



Orientering USA
Board of Directors Meeting
Online
Feb. 1, 2017 7:00-8:40pm

Attendance

Board members:

1. Peter Goodwin
2. Tom Strat
3. Kris Beecroft
4. Greg Lennon
5. Alex Jospe
6. Bob Forgrave
7. Ian Smith
8. Barb Bryant
9. Pat Meehan
10. Boris Granovskiy
11. Lee Todd

Absent: Charlie Bleau

OUSA members:

Sandy Fillebrown
Andrea Schneider
Clare Durand
Ken Walker Sr

*Note: attendees did not all attend
the full meeting.*

OUSA staff:

Glen Schorr

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Summary

1. [Minutes from the last meeting](#) were approved by Board vote.
2. 50th Anniversary Fund (total \$32,589). [Peter](#) and [Barb](#) had proposals. Specific proposals will be brought to the Board meeting in California in March.
 - a. 20% of the 50th Anniversary Fund was allocated to a marketing program to be led by Bob Forgrave (by Board vote).
 - b. Peter Goodwin will bring people onto a mapping committee and refine proposals for spending in that area.
 - c. Greg Lennon will prepare proposals for land access spending.
 - d. Boris Granovskiy will form a Technology Committee to propose web benefits for clubs.
3. Ski-O World Masters and World Cup races in 2018: Alex Jospe gave a [presentation](#) and distributed a [budget](#). The Board voted to waive OUSA sanctioning fees under the assumption that the event itself will pay IOF fees.
4. We did not have time for agenda items “decisions and recommendations from Committees” or “operating reserve policy”

Action items from this meeting

1. Peter Goodwin: create a mapping committee, and bring forward proposal for spending money to the Board
2. Bob Forgrave and Greg Lennon: provide detailed plan for spending 50th Anniversary Funds on marketing
3. Boris Granovskiy: form Tech Committee and create detailed plan
4. Greg Lennon: prepare proposals for spending on land access, including land manager relationship building
5. 2018 Ski-O WM/WC event organizers: provide update to Board at every meeting. Follow up on suggestions and offers of help from discussion.

Previous action Items

Completed:

1. Kris: share the Annual Fund amounts collected to date.
2. Barb: schedule phone board meeting 3 weeks from now.
3. All: send Peter Goodwin proposals for use of the 50th Anniversary Fund.
4. Peter: advertise for 50th Anniversary Fund proposals to clubs; get an announcement to Glen by Tuesday for the newsletter. Work with Greg to get open-ended questions in the club leadership survey pertaining to the use of the 50th Anniversary Fund. [not sure on the survey]

Not yet done :

5. Greg: share draft club survey with Board for feedback - this will include a request for ideas and feedback on how to spend the 50th Anniversary Fund.
6. Kris: create task force to study combined national/club membership
7. Pat, Barb, Ian: audit team funds.
8. Pat, Barb: Prepare 2016 financial statements distinguishing operating from other moneys, and including balances in the statement of activities.
9. Pat, Fin Comm: update the budget so that the maximum or planned expenditures of the teams are included in the spreadsheet.
10. Barb: work with Fin Comm to revise operating reserves policy.
11. Robin: check that 50th Anniv Fund donations are correctly marked.
12. Directors: contribute to OUSA. (not sure whether this is done)
13. Barb/Sandy: prepare a list of the tasks that Sandy will handle; share with Board.
14. Glen: create a spreadsheet listing all conventions, visitor bureaus and sports commissions and showing which club would be appropriate to work with them.
15. Kris/EC: identify someone to manage OUSA relationships with visitor bureaus, sports commissions and states.
16. Kris, Pat: ONA action items, including putting historical issues online, ensuring that content providers agree to their content being online in the future, switching ownership of content to OUSA so that we can freely post articles on our website. Kris will share with the board the total amount for the Annual Fund to date. Kris: forward email from Fluegels about ONA to the board. Share the original contract with the board when it arrives.
17. Clare: draft new language for rules based on the Board vote for Senior Team compliance time frame of 1 week.
18. Kris: contact Joey from Vulcan OC about 2021 World Games; ensure we have a good organizing team.

Minutes

12/19/2016 Board meeting minutes approved

Peter moved to approve the board meeting minutes; Bob seconded.
The motion passed unanimously.

50th Anniversary Fund

Peter stated that the available proposals are [the ones he made prior to the last meeting](#), and [additional proposals collected by Barb](#) (from not just Barb but also AP & conversations). [Link to original solicitation](#).

Summary of club growth proposals sent prior to the meeting; for details, follow links above.

Mapping

1. *Peter: travel grants for mapper training at A meets, online webinar and purchase of tablets*

2. *Barb: Map Ambassador (visit 4+ clubs over summer; teach mapping; start mapping projects; plan events with clubs; documentation for other clubs)*
3. *Barb: instructional videos*
4. *Barb: concerted college campus mapping effort - plan to create 20 maps in 2017, each with introductory event; package for outreach to college administration, PE, outdoor club*

Marketing

1. *Peter: marketing, focusing on hiring an agency to advise on use of Google Grants for Nonprofits*
2. *Barb: high quality marketing video.*
3. *Barb: hire contractor to coordinate marketing of all clubs; build 2018 schedules in 2017; coordinate marketing campaign across all clubs with paid consultant (social media, TV, radio, news, local email lists,...)*
4. *Barb: Barb: pay intern to build national database of influencers (xc coaches, teachers, administrators, other organizations - sports, youth, education), to be used for club growth*
5. *Barb: work with professional event planner and marketing person to develop one or more "products" (event formats) that are high quality, targeted at active young adults, appealing and well publicized. Put on demo events; create how to manuals and videos. Eg consider team events (people like working together; be near population centers, ...)*
6. *Barb: create and send to each club one set of attractive, permanent or seasonal course markers with explanatory signage and marketing plan.*
7. *Barb: marketing to schools - 2 ideas*
 - a. *school ambassador. Intern travels to market to schools with schools curriculum.*
 - b. *school kit, with marketing plan to schools*
8. *Barb: hire contractor to create best management practices for events to increase attendance and return participants.*

Technology, primarily web

1. *Peter: webmaster for clubs + integration of club websites with NEON.*
2. *Barb: web services for enhanced website functionality, starting with APIs for Event, Person, and staged rollout of apps*
3. *Barb: redesign OUSA website and incorporate capability to host club websites.*

Land access

1. *Peter: hire legal assistance to pursue actions to maintain land access*
2. *Barb: hire researcher/project manager to survey clubs for actual land access issues (is there a systemic problem?), develop approach to relationship building with land managers, form coalitions with other orgs that want land access; local ordinances.*

We have heard ideas that don't directly fit the restrictions of the [anniversary fund](#) ("club growth through three main projects"). We don't want to lose track of these good ideas, so Greg Lennon will start a document to be shared among board members where we can record ideas that we hear for OUSA. This will start out private to the board. Greg will populate it with ideas from Attackpoint and usofweb discussions. When the Communications Committee rolls out mechanisms for communication within OUSA, we can post it there.

Much of our discussion addressed the areas separately.

Marketing

Boris Granovskiyy moved that we allocate 20% of the Anniversary Fund to the marketing campaign to be led by Bob Forgrave with Greg Lennon supporting. Tom Strat seconded the motion. Kris took a voice vote and the motion passed with all board members present voting yes.

This project was outlined by them at the retreat, and includes taking advantage of a Google Adwords grant. Bob and Greg will provide a more detailed project plan with measurable deliverables.

Mapping

Barb and Peter presented their proposals.

Barb's proposal is for a Map Ambassador to visit 4 clubs over the summer, lead ISSOM map-making workshops, help create maps in or near urban centers, and help establish formats of introductory events. This would be documented for use by all clubs.

Peter's proposal (presented prior to last meeting; [this link](#) includes email discussion) establishes a mapping training program at national events and with online webinars. Money would be spent to support mappers traveling to those programs, and for equipment such as tablets.

Peter was asked to build a committee and work with Barb and others to come up with a proposal for the Board.

The Communications Committee was tasked with creating a Technology Committee with a goal of spending money from the 50th Anniversary Fund on technology to support clubs (such as website tools).

Land access

Kris is a member of the IOF Environmental Commission; they are planning to do environmental effect of orienteering studies that may be useful to us.

Peter stated that some money could be spent on lobbying. The issues are different for each area and club.

Greg Lennon was tasked with preparing specific proposals for spending 50th Anniversary Fund money for land access projects, to be brought to the Board no later than the in-person meeting in California.

Greg will incorporate Barb's suggestions about having a focus on building relationships with land managers.

Technology / web services

Kris asked Boris Granovskiyy to create Tech Committee in Communications Committee and report back with proposal on spending in that area.

Ski-O World Masters and World Cup Races in 2018

Alex Jospe gave a [presentation](#) about the event, and sent out the [budget](#) in advance. The organizers have been asked to present an update to the board at every board meeting until the event.

Summary of presentation:

- Event will be held at Craftsbury VT March 5-10, 2018
- OUSA and event branding are important.
- Organizing committee includes IOF and OUSA personnel
- See presentation for schedule, organizing committee, outstanding questions of IOF, next steps
- The plan needs work on sponsorship and marketing
- Budget assumes 70 WC and 150 WM participants, and roughly breaks even.
- GMOC will handle payments. Seed money, profit and risk all are taken on by ski-O team.
- Prioritizing a good event over profit. (Board discussion: why not aim at both bringing in good financial return *and* having a good event?)
- Organizers want help with PR (website, Twitter, ONA ads, Facebook, newsletter, etc).
Board discussion: use ONA articles. Work with Boris on content for newsletter and other advertising. Reach out to Canadian O Federation for help with advertising. Lee Todd offered to work with the organizers on outreach in the Vermont area.

Peter Goodwin moved to waive OUSA sanctioning fees, with the understanding that the event would pay IOF fees. Bob Forgrave seconded. After discussion, all directors present voted to approve.

Adjournment

Bob Forgrave moved to adjourn
Second: Peter Goodwin.
The motion passed unanimously.

Next in-person meeting

2:00-8:00 pm on Saturday of the BAOC A meet.