

**USA Federation for Sport Cheering
Board of Directors Meeting
October 7, 2021**

The meeting was called to order at 1:04 p.m. CDT by Lauri Harris via ZOOM video/teleconference.

The following members of the Board of Directors participated in the meeting:

- Melanie Berry (*left at 2:07 p.m. CDT*)
- Rhonda Blanford-Green (*joined at 2:08 p.m. CDT*)
- Mike Burgess (non-voting)
- Justin Carrier (*left at 2:14 p.m. CDT*)
- Jim Chadwick
- Buffy Duhon
- Jesa Herman
- Kim Kaye
- Jim Lord (non-voting)
- Ryan O'Connor
- Bill Seely (*joined at 1:28 p.m. CDT*)
- Christa Sanford
- Ben Schreiber
- Carolyn Shoemaker
- John Stuart
- Lee Trudell

Absent from the meeting:

- None

Attending the meeting were the following:

- Lauri "Looie" Harris, Executive Director
- Landon Craft, Assistant Treasurer
- Jessica Chatto, Assistant Secretary
- Mark Jones, USA Cheer Public Relations Consultant
- Danika H. Mendrygal, Attorney, Mendrygal Law PLLC
- Lynne Howard, Paralegal, Mendrygal Law PLLC

Welcome / Announcements – Lauri Harris

- Lauri welcomed the Board to the meeting and shared announcements, including that USA Cheer is being awarded a \$5,000 grant from the National Council of Youth Sports (NYCS). Lee Trudell spoke briefly about the NYCS grant to be used for the Adaptive programs.

STUNT Update – Lauri Harris

- Lauri reported that the NCAA legislative process for STUNT to be recognized as an emerging sport has been placed on hold. She emphasized that while the hold delays the decision on STUNT securing emerging sport status, USA Cheer is continuing to stay the course on its efforts for recognition. Lauri also reported new developments in STUNT, including the University of Kentucky's addition of a Division I program and the Great Midwest Athletic Conference (GMAC) decision to sponsor a STUNT championship for the 2022/2023 season.

Mark Jones joined the meeting at 1:15 p.m. CDT

Special Guest Speaker – Lauri Harris; Mark Jones

- Lauri introduced Mark Jones, a public relations consultant who has been assisting USA Cheer with its public relations messaging and campaigns over the past year. Lauri shared that Mark held a long tenure with the U.S. Olympic & Paralympic Committee (USOPC) prior to becoming a consultant in the sports space. Mark provided a brief, high-level year in review from a public relations perspective, touching on the challenges the cheer community has faced. Mark also commented on the milestone of cheer being recognized by the IOC, and the path forward for cheer to be included on the Olympics program.

Bill Seely joined the meeting at 1:28 p.m. CDT; Mark Jones left the meeting at 1:33 p.m. CDT

ACES Conference – Lauri Harris

- Lauri provided a high-level overview of the topics discussed at the Association of Chief Executives for Sport (ACES) conference she attended this week, and shared her takeaways on the following topics:
 - rising insurance premiums for sport national governing bodies (NGBs).
 - development and integration of transgender policies in women's sports – emphasizing the conflicting guidelines among various authorities, including state and local laws.
 - COVID vaccine and testing, and effective management and oversight of the process particularly at events; and
 - briefing from SafeSport's CEO.
- With respect to SafeSport, Lauri elaborated that SafeSport indicated it is seeing an overall increase in abuse reports in the Olympic sports community. Sexual abuse reports remain about a third of the overall reports, with the increase primarily attributed to emotional/psychological abuse allegations and policy abuse/violations. She also shared that there were extensive discussions at the conference around the landscape of athlete protection and what that may look like for NGBs not expressly under the umbrella of USOPC and SafeSport's authority. She further noted that there is a general consensus in the sports community for NGBs to improve public relations communications to better inform on the positive actions NGBs are taking to identify offenders and their roles with respect to education and prevention of abuse, and overall athlete protection.
- Lauri reviewed the specific, proactive steps USA Cheer is taking for athlete protection and for the prevention of protocol and compliance gaps in the cheer community. She engaged in an extensive discussion with the Board around education and prevention, integrity of the sport, positive safety messaging, and possible ways to further enhance and integrate USA Cheer's efforts for athlete protection as a governing body.
- Lauri provided a brief update on the status of USA Cheer's application to the USOPC for recognition as a Recognized Sport Organization (RSO status), noting that she expects the application review process to proceed in spring/summer 2022.

Governance – Lauri Harris

- In continuance of the ACES Conference update, Lauri reviewed highlights of governance practices shared at the conference by USOPC and various NGBs. She further discussed with the Board the concept of utilizing a "task force" for an advisory role on matters that may not warrant establishing a long-term committee.

- Lauri displayed by remote technology a brief outline of considerations for USA Cheer's new governance structure, including basic details on proposed Board composition, and the intention to formalize certain committees/task forces.

Melanie Berry left the meeting at 2:07 p.m.

Rhonda Blanford-Green joined the meeting at 2:08 p.m.

Every Kid Sports – Lauri Harris

- Lauri provided a brief update on USA Cheer's partnership with Every Kid Sports, a national 501(c)(3) nonprofit organization, for the purpose of expanding grant opportunities for youth cheer participants.
- Lauri shared by remote technology USA Cheer's updated giving page on its website for the Board's feedback, noting that USA Cheer is planning a giving campaign fall 2021.

Financial Update – Lauri Harris

- Lauri referenced the Balance Sheet and Profit and Loss Statement as of August 31, 2021, circulated to the Board in advance of the meeting, and presented the Balance Sheet by remote technology for discussion.
- Jim Lord commented that income on safety courses has been improving over the last few months and getting closer to pre-pandemic trends.
- Lauri opened for any questions or comments from the Board, and there were none.

Justin Carrier left the meeting at 2:14 p.m.

Approval of June 2021 Minutes – Lauri Harris

- Lauri referenced the draft minutes of the June 2, 2021, meeting of the Board of Directors previously circulated to the Board for review. Lauri opened a discussion for comments or revisions.
- With no comments or revisions raised, upon motion by Rhonda Blanford-Green to approve the minutes as circulated, seconded by Bill Seely, and carried without dissent, the June 2, 2021, minutes were unanimously approved.

Approval of Financials – Lauri Harris

- Lauri called for a motion to approve the Balance Sheet and Profit and Loss Statement as of August 31, 2021, as circulated to the Board in advance of the meeting.
- Upon motion by Jim Chadwick, seconded by Kim Kaye, and carried without dissent, the Balance Sheet and Profit and Loss Statement as of August 31, 2021, were unanimously approved.

Election of Treasurer – Lauri Harris

- Lauri called for a motion to appoint Landon Craft as the Treasurer, to fill the current vacancy in such office.
- Upon motion by Lee Trudell, seconded by Rhonda Blanford-Green, and carried without dissent, Landon Craft was appointed as the Treasurer.

Next Board Meeting/Other Business – Lauri Harris

- In the near term, USA Cheer is working on establishing a Governance Task Force to advise and assist on USA Cheer's proposed governance restructuring.
- The next Board meeting is scheduled for December 8, 2021.

With no further questions or additional business, the meeting was adjourned at 2:22 p.m. CDT.

Respectfully submitted,

Lauri Harris, Executive Director