

United States Orienteering Federation

Minutes of the Board Meeting held on Friday, June 26 2009 at 12:30 pm

Held at the Centennial Senior Center, Cle Elum, Washington State

Arrival, Free discussion:

Call to order and Secretary takes roll: (Valerie Murray, Recording Secretary)

A quorum of 14 Board members are present (14 votes + President and Executive Director).

(Note that vote counts vary when Board members left the meeting for varying periods of time.)

<i>Present</i>	<i>Last Name</i>	<i>First Name</i>	<i>Position</i>	<i>Vote?</i>
†	SCHORR	Glen	Executive Director	N
	SHANNON HOUSE	Robin	USOF Membership and Treasurer	N
†	DURAND	Clare	USOF President	Tie only
†	JOHNSON	Rosemary	USOF VP Administration	Y
†	KRAGHT	Gary	USOF VP Club Services	Y
	PADDOCK	Bob	USOF VP Competition	
†	FLUEGEL	Donna	USOF VP Marketing and Public Relations	Y
†	MINIUM	Mike	USOF VP Program Development	Y
†	MURRAY	Valerie	USOF Recording Secretary	Y
†	MARTINEAU	Phil	USOF Board HEARTLAND Region	Y
	Vacant		USOF Board Alternate HEARTLAND	
†	EAGLETON	James	USOF Board MID-ATLANTIC Region	Y
	TOLBERT	Ralph	USOF Board Alternate MID-ATLANTIC	
	TULLIS	Eric	USOF Board MIDWEST	

			Region	
	VAUGHAN	Stevan	USOF Board Alternate MIDWEST	
†	SANKUS	Joanne	USOF Board NORTHEAST Region	
	HAWKES- TEETER	Susan	USOF Board Alternate NORTHEAST	Y
†	DRUMM	Scott	USOF Board NORTHWEST Region	Y
	SINCOCK	John	USOF Board Alternate NORTHWEST	
	IRVING	David	USOF Board PACIFIC Region	
	Vacant		USOF Board Alternate PACIFIC	
	HALL	Jim	USOF Board SOUTHEAST Region	
	SHANNON HOUSE	Steve	USOF Board Alternate SOUTHEAST	N
†	CARR	Lisa	USOF Board SOUTHWEST Region	Y
	COURTNEY	Ralph	USOF Board Alternate SOUTHWEST	
†	KUHN	Frank	USOF Board Member AT LARGE	Y
†	FERGUSON	Linda	USOF Board Member AT LARGE	Y
†	LENNON	Greg	USOF Board Member AT LARGE	Y
†	LUIS	Cristina	USOF Board AT LARGE Competition	Y
	BEECROFT	Kris	USOF Registered Agent	N
†	Ferguson	Chuck	Guest	G
†	Peter Goodwin, WCOC, Observer			O

PRESENT † = yes, A = alternate, E = executive director, G = guest. O = observer. VOTE Y/N = yes/no

Open Forum (5 minutes to any member to address the Board) Free discussion only.

Approval of Minutes from March 2009 meeting

Motion to approve the minutes of the March 2009 Board meeting, proposed Rosemary J., seconded Cristina L. Vote: Ayes 13; Nays 0; Abstain 0.

Financial Report. No current financial reports were available to the Board. (The Treasurer's Report and Budget Report will be available at the AGM tomorrow, June 27, 2009.)

Action Items:

1. **Registered Agent** for Virginia and ex-officio Director. Motion to appoint Valerie Meyer as Registered agent (replace Kris Beecroft) seconded. Vote: Ayes 14; Nays 0; Abstentions 0.
2. Approval of **Credentials Committee** for AGM. Motion by Rosemary J. to approve appointment of Virginia Church (CROC) and Anndy Wiselogle (CROC) to the Credentials Committee for the AGM (chair Rosemary J.) seconded. Vote: Ayes 14; Nays 0; Abstentions 0.
3. Proposal for **USOF Compensation Committee Policy** – Postponed from previous meeting, now postponed until the Board Meeting after the AGM.
4. Any competition bids.
 - a. **OCIN has bid for the 2010 Interscholastics.** No other club has expressed interest. Mike M. reported that it will be held in an Ohio State Park, which has been used for A meets in the past. The Interscholastics will be two days of the three day Flying Pig to be held the weekend after Easter. There may be a sprint event also. E-punching will be used.

Motion to approve the OCIN bid for 2010 Interscholastics seconded. Vote: Ayes 14; Nays 0; Abstentions 0.

- b. Clare D. reported that there are plans in the works for the **2010 Sprint/Middle/Long Championships** to be held in conjunction with the **Convention by COC/EWOC**
- c. A bid for a **WRE** would be due before the next Board meeting which is likely to be held in October.
- d. The **team trials for 2010** will need approval

Motion to authorize the Executive Committee to **approve bids for a WRE or 2010 championship** events submitted before the fall 2009 Board meeting seconded. Vote: Ayes 14; Nays 0; Abstentions 0.

Note: If there are any doubts, approval will be postponed to the Board meeting. It was agreed that all Board members should be notified via the BoardNet of any bid to be approved, allowing a week for discussion prior to Executive Committee approval.

5. **Bid for 2010 Convention** from EWOC. Rosemary J. summarized the bid received from EWOC (John Beck) to hold the Convention at Gonzaga University in Spokane June 28-30, 2010. COC will hold events over the preceding weekend; the North American Champs will be in Cranbrook, four hours north of Spokane over the second weekend. There will be workshops Monday pm (June 28), Tuesday and Wednesday, as well as orienteering on campus. Thursday will be a travel day. Motion to approve the EWOC bid for 2010 Convention seconded.
Vote: Ayes 13; Nays 0; Abstentions 0.

Note: In answer to concern that things are happening only on the West Coast, Rosemary J. reported that a bid for 2011 Convention is being put together by NE Ohio/W Pennsylvania.

Action Item: Rosemary J. will discuss with organizers when to hold the AGM, possibly on Monday afternoon.

6. **Map Fund Policy Change** (postponed from previous meeting). Linda F. asked for ideas for using the Fund for things other than map grants, e.g. mapping training. Discussion: Christina L. suggested paying for professional support for immigration matters for foreign mappers. Joanne S. reminded the Board that there is usually a map grant for Convention use. Greg L. (as Mapping Coordinator) reports that there are complaints that people are finding it difficult to get money from the Mapping Fund (specifically Indiana, Texas and Arkansas). Gary K. suggested something be put on the website to better communicate the process for making maps. Clare D. – the policy does not need changing, but availability of information needs improvement. Mike M. – Map Fund money can be used: for workshops, paying retroactively for mapping. Valerie M.: have a map-making workshop at the Convention. Phil M. – map-making is an important use of USOF funds, especially for helping new clubs get started.

Action Item: Clare D. – **Map Task Force:** Linda F. Gary K., Greg L., Glen S (mostly to listen) to go over policy and implement improved process and educate USOF members. Postponed to post-AGM meeting.

7. **Approval of overdue payments to webmaster.** Janet Tryson is owed \$599.00 per year for maintaining the website, but has not been paid for the last two years. Donna F. suggested taking the funds out of the marketing budget (payment will be reimbursement of expenses, not taxable). Approval by Board not needed.

B R E A K

Chuck Ferguson announced that there is a **Memorial Fund** in the name of the late **John Fairley**. Contributions will be put into the Endowment Fund, unless otherwise specified. Checks should be made out to United States Orienteering Federation, with a note on the memo line.

Status and Discussion Items:

- 1) **Thanks** to any new volunteers: Stephanie Martineau agreed to continue with **fundraising**.
- 2) **Modernization Task Force Update**. Christina L. will continue with the Modernization Task Force. It was suggested that there be a separate website to promote orienteering to the general public, and provide services for new clubs. Task Force: Lisa C., Greg L., and Glen S.
- 3) **Non-Chartered event sanctioning**. Barb Bryant will serve, Eric Bone provided sample contracts.
- 4) Bylaws Office Address and Registered Agent changes. The bylaws need some cleaning up, e.g. removing official address.
Action Item: Clare D. will tackle this.
- 5) **Sponsorship Procedures**. Clubs need to get sponsors, but should coordinate with USOF to avoid duplication. Clubs have been making their own arrangements, without the knowledge of USOF. Glen S. – need a coordinator, keeping in mind club autonomy. Definition of sponsorship: “Income Generation Through Marketing Sources”.
- 6) Begin discussion of **post-AGM BoD reorganization**, time permitting. Clare D. started the discussion of how many people should comprise the Executive Committee. Frank K. suggested a ‘First VP’ to succeed President. It was suggested that there should be some flexibility in titles, to allow for the varying talent pool. However, the bylaws require that the EC include President, Secretary, Vice Presidents. Glen S.: competition is a crucial area, and should have a presence on EC. Valerie M. suggested having a VP in a liaison role, with someone else actually in charge. Members of the Executive Committee will serve for one year only. There was discussion of successor VP for President, and discussion of committee assignments. Note: Competition consists of Teams, Meet Sanctioning, etc. Committees that have no one interested will be disbanded. A list of resources is needed.

Adjournment at 3:28 pm by acclamation.

Respectfully submitted: *Valerie Murray*, Recording Secretary

Attachments: Agenda; ED's report to the Board; [Financial Reports](#)

Agenda: BOD Meeting June 26, 2009

Senior Center, 719 E 3rd St, Cle Elum, WA

12:30-3:30 PM

- 12:30 Arrival, Free discussion
- 12:40 Call to order & Secretary takes roll
- 12:45 Open Forum (5 minutes to any member to address the Board)
- 1:00 Approval of Minutes from March meeting
- 1:10 Financial Report

Action Items:

- 1:20
1. Appoint Valerie Meyer as registered agent for Virginia and ex-officio Director
 2. Approval of credentials committee for AGM - Rosemary
Rosemary Johnson (BAOC), Virginia Church (CROC), Anndy Wiselogle (CROC)
 3. Proposal for USOF Compensation Committee Policy - Postponed from previous meeting
- 1:30
4. Any competition bids - Bob Paddock
Bid for 2010 Interscholastic Champs from OCIN - April 9-11
Authorize Executive Committee to approve any WRE bids prior to September?
- 1:45
5. Bid for 2010 Convention from EWOC - Rosemary
 6. Map Fund Policy Change? - Gary Kraght and Linda Ferguson - postponed from previous meeting
- 2:00
7. Approval of overdue payments to webmaster - Donna

BREAK

Status and Discussion Items

- | | | |
|------|----|--|
| 2:15 | 1. | Thanks to any new volunteers |
| 2:30 | 2. | Modernization Task Force Update - Cristina |
| | 3. | Non-Chartered event sanctioning - Clare Durand |
| | 4. | Bylaws Office Address and Registered Agent Change |
| | 5. | Sponsorship Procedures |
| 3:00 | 6. | Time Permitting: Begin discussion of post-AGM BOD reorganization |

3:30 Adjournment

June 3, 2009

TO: USOF Board of Directors
FROM: Glen Schorr, Executive Director
RE: Board Report/ June 26 Board Meeting

To the Board,

I would like to take a moment and update you as to my activities since the last board meeting. I will also take a moment and focus on key areas for the fall. As always, I welcome your input and questions.

For the past 45 days my primary focus has been familiarization and acclimation. This has been done through meet attendance, meetings/ dialogue and reading.

Key activities

Meet attendance

- A Meets - Ran It Granite, Flying Pig, West Point, Buffalo
- Local Meets - QOC AGM/meet, DVOA AGM/meet

Meetings & Dialogue

- Foot-O Senior WOC - ESC, Linda Kohn, Mike Waddington
- Foot-O JWOC – Jeff Saeger, Janet Porter
- Financial Development – Stephanie Martineau
- Marketing & Sponsorship – Donna Fluegel
- Insurance – Gary Kraght, Bollinger Insurance
- BAOC – JWOC 2013 call
- OCIN Land Use meeting with Cincinnati Parks & Recreation
- QOC - Executive Committee
- Weekly calls with Clare Durand (status + key issues). Separate semi-weekly calls with Robin Shannonhouse (status + orientation)

Reading

- Two bins of historic materials from Robin + websites (USOF.org, Club net, Board net, Attackpoint)

Initial impressions/ Focus areas

I feel that my initial impressions when I interviewed for the job are for the most part accurate. However the following opportunities have become more prevalent should be focus areas for Robin, key volunteers and myself:

There needs to be a stronger connection between the clubs and the federation. This needs to focus on dialogue, development of programming, sharing of information, and local execution. We also need to determine the appropriate approach to get the 5,000+ club members that are not USOF members to join.

Properly handled there can be an effective balance between those that are “serious athlete’s” and those that are “recreational orienteers”.

Executive Director's Report to the Board, June 2009

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I know that this has received a lot of discussion and little agreement in the past, but I feel that the nature of the sport allows the two groups to peacefully co-exist. Besides, the federation needs the money that new “recreational orienteers” bring in to help fuel the organization, its mission and its programs.

By working with local clubs to provide quality “A” meet experiences plus added emphasis to the national teams programs can begin to address the needs of the competitive athletes.

Take advantage of current market conditions by developing targeted programs.

A variety of tactics will be considered here but the board should consider;

- Expanding USOF sanctioning to 3rd parties without affiliation to USOF or a chartered club.
- Developing specific programs targeting JROTC, Boy and Girl Scouts and club oriented local youth.
- Establishing best practices and aligning strong clubs with clubs in need of development and/or formation.

There needs to be a more coordinated financial development effort.

Many people to date have done a good job raising money but it is being done on an ad hoc, individual basis with little coordination or sharing of information. The current economic environment plus our small size will make it difficult to raise substantial sponsorship dollars in the short term. While people are also cutting back on their charitable donations, this needs to be a path that we must continue to pursue in a coordinated effort.

There needs to be a stronger emphasis on technology.

Our current ad hoc system has gotten us only so far and is limiting our future growth. We need to seriously investigate cost effective ways to increase our technology capabilities

including: on line member registration, on line donations, sharing of best practices, regular communication, sponsor fulfillment, federation/ club linkage and event search capabilities for new orienteers.

Finally, we will generate a brand for the federation and awareness for the sport

Consistent to my comments in March, this is a brand that has little identity or consistency. To date I have counted three different variations of our logo and have seen no consistency among our communications materials. Without consistency what little money we have to spend in marketing is not being spent effectively.

One thing that I have realized is that we will have to work closely with the clubs to promote this sport. Our budget will barely allow for the creation of new materials let alone the cost of media/ promotion. The clubs will have to be critical in this execution.

Activities moving forward

- Working with club leadership to determine: wants, needs, issues, positives and negatives. Use these findings to develop programming, prioritize funds.
- Finalization of plan for board approval, inclusion as part of budget process.
- Development of short-term projects to meet immediate needs.
- Summer local meet attendance.