



Orienteering USA Board of Directors Meeting

Saturday, April 5, 2014

8:15 –10:00 PM

Comfort Inn, Oxford, Ohio

Board Members

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

Staff

Glen Schorr	Present
Erin Schirm	Present

Guests

Lisa Werner Carr

8:15 pm Call to order

Previous meeting minutes were approved.

Lou Pataki presented the Q1 financials and reported that they were consistent with expectations. The 2014 insurance bill was higher than 2013, but this was anticipated and budgeted for. Greg Lennon inquired regarding Q1 local and A-meet performance. Current performance is a net positive for the year, but must be checked in Q2.

Approved 2014 Night & Ultralong Orienteering Championships, November 14-16. QOC. The Night will be held Friday in Cockeysville, MD and the Ultralong plus a middle event will be held in Fairfax, VA

A delegation of Linda Kohn, Glen Schorr, and Rick Worner has been approved to represent the USA at the upcoming Congress in Italy.

Approved Frank Kuhn as IOF delegate for a 2 year term to Trail O Commission.

Approved a \$2,000 map loan to NTOA

Glen Schorr and NTOA President Lisa Carr presented a request for a \$2,000 map loan so NTOA can invest in a major map project (Cooper Lake, 90 miles east of Dallas). Located on 2,000 acres of land (map not that large), this map has tremendous long-term potential and is central to NTOA's planned bid to host the 2016 U.S. Interscholastic Orienteering Championships. In addition, they will place permanent courses for foot and equestrian orienteering.

Approved Shelly Pennington to a seat on the Endowment Fund board.

Approved Meridian Geographics (MerGeo) as Supporting Member of OUSA.

Discussion of 2014 Board of Directors Slate

Peter Goodwin updated the board that of the current board members whose terms expire this year (Maiya Anderson, Charlie Bleau, Frank Kuhn, and Amy Williams); only Charlie will stand for re-election. We are seeking one more candidate to run for election. Suggestions should be sent to Donna Fluegel.

Discussion of 2016 North American Championship Bids

- The IOF rejected the USA request that Carter Caves, KY be used for the 2016 NAOCs as the 2015 U.S. Individual Orienteering Championships will be held there 19 months prior.
- Peter has begun informal conversations with various clubs about hosting the 2016 NAOCs.
- Glen has met with over 100 Sports Commissions and Convention & Visitors Bureaus about potentially hosting this event with the club being the lead bidder. Strong interest was indicated with a bid fee of \$5,000 to OUSA. Any CVBs that contact Glen Schorr will be directed to the host club around May 1.
- It was suggested that a Request for Proposal be issued to the clubs. Peter to lead, Glen to support.

Discussion of convention and AGM

- The OUSA convention will be held Friday, August 8 at the US Olympic Training Center in Colorado Springs. The AGM will be held Saturday, August 9 near Woodland Park, CO
- The USOC has agreed to let OUSA set up a recreational sprint course on the USOTC campus
- Still looking for convention subjects and speakers.

Break

Glen was recognized for his 5th anniversary as Executive Director of Orienteering USA. Cake was served (see [OUSA's Facebook](#) photostream for pictures).

By-laws Update

Peter reported that the by-laws have been revised by a committee consisting of Gary Kraght, Pete Dady, and Rob Wilkison. Changes have been suggested by a few people and these are being incorporated into the proposed by-laws. The objective is to make the bylaws more consistent with the organization as it stands today, as well as more streamlined. As the document is still going through the revision process, a vote to approve and send to the AGM was deferred.

Strategic Plan update

- Peter provided an update as to the committees work to date. Focus areas in conversation tend to revolve around manpower, budget allocation, document readability and utilizing the plan moving forward.
- The committee began focusing on 5 important things, and that list has grown...we now need to edit the document to focus on the first 5 things we can easily, and cheaply, do...then go on to the next ideas with modest time and financial investment...then look to longer range issues.
- Greg inquired if we want feedback from the clubs, in addition to individuals. General consensus was to ask for this and hope that all clubs will discuss the plan and provide input.
- Peter asked that the clubs provide feedback by June 1. Erin Schirm suggested that we ask for feedback from clubs as to what resources are available.

Action item: Peter asked the board to provide feedback by May 1

Next board meetings

- Friday, August 8 – Colorado Springs, CO
- Saturday, August 9 – Near Woodland Park, CO (after AGM)
- Saturday, Oct. 4 – Rochester, NY

10:10 pm adjourn



April 2014
Board of Directors and
Executive Director Reports

Peter Goodwin
President

Since the Atlanta Meeting in January, I have been working with the Safety Committee developing the plan and process for protecting juniors from potential abuse. The Olympic program, Safesport, will be used by our coaches and others working with juniors given that background checks are not foolproof.

I have also been working with the Strategic Plan committee working on a draft version of the new Strategic Plan that we hope will be finalized this Fall.

I have also been following the work of the By-Laws Committee that is working on revising the by-laws so that they will reflect our current organization and streamline our operations. As an example of streamlining our processes, there was a discussion in the sanctioning committee about the number of people needed on the committee. If the number of people on the committee is written into the by-laws, and if there is then a desire to change the number of people on the committee, it must go before the AGM, which is a bit cumbersome. If the number is not specified, then the board can adjust the number of members on the committee if there is need.

Last, but not least, I have been working with Glen and others on the convention that will be held the Friday before the RMOC A-Meet / U.S. Classic Championships. The convention will be held at the Olympic Training Center in Colorado Springs. This is still a work in progress, but people are coming forward with good ideas for talks and activities. While things aren't finalized, it looks like we will have a great program!

Donna Fluegel
Secretary

- I have been working with Glen and Peter on finding viable candidates to run for the BOD in August. Our list is looking good at this point, but we still need more suggestions.
- I am continuing to send out OUSA information to those requesting it from QOC and FLO local meets and hope to include a few more clubs. I will coordinate this with Glen and Greg to decide which are the best ones to add.
- I will be forming a new committee to work on a combined OUSA/local club membership structure. Details still in the works.
- Glen and I have been working on an upcoming issue of ONA which will contain information about OUSA sponsors.

Lou Pataki**VP Finance**

The final financial report for calendar 2013 was in line with the preliminary report presented to the Board at its January meeting. Our net ordinary income showed a deficit for the year of about \$35,000 this was \$15,000 better than our budgeted deficit of \$50,000.

For the first two months of 2014 our financial position is in line with the comparable 2013 period. Income was up about \$6,000 over the comparable 2013 period due principally to increased restricted contributions and an increase in sponsorship income. Expenses were up \$20,000 over the 2013 period due principally to a \$10,000 increase in the insurance premium. The Board elected to continue to pay this premium in one sum to avoid additional costs. This increase was anticipated.

The finance committee reviewed the proposals received for our 2014 audit work and recommended that we continue with the Atlanta firm of Fulton and Kozak. This recommendation was accepted by the Board. The audit will be a full audit of our 2013 accounts.

An ad hoc committee reviewed the insurance proposals we received and recommended that we continue with Loomis and LaPann of Glens Falls, NY. This recommendation was approved by the Board.

We continue to work to increase transparency in the amount of funds available for the use of our teams. I believe we were more successful in 2013 than in the past. We will continue these efforts.

Greg Lennon**VP Clubs**

- OUSA/Club Services: Reconfigured membership renewal process through OUSA database. Added Member Login tab to OUSA website.
- OUSA/Club Services: First use of updated EventReg + OUSA membership database together was for this event (Flying Pig). More features will be added. Implementation may take a while though since A-meet registrars for most of the year's remaining A-meets have already set up their events (using the older version of EventReg).
- OUSA/Club Services: On behalf of OUSA, and in close collaboration with Eric Weyman, submitted the official OUSA comments on the IOF Mapping Committee's ISOM 201X draft, including OUSA's specific recommendations.
- OUSA/Club Services: Attended NTEN/NTC Conference on Nonprofit Technologies. Drupal and related software discussions underway with website/software vendors.
- OUSA/Club Services: Participated in Strategic Plan process.
- OUSA/BOD: Have begun search for additional Board members and/or advisors.
- OUSA/BOD: Have arranged access to new management software for OUSA.
- OUSA/Teams: MTBO map holder sales continue at a reasonable pace, generating awareness of MTBO plus modest donations to Team USA (based on sales).
- OUSA/Teams: MTBO Team USA applicants for 2014 team are under review.
- OUSA/Teams: Participated in the team uniform design selection.

Pete Dady

I've been working on updating the bylaws.

Jennifer Flagel**Mapping**

In December of 2013, Pat Meehan forwarded an email from Rui Antunes who was advertising his availability to create new maps for anyone who was interested. His website, complete with mapping history, is <http://www.antunesmapmaker.com/>. He has most recently done work in Portugal, Spain, and France, completing 14 maps.

The pool of talented mappers is limited in North America and one of OUSA's initiatives is supporting local clubs with finding mapping resources. Researching the proficiency, qualifications, and ability to travel and work in the United States are key questions for all potential mapping resources. I have reached out to Mr. Antunes to see if he, specifically, has had experience working in the U.S. Further research is necessary to identify a process that will allow us to extend our mapping resource pool.

Convention

I am beginning work on the OUSA Convention which will be a full day of sessions during the Colorado events in August. Peter, Donna and I have come up with a list of session topics and are now looking for presenters. But, if anyone has another topic you'd like to present, we ask that you please contact me so we can include it in the schedule.

Frank Kuhn

- I attended the Joint Council/Commission Meetings in Helsinki, Finland on January 17–19, 2014.
- The Trail Orienteering Commission requested the Council to survey the various federations as to whether any changes need to be made in the Eligibility for the Paralympic Class in Trail Orienteering Events. Clare Durand will handle the survey for OUSA and send the results back to the IOF Council before the end of March.
- My two year term on the Trail Orienteering Commission expires at the IOF General Assembly in Italy in July. I am willing to do another two year term. The United States Orienteering Federation (USOF/OUSA) needs to approve me for the two term and the Executive Director needs to advise the IOF Council that USOF is recommending me for a two year term.
- I need to identify someone to be the Team Manager for the 2014 WTOC.
- I will be attending the 2014 United States National Trail Orienteering Championships in Colorado Springs in August and helping out where needed.
- In July I will be attending the 2014 WTOC as a Team Leader.
- During the Florida Orienteering Club fall/winter/spring season, I attend the events to solicit new club/renewal members and new OUSA Memberships.

Maiya Anderson and Bob Forgrave**Starts Goal**

We're waiting for the end of the month figures to come in, so we will send a separate report on April 1.

Pat Meehan**Mapping and Environmental Issues**

Update the information sent to clubs to answer questions about environmental impact for new and present maps.

Ideas:

- Contact land managers receptive to Orienteering, request fresh testimonies endorsing Orienteering as an environmentally friendly use of land. Gather insight into how they came to accept Orienteering into their land use policies.
- Contact land managers hesitant about or having objections to Orienteering in order to learn their concerns and points of view. Identify the roots of their objections and come to understand them fully.
- Examine existing study results of the impact of Orienteering and compile a summary of the knowledge base.
- Match study results to land owner concerns, identifying both faulty and legitimate premises alike.
- Study existing documentation and work, specifically that of the OUSA Environmental Access Committee.
- Prepare a process on how a club might approach land managers in requesting access to their properties. Develop plans for the variety of different land management philosophies and uses.
- Prepare printable materials such as:
 - Guidelines for acquiring land use for Orienteering for clubs.
 - Policies on land stewardship for Orienteering Clubs.
 - Distributable materials for land managers to understand Orienteering, its short and long-term impact on the environment, and to learn of the value of having environmentally minded expert navigators regularly survey their lands.

Glen Schorr**Executive Director**

<u>ITEM</u>	<u>YTD%</u>	<u>GOAL%</u>
Club Communications	27	34
Fundraising	36	33
Marketing, Strategic Plan, Membership, Team USA	37	33

Club Communications

- Began club outreach: DVOA, SAMM

- Continue to write monthly e-newsletter, regular ONA column and other ONA content
- In contact with approximately 20 clubs per month on various issues

Fundraising

- Have reached 2014 sponsorship goal. Working on activating programs, pursuing additional 2014 support and working on 2015 and beyond.
- Secured Icebug/Archflex to three-year sponsorship
- With Charlie Bleau moving to VP Competition and Jennifer Flagel focusing on Convention, I need a board member to work with on Financial Development. This is critical. We are losing opportunities.

Sponsorships

2014 GOAL \$22,000

YTD \$25,430 (Includes dollars committed)

Day to Day, Marketing, Strategic Plan, Membership, Team USA

- Part of strategic plan committee
- Supporting Team USA on various projects: Uniforms, Fundraising, Sponsorship.

Travel

- Kentucky Sports Authority – March 18 – Louisville
- State of New Hampshire – March 28 – Concord, NH
- NASC Symposium and Convention – March 31 – April 3 – Oklahoma City
- Flying Pig and BOD meeting – April 4-6 – Oxford, OH
- Mason Dixon Classic A meet – April 26-27 – Newark, DE
- USOC Lunch Meeting – June 19 – Washington, DC
- WOC and IOF Congress – July 6 – 12 – Lavarone, Italy
- Outdoor Retailer Summer Market – August 5-6 - Salt Lake City
- OUSA Convention, AGM, BOD and U.S. Classic and Trail Orienteering Champs – August 7-11 – Colorado Springs

April 2014 Board Report - Starts Goal

Maiya Anderson and Bob Forgrave

Q1 2014 Local Starts: 8,984

Q1 2013 A-meet Starts: 1,386

Local starts are tracked quarterly using a consistent sampling of 15 clubs in the US. A-meet starts are tracked quarterly measuring all A-meet starts. Local starts are up, and A-meet starts down, despite the fact that there was the same number of A-meets in the first quarter 2014 compared to first quarter 2013.

1st Quarter start metrics

A-Meets:

For the 1st quarter 2014 A-meet starts are up and the number of events were unchanged compared to the averages of 2011-2013.

- A-meet starts are up (14.2%) compared to the 2011-13 Q1 average
- A-meet starts are down (-5.3%) compared to Q1 2013
- Number of events are unchanged compared to the 2011-13 Q1 average (3)
- Number of events are unchanged compared to Q1 2013 (3)

Local:

For the 1st quarter 2014 local starts are up and event days are up compared to the average of 2011-2013.

- Local starts are up (31.0%) compared to the average starts for Q1 2011-13
- Local starts are up (13.1%) compared to Q1 2013
- Local event days are up compared (12.5%) to the Q1 2010-13 average
- Local event days are up (13.7%) compared to Q1 2013

The trend shows continued growth in local meet participation and a reduction in A-meet starts in the 1st quarter compared to the last 3 years. Local start growth continues to be a strong and important trend.

It is disheartening to see that A-meet starts continue to decline. Hopefully, increases in local meet starts will translate into increases in A-meet starts in the future. We continue to focus on ways to drive more starts per meet (promotion and accessibility) and helping clubs hold more meets to increase the total starts.

Scheduling and Planned Program Changes:

We continue to work on the 2015 A-meet schedule and are planning for 2016 and 2017. There are 13 events in the scheduled for 2014. In addition, we are developing a proposed national championship calendar where championships are rotated by region.

Strategy and Goal:

- Increase starts at both local meet and A-meet levels by at least 5% annually compared to previous years starts average.
 - Actively pursue new groups of potential orienteers, such as adventure racers, with promotion that recognizes where they are coming from.
 - Work with third-party organizations to host events and expose new people to our sport
 - Expand the "O in Schools" program so that there is a program built from the ground up

- Work with JROTC, ROTC, Boy Scouts, Girl Scouts, and other national groups

We are seeing strong engagement at the local level, where relationships are built and newcomers form their first impressions of orienteering, with many returning to local meets. We need to focus on building a path for newcomers to transform from non-traveling local meet enthusiasts to country-touring A-meet fanatics. The emphasis on our junior competitive programs will help as well as highlighting the next level of orienteering to local competitors as well as inviting local participants to nearby A meets.

Other goals:

- Develop promotional tools for clubs to attract more participants
- Utilize social media and online calendars to get the word out on orienteering and orienteering events
- Facilitate the hosting of more A-meets by reducing the administrative burden
- Model an alternative cost structure with fewer, better-attended A-meets, in which A-meet starts play less of a role compared to local meets.

Updates:

1. Working on general best practice documents for OUSA website to help clubs with meet implementation. Donna Fluegel put out a call to share best practices in early 2013.
2. OUSA social media plan being executed. The OUSA Face book page continues to be a success. There is currently more than 832 likes and we have good engagement on the site.
3. Master Calendar: 2014 A-meets and major events will be posted on event calendar websites outside OUSA by Jan 2014 (POC: Maiya).
4. Bob presented the A-meet analysis project at the board meeting in July. We received feedback and focus from this meeting. We are currently evaluating additional comments and discussion collected on Attack point and email related to improving A-meet participation and hosting A-meets. This feedback will be evaluated before implementing a plan to address A meet support/participation (POC: Bob).
5. Proposed master national championship schedule by region is in development for 2015 and beyond (POC: Maiya and Bob).

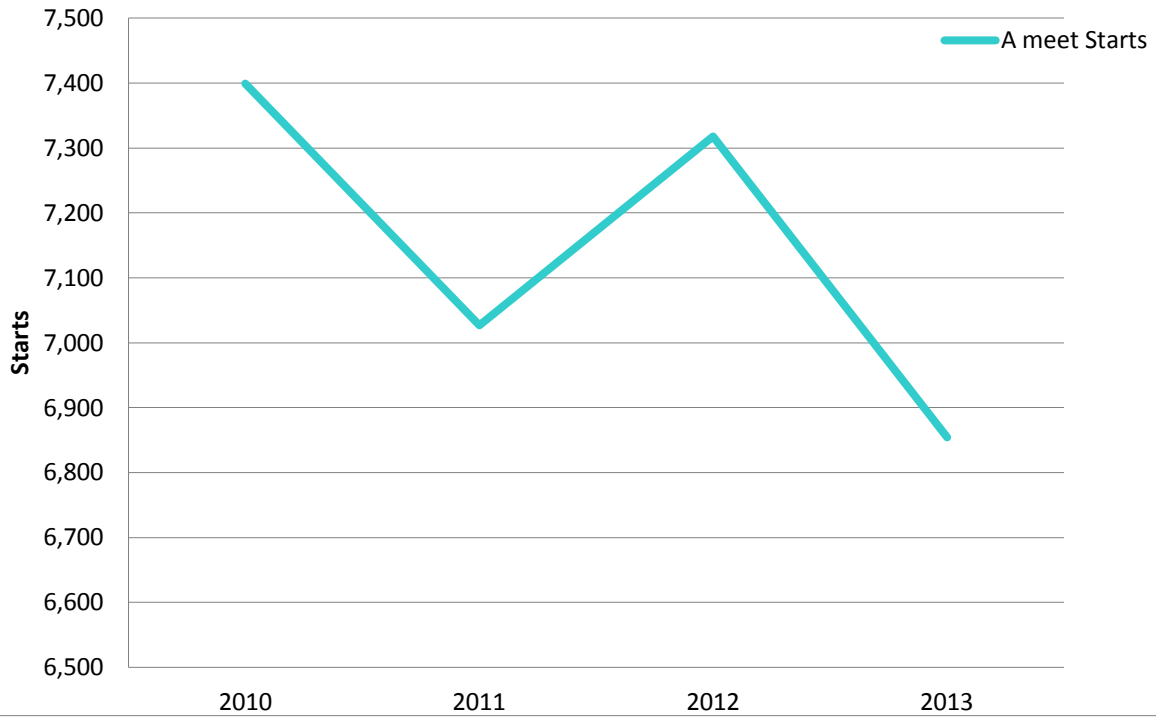
April - June 2014 Action Plan:

1. Develop plan to improve A-meet development and hosting based on feedback from A-meet study (POC: Bob and Maiya)
2. Improve National Calendar: Implement programs to help clubs host A and local meets. Continue to contact clubs to stimulate interest in A-meets for 2014 and beyond. Working with respective committees to obtain bids for 2014 Rogaine, Bike and Trail-O Championships (POC: Bob and Maiya).
3. Develop/revisit our system for scheduling, soliciting and bidding for Championship Meets with the goal of scheduling championship meets earlier in advance. Plan to establish a rotation of championship meets by region (POC: Maiya and Bob).
4. Working to develop marketing and promotion tools and training to encourage orienteers to introduce new people to local meets (POC: Bob).

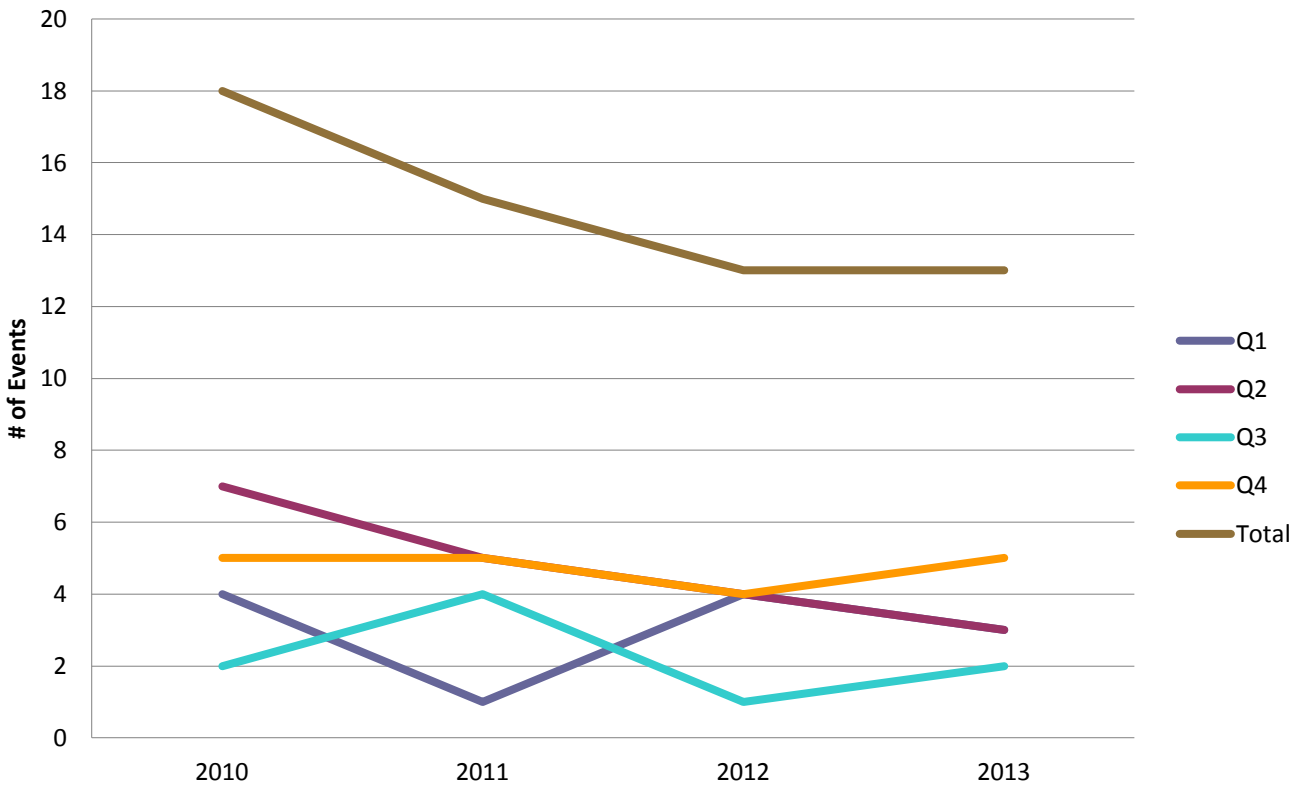
5. Meet Promotion (local and A-meet): Distribute boilerplate orienteering article to list of event promotion and other relevant websites (POC: Maiya)

6. Working possible partnership is Sierra Inner City Outings (POC: Bob)

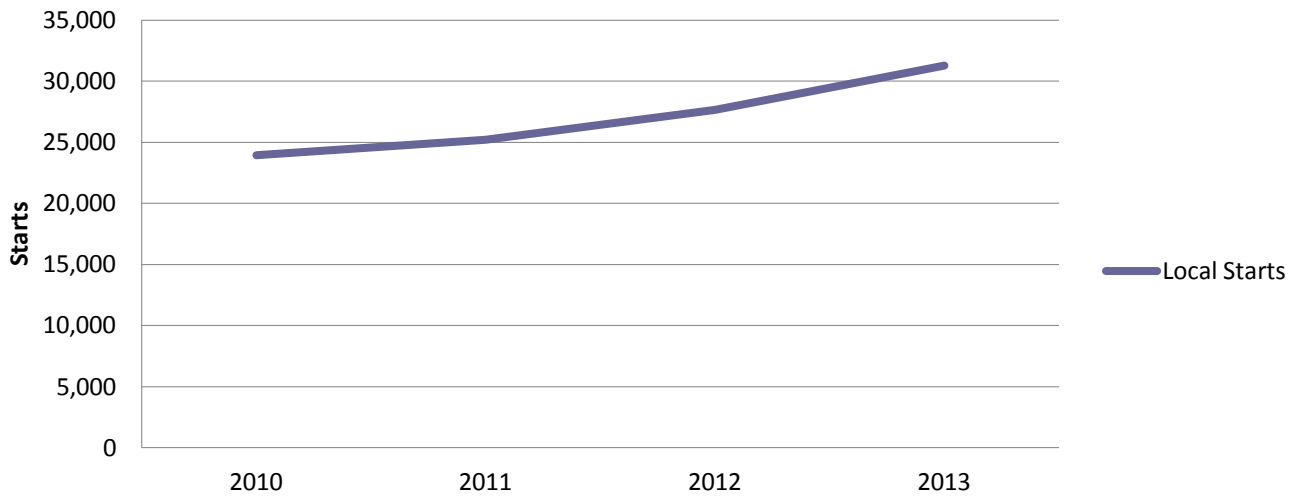
A Meet Starts



A Meet Events



Local Starts



Local Event Days

