



**Orienteering USA Board of Directors Meeting  
July 26, 2013**

**Lake Tahoe, California**

**Board Members**

Maiya Anderson	Present
Pete Dady	Not present
Jennifer Flagel	Not present
Donna Fluegel	Present
Bob Forgrave	Present
Peter Goodwin	Present
Frank Kuhn	Present
Greg Lennon	Not Present
Charlie Bleau	Not present
Pat Meehan	Present via phone
Lou Pataki	Present
Amy Williams	Present via phone

Visitors

Glen Schorr  
Clare Durand  
Harvey Woo  
Kathy Forgrave

--6pm free discussion

--Call to order

--Approval of previous minutes

--2014 championship events

Action item: Glen will contact CTOC and ROC. OCIN will take intercollegiates and interscholastics if needed.

--Approval of AGM Credentials Committee: Janet Tryson and Peg Davis

--Financial Report: 6 month income and expenses look good. We're on schedule for 2013 budget. In 2012 we had a small surplus. Glen will work with finance committee to close the gap. See 6/30/2013 Statement of Financial Position. Lou will send out his 2014 budget info request to teams within the next 2 weeks so budget will be done in Sept. prior to fall board meeting.

--Two \$500 travel grants for juniors will be awarded - Iain Wilson Memorial Scholarship

--Glen will continue to work with current sponsors (Hertz, Choice) and will work on sponsorships that will help our bottom line.

--Peter will continue to monitor the work done by board members. Our goal is to have all board members active and working toward the Strategic Plan. We will continue pairing board members to work on specific goals. One important part of this is to have the clubs and OUSA work together more successfully. We are considering holding an OUSA-organized convention during the summer of 2014. We will start working on the new Strategic Plan now, so that it will be done by the summer of 2014. We would like membership input.

--Detailed A-meet discussion. See attachments. Maiya and Bob will prepare a shortened version to the board for further discussion. They will then decide which points will be presented to the membership in smaller portions for discussion (via ONA, Clubnet, e-newsletter, AttackPoint)

--Adjourn: Adjourn at 9pm

# Selecting Reality-Based A-Meet Goals



Good quality experiences



Realistically achievable



Supportable over time

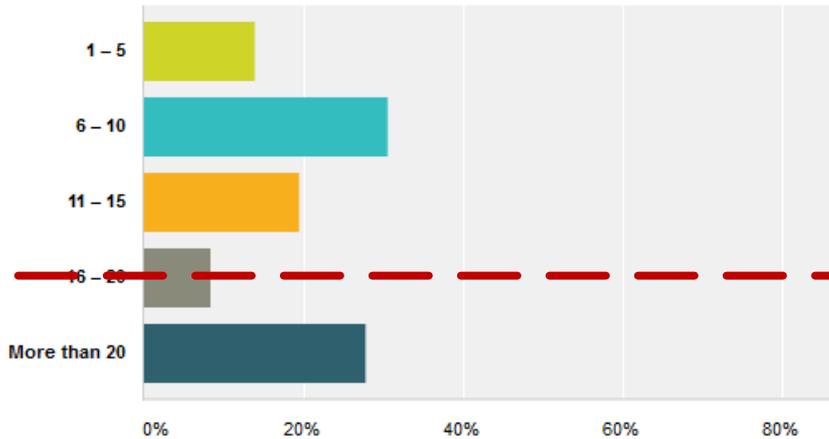
Based on feedback from a May 2013 survey of club presidents

# Clubs: Local Activity Today

Demographic split in both local activity and volunteers.  
OUSA member clubs are mostly small, with a few large clubs.

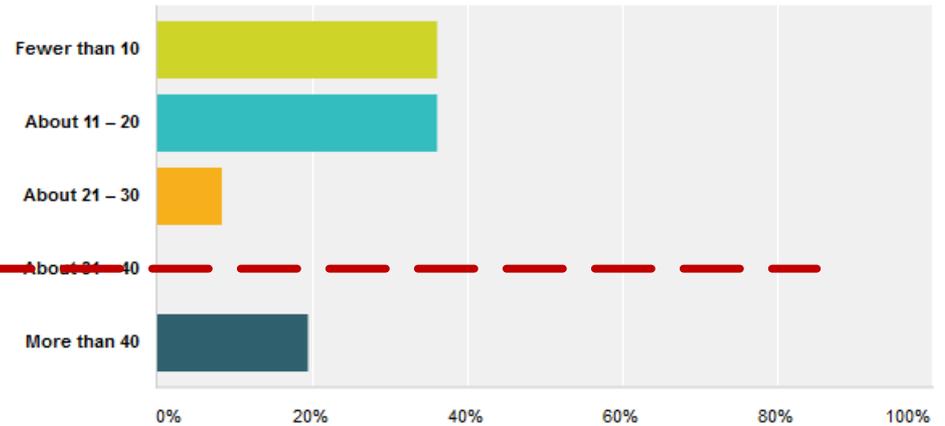
How many local meets does your club typically have per year?

Answered: 36 Skipped: 0



About how many active volunteers do you have in your club (total, not per meet)?

Answered: 36 Skipped: 0



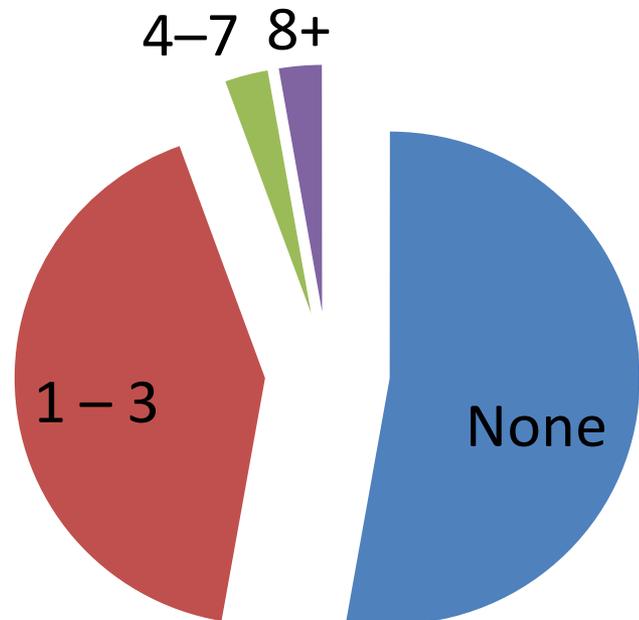
# Clubs: A-Meet History

Most A meets are coming from 6% of our clubs.

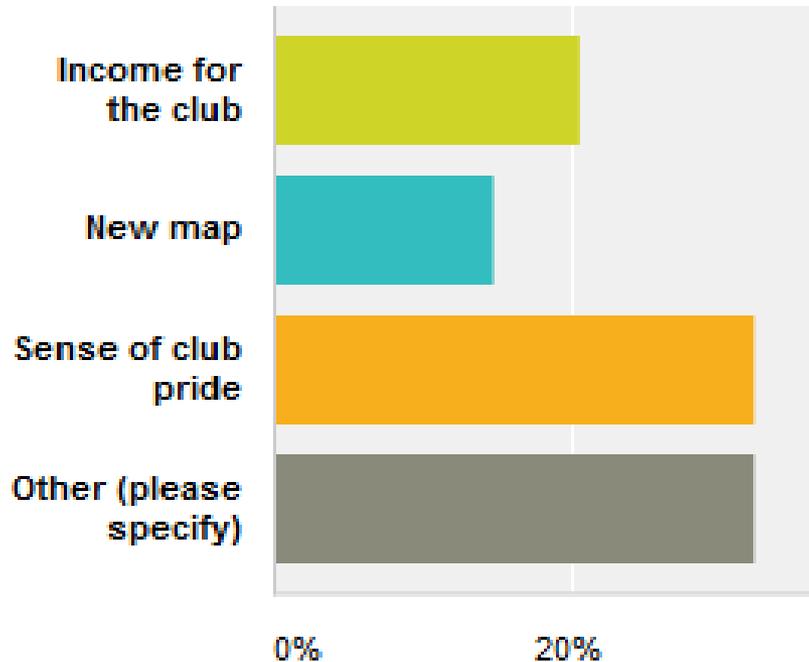
Over half have not hosted a single A meet in the past half-decade.

We need to understand WHY before setting goals.

**A-Meets in Past 5 Years**



# Clubs: Why Host A-Meets?

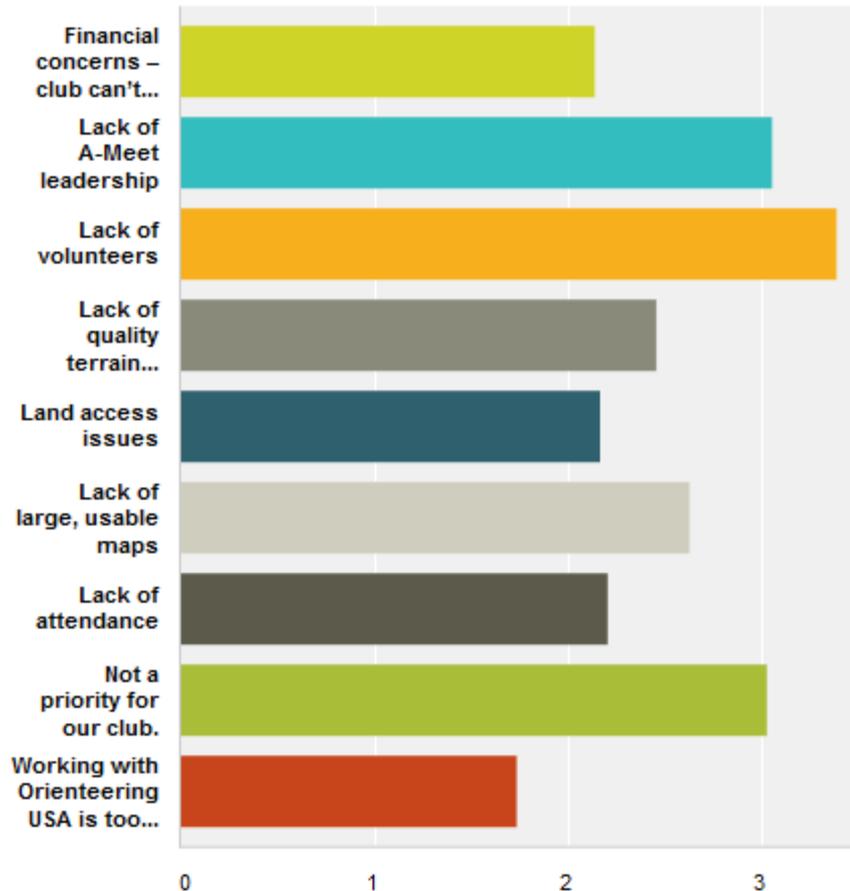


“Great orienteering experience for club members in our own ‘back yard’.”

“Provide service to other regional orienteers.”

“Obligation to host major meets from time to time, the challenge of putting on a high quality meet, etc.”

# Clubs: Why NOT Host A-Meets?



“C-meets are arguably a better investment of club resources; they cater to the club's existing membership and they attract new orienteers.

A-meets, on the other hand, have a lower—and possibly even negative—return on investment, typically burning out core volunteers, failing to attract newcomers, and even seeing existing club members decide not to attend since it's just a more expensive way to run on the same terrain they can run on for lower cost during a regular, local meet.”

# Opportunities for OUSA-Driven A-Meet Change

Would you be interested in...

**47%**  Co-hosting with an independent operator?

**25%**  A-meet consultant?

**23%**  Hosting with another club?

**-23%** 

# Conclusion Option #1: Change the Goals

Re-evaluate the reasoning behind A-meet goals.



## **Financial?**

Identify other sources of revenue.



## **Competitive?**

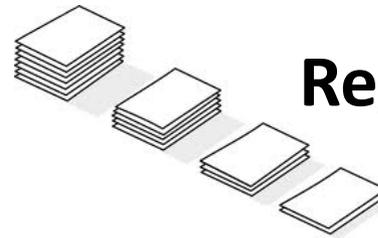
Identify the optimum number and geographic distribution of major meets and championships.

# Conclusion Option #2: Offer Assistance to Clubs

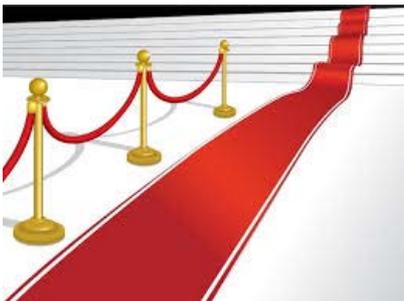
Targeted services to make A-meets happen.



**Mapping**



**Registration**



**Event  
Management**



**Marketing  
Best Practices**

## Conclusion Option #3: Receive Assistance

Two ways clubs can help direct OUSA finances away from over-reliance on A-meets.



**One membership  
(OUSA)**



**OUSA-planned training  
events as fundraisers**

# Conclusion Option #4: Change the Model

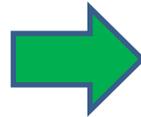
Invest in A-meets to increase the total return.

**Reduce OUSA start fees  
for championships only**



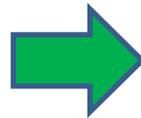
- More championship bids
- More local \$\$ for effort

**Pay for A-meet mappers**



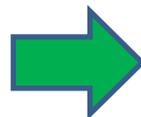
- More local \$\$ for effort
- More A meets

**Charge for a la carte  
OUSA services**



- More OUSA revenue
- More local ability to host A meets

**Sell OUSA services to  
large C meets too**



- More OUSA revenue
- Easier step up to A meets

# Wrap Up: How Do We Work Together?



## Good quality experiences

- Geographically distributed, optimal number of championships?
- Expert, targeted assistance from OUSA in mapping, registration, event management, and promotion for a fee?



## Realistically achievable

- Higher local share of championship revenue?
- Purchasable expertise in key areas if missing local volunteers?
- Support for both large C and A meets (less distinction)?



## Supportable over time

- Less volunteer burnout = more enthusiasm?
- OUSA revenue from other sources, like memberships & training?
- Large meet hosting by more than current 6% of OUSA clubs?

**Feedback?** Bob Forgrave ([bob@forgrave.net](mailto:bob@forgrave.net)) and Maiya Anderson ([maiya Devi@hotmail.com](mailto:maiya Devi@hotmail.com))