



## OUSA Board of Directors Meeting Minutes

August 12, 2019

Meeting by phone.

Meeting started at 8:00 pm.

### Present

From Board:

- Nathan Ohrwaschel
- William Jameson
- Barb Bryant
- Pat Meehan
- Susan Grandjean
- Matthew Robbins
- Ian Smith
- Clare Durand
- Kris Beecroft (joined during discussion of ONA)

### Others

- Sandy Fillebrown
- Mike Minium

### Summary

- Minutes from last meeting approved
- Credentials Committee will be Matthew Robbins, Janet Tryson, Glen Tryson. Ian moved; Pat seconded. The motion passed with no objections.
- Application for supporting membership from Vindura in Kentucky. They are a company that does adventure racing, trail racing and rogaines. The Board has to approve applications for supporting members. They want to use our insurance for rogaines, but will not be able to use it for other races. Matthew knows the person in Vindura and corresponded with him about insurance. William moves to accept the application; Ian seconds. With no votes against, the motion was approved.
- OCIN applied for the 2020 Nationals. This was approved by Sanctioning today. Alex (VP Competition) is not present to give her thoughts. We know of no other competing bid. Ian points out that OCIN put on a recent national championships (the one held in 2019 that was for 2018). We discussed holding another phone meeting before the AGM. Susan asked whether we have a formal deadline to apply for national titles. Clare said that Alex is attempting to institute a deadline of more than a full year in advance, however that hasn't been broadly announced. For 2020 we have not announced an official deadline. William moved to approve the bid tonight. Seconded by Pat. Discussion: Matthew suggests that the VP of Competition have veto power. Revised motion: to approve OCIN's bid for 2020 nationals, but giving Alex Jospe veto power, and with OCIN agreeing to hold off on marketing until we get Alex's approval. William accepts this friendly amendment. With no further discussion, a vote was taken. It was approved unanimously. Clare will contact Alex.
  - \*\*ADDITION TO NOTES: Alex had no objection to this bid, so the 2020 US Nationals were awarded to OCIN.\*\*

- Donna Fluegel will retire after her current contract to produce ONA. There are 2 or 3 more issues before that. We are not sure which would be the last issue. Clare asked that we discuss what to do.
  - There is no requirement to publish the magazine.
  - Mike wonders about the ownership of the name “Orienteering North America”.
  - We need to decide how to communicate with our members in the future.
  - How would this affect membership fees?
  - Ian: we need three layers of communication. (1) Instantaneous (emails, tweets, social media). (2) Newsletter. (3) Something with more substance, like a periodical. Ian feels we can save money if we don't have to put it in print. Ian would like to have something like ONA, but electronically, published 2-4 times/year. Finding the right people to put it together is important.
  - Clare: agrees with the 3 layers. The 3rd layer would not have to be a periodical. It could be a blog, with articles coming out on a more regular basis, but not necessary packaged all at the same time. That might be easier, because you would not need an editor to pull it all together.
  - Ian: something like this is important for our value proposition to our members. Moreover, Donna has struggled to get enough content. The original motivation like results and photos have been replaced by the internet.
  - Kris: you need someone who solicits and manages the content. It could be a volunteer. We need team members to write content, to give back to the community and because of our sponsorship.
  - Kris: maybe there could be a quarterly pamphlet or booklet for clubs to download and print; in there could be a customizable page with their schedule for the next 3-4 months. Information up front; standard article about how to get started in orienteering; some current events information.
  - Susan: suggests providing a calendar that could be part of the membership. It would be great if it could have upcoming events in it. Year-long submit photos; committee votes on photos for each month; deadline for major events.
  - How many ONAs go out? 900, 5 times a year.
  - Ian: regardless, we need to find a person.
  - Boris and Allie seem willing to continue with the newsletter.
  - Clare: maybe we can either have a VP of Communication and/or hire someone responsible for all three tiers of the communication. Kris likes this idea; communication and marketing are key if we want to get our message out to new people, while also serving existing members.
  - Kris suggests writing a job description and approaching people within the community, and then opening it up wider. Clare put something in the last newsletter along these lines and did not get any response. Kris: we may have reached the end of ONA's lifespan, and it's time to move to different means of communication. Clare: it was a labor of love.
  - Clare: before the end of the year we need to determine what we are going to do about our communication structures and our membership fee.

We adjourned at 9pm

Notes were taken by Barb Bryant.