USA Federation for Sport Cheering
Annual Meeting of the Board of Directors
Hyatt Regency New Orleans, Conference Room Bolden 3
July 11, 2024

After a roll call, the meeting was called to order at approximately 5:33 p.m. CT by Lauri Harris.

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

- Justin Carrier
- Asia Chatman (*via Zoom, left 6:02 p.m.*)
- Bob Dunseath (*via Zoom*)
- Dr. Jeff Dugas (*joined 5:48 p.m.*)
- Celia Kiogima
- Jim Lord (non-voting)
- Karissa Niehoff *(via Zoom, joined 5:36 p.m.*)
- Ryan O'Connor *(via Zoom, left 6:31 p.m.)*
- Christa Sanford *(via Zoom)*
- Bill Seely *(via Zoom, left 6:02 p.m.)*
- John Stuart
- Lee Trudell

Directors absent from the meeting:

- Andrés Cantero
- Ben Schreiber
- Jeff Geldien
- Kaitlynn Vollmer

Also attending the meeting were the following:

- Lauri Harris, Executive Director
- Jessica Chatto, Assistant Secretary
- Lynne M. Howard, Paralegal, Mendrygal Law PLLC *(via Zoom)*

Confirmation of Appointment of NFHS Director – Lauri Harris

- Lauri reported to the Board that the National Federation of State High School Associations (NFHS) appointed Karissa Niehoff to serve as a director on USA Cheer's Board as successor to Rhonda Blanford Green, and shared information about Karissa's professional background. At Lauri's request, Ms. Howard stated that the motion before the Board is to confirm NFHS's appointment of Karissa Niehoff as a director of USA Cheer, serving for the remaining unexpired portion of Rhonda Blanford Green's term (being through June 30, 2025). Upon the motion moved by Justin Carrier, and seconded by Bob Dunseath, the motion was unanimously approved. Karissa was admitted to the meeting and, at Lauri's request, she shared a brief introduction.

Approval of Minutes – Lauri Harris

- Lauri referenced the draft minutes of the April 5, 2024 meeting of the Board of Directors, circulated to the Board in advance of the meeting. Upon a motion by Justin Carrier, and seconded by Celia Kiogima, the April 5, 2024 minutes were unanimously approved.

Financials – Lauri Harris and Bob Dunseath

- Lauri referenced the financials circulated to the Board in advance of the meeting, including the proposed FY24-25 budget and the FY23-24 budget to actuals report.
- Lauri reported that USA Cheer is obtaining proposals for preparation of audited financial statements, and noted that the expenses for "accounting fees" in the proposed budget are currently estimated and will be adjusted as needed for the audit expense once confirmed.
- Lauri reviewed in detail the permitted adjustments set forth in the footnotes to the proposed budget, noting that the purpose of the permitted adjustments is to provide a reasonable range within the Board's delegated authority for managing expenses throughout the fiscal year to improve operational efficiency.
- Bob provided an overview of FY23-24 financial performance, with the key takeaways being that revenue was 20% higher than budgeted and that net expenses came in at approximately only $2,000 over budget. In comparison to FY22-23, Bob reported that FY23-24 net operating income was up 150%.
- Bob then provided an overview of the proposed FY24-25 budget. With respect to revenue, he noted there is an 8% budgeted increase across income categories, with an additional significant gain derived from sponsorship commitments. Bob briefly discussed the budgeted expenses.

At approximately 5:48 Dr. Dugas joined the meeting

- Lauri provided additional comments on the budgeted expenses, and opened for questions. After discussion of questions, Bob moved that the proposed FY24-25 budget be approved as presented, and that the Board also adopt the resolutions regarding the FY23-24 budget report as circulated to the Board in advance of the meeting. Upon the motion seconded by Justin Carrier, the FY24-25 budget and the following resolutions regarding the FY23-24 budget report were unanimously approved:

> RESOLVED, that, the budget report reflecting USA Cheer's actual revenue and expenses for fiscal year 2023-2024, as presented, is hereby ratified, confirmed, and approved in all respects; and
>
> FURTHER RESOLVED, that, the revisions to the expense categories for fiscal year 2023-2024, and all prior expenses paid, indebtedness incurred, and contracts executed and delivered on behalf of USA Cheer by the Executive Director and/or President related thereto, are hereby specifically ratified, confirmed, and approved in all respects.

- Lauri ended the financial update with brief comments that USA Cheer's financial planning will include development of three primary areas: investments and savings plan, existing loan, and seed money to expand the impact of USA Cheer's charitable activities, and that she anticipates sharing more with the Board on these strategies in the fall.

Legal Update – Lauri Harris

- Lauri provided a brief legal update. Upon conclusion she opened for and responded to questions.

Safe Sport – Lauri Harris and Jim Lord

- Jim provided a brief update on the investigations process, highlighting USA Cheer's continuous practice of assessing and evaluating the process and implementation of best practices, and reported on the number of active investigations and resolutions.
- The Board engaged in a brief discussion around investigations and USA Cheer's priority of athlete safety. Lauri also shared insights with respect to USA Cheer's status as an RSO and the limited resources as it pertains to the investigations process.

At approximately 6:02 Asia Chatman and Bill Seely left the meeting

National Team Update – Lauri Harris

- Lauri reported on the successful Germany ambassador trip, and provided an update on upcoming National Team international events. Lauri highlighted that there are multiple National Teams representing the U.S. at the Pan American Championships and announced that Pom Doubles have been admitted to the World Games. Dr. Dugas shared athletic trainer/medical resource and preparedness considerations with respect to the World Games.

Memberships Update – Jessica Chatto

- Jessica presented membership numbers across the various membership categories for the current fiscal year and prior 5 fiscal years. She noted that FY23-24 memberships were up 16.5% compared to the prior year. She highlighted that the current membership cycle opened on June 1, and membership totals have already reached 20,000, suggesting a great trajectory for this cycle.
- Jessica informed of changes to membership categories for FY24-25 to better accommodate the youth / junior market.
- Lauri provided additional comments on growth in the youth / junior market, and the value USA Cheer membership offers as a comprehensive solution for safety education, athlete protection, background checks, etc.

Social Media / Marketing Update – Lauri Harris

- Lauri reported statistics across USA Cheer and STUNT's social media platforms, reporting growth in followers. Lauri also provided an update on email marketing, noting that USA Cheer is seeing a 57% open rate.

Safety & Education Year In Review – Jim Lord

- Jim shared highlights on updates to High School Rules and College Rules, and provided a year-over-year comparison of full safety course completion.
- Jim reviewed the safety month campaign for August 2024.

Image Committee – Lauri Harris

- Lauri provided a brief update on this work group, and reported that the group plans to meet again this summer to continue discussions around USA Cheer's initiatives on promoting healthy aspects of body image and, in particular, strategies to encourage coaches, athletes, and parents to keep the cheerleading community trending in a positive direction on this issue.

USASF MOU – Lauri Harris

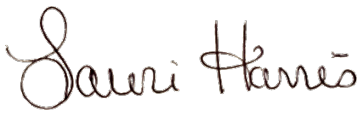
- Lauri provided a brief update on the status of the proposed memorandum of understanding between USA Cheer and USASF with respect to promoting athlete protection across the sport, noting that the parties have not yet executed an agreement, but are continuing to work together.

At approximately 6:31 p.m. Ryan O'Connor left the meeting

Closing of Meeting and Adjournment – Lauri Harris

- Lauri noted that the next Board meeting will be held October 17th, 4:30 p.m. CT.
- With no further questions or comments, the meeting was adjourned at approximately 6:37 p.m. CT.

Respectfully submitted,



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Lauri Harris, Executive Director