BOD by May 15th.

Directive H – Ways and Means

Review and analyze FOF entry fees and USTA membership fees. Propose new fee structure beginning Nationals 2018, report by 5/15/17

Directive I – Events Department

The board has noted the esprit de corps and the tremendous fun, camaraderie and enhanced participation caused by specifically planning for fun, group events in our championships and competition events. Events such as the athletes and parents party in Stockton, the Pan Pacific Cup with athlete's party at the start of the competition and flash dance, selfie booth, etc. all seemed to bring athletes spectator and staff together in a fun environment. We understand that this is not necessarily an easy or a quick fix, yet it is something we believe is essential for the survival of our organization. We ask you to consider and plan for inclusion of fun in our championships and all other events.