

Indiana Water Ski Association Board of Directors Meeting 11-20-2021

- 1. Call to order 1:00 PM Zoom Meeting and Conference Call Meeting**
 - a. Attendees:** Kim Contos, Neal Clark, Jeff Cross, Don Bucher, Shane Bucher, Cody Sharkey, Randy Sharkey, Prissy Edwards, Casey Contos, Dan Reed, Dave Jarrett. **Guests:** Nate Smith.
 - 2. Acceptance of October 5th, 2021 Minutes.**
 - 3. Finance:** Don Bucher supplied the finance information that is basically the same as the October report. "End of year reports have been filed."
Financial report attached.
 - i. Don also reported a conversation with the Miller family. (Barb Miller Scholarship Fund) "Should 2 possible candidates be eligible, the family would support awarding 2 scholarships"**
 - ii. Don also shared a quarterly report from USA Water Ski. Report also attached.**
 - 4. Membership:** Prissy Edwards reported that the October report stands unchanged. She also stated that she intends to do a physical mailing again in the spring as it was so successful for 2021. Report attached.
 - 5. Adaptive Skier Report:** Dan Reed Stated the upcoming 2020 Nationals and a clinic are on the calendar. Also noted was a \$335,000 grant for adaptive water skiers from the U.S. Department of Veterans Affairs. (see attached USA Water Ski quarterly report for details.)
 - 6. Website:** Dan Reed reported not much activity since tournament season has ended.
 - 7. Junior Development:** Kent Hoops inked in June 2nd-3rd 2022 for the Junior Development to be held at Kodiak Lake. Kent also mentioned the interest in doing a "collegiate" event in 2022.
 - 8. Hall of Fame:** Randy Sharkey suggested that a committee be set up for Hall of Fame selection. Hopefully, submission of nominees and selection of a recipient could be done earlier in 2022 then allowing for decision of an awards location, date, time could be decided.
 - 9. Sponsorship:** Neal Clark that discussions are on-going with LD Smith Plumbing and Raccoon Lake Boat Rentals for possible sponsorship spots. Shane Bucher offered to contact Pro Wake as he and the Mishlers have a relationship with them. Kent Hoops is now associated with Indy Boat Company in Indianapolis for possible sponsorship.
 - 10. Monday Night Ski League:** Jarrett reported no plans in place yet.
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- 11.Junior State Records Review:** A lengthy discussion evolved due to the creation of new junior level water ski categories. How do we recognize past records/achievements with new skier age groups? Old records and new records need to be sorted out and posted appropriately. Randy Sharkey, Cody Sharkey, and Don Bucher have agreed to get together in the spring to review and come up with a solution.
 - 12.Indiana State Championships -** Hawthorne Lake is the only bidder. Date is July 23rd for a one day event. July 24th is reserved for any uncompleted events from June 23rd. The possibility of running a “record” event was discussed with no final decision made at this writing. Katie McCullough has accepted the task of organizing a banquet event on Saturday night July 23rd.
 - 13.Membership Renewal System:** USA Water Ski renewals will be commencing for 2022. The requirement for all members to take the Safe Sport accreditation was discussed. Also noted was the requirement for all judges to have a “background check” performed. A discussion followed about the responsibility/liability being placed on local clubs to “police” these new requirements. One suggestion for us all to do now is write letters to the President of USA Water Ski. Another suggestion was for USA Water Ski to incorporate these requirements into the “on line” registration process.
 - 14.Adjournment:** Motion to Adjourn was made at 2:20 PM and passed unanimously.
 - a. Respectfully Submitted – Dave Jarrett 11-20-2021
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Indiana Water Ski Association
Income Statement
1/1/2021 to 9/30/2021
Cash

	Jan 2021	Sep 2021	Actual
Revenue			
Gross Receipts or Sales			
Membership fees collected			
Family Memberships		200.00	
Individual Memberships		1,253.07	
Sponsorship Donations		600.00	
	Revenue	\$2,053.07	
	Gross Profit	\$2,053.07	
Expenses			
Management Expense			
Administrative Expenses		96.00	
Other Business Expense			
Special Contributions Donation		800.00	
General & Administrative Expense			
Awards and Medals		574.85	
Barb Miller Scholarship		500.00	
Donation for Nationals Webcast		250.00	
Pay Pal fees		9.01	
	Expenses	\$2,229.86	
	Income (Loss) From Operations	(\$176.79)	
Other Revenue			
Interest Income			
Misc. Interest Income		0.52	
Other Income			
Barb Miller Scholarship Fund		579.12	
	Other Revenue	\$579.64	
Other Expenses			
Other Expense			
All Other Donations		100.00	
	Other Expenses	\$100.00	
	Net Other	\$479.64	
	Net Income (Loss)	\$302.85	

Report Options

Period: 1/1/2021 to 9/30/2021

Display Level: Level 3 Accounts

Display Account Categories: Yes

Display Subtotals: None

Reporting Method: Cash

Include Accounts: Accounts With Activity

Indiana Water Ski Association
Balance Sheet
Book Value
As of 9/30/2021

Assets

Current Assets
Cash

Chase Bank checking act.	5,390.73
Chase Bank savings act.	12,268.22
Total Cash	17,658.95
Total Current Assets	17,658.95

Total Assets 17,658.95

Equity

Contributed Capital

Barb Miller Scholarship Fund	5,131.34
Total Contributed Capital	5,131.34

Retained Earnings

General Fund	12,527.61
Total Retained Earnings	12,527.61
Total Equity	17,658.95

Total Liabilities and Equity 17,658.95

I (we) certify that the information on this Balance Sheet is true and correct to the best of my (our) knowledge.

(Signature)

(Signature)

(Date)

2021 Membership 10/05/2021

Single Membership	53
Family Membership	31
Collegiate	2
Total Paid	86
Hall of Fame	26
Total all Members	112

Barb Miller Scholarship Fund Donations for 2021 \$605.00

USA-WSWS BOD 3rd Quarter Update

Administration

- **Membership System** - New Integress membership, learning management system (LMS) and event management system (EMS) set to launch in mid/late November. Still finalizing testing and data migration. Email will be sent to membership with instructions on how to sign into the new site (both individual members and clubs will need to create a new password for the new system to access the new MembersOnly area).
 - **Practice Sanctioning** - Clubs will no longer have to sanction every practice. Once practice sanctioning is purchased by a club in the new system, they simply sign an acknowledgment. Exhibitions and practices with guest members will still need to be sanctioned through the new system.
 - **Basic Skills Clinics** – Sanctioning of Basic Skills clinics can be done in the new event registration system (no longer using the form on sharelifeonthewater.com).
 - **Courses** - Driver and instructor courses have been moved from Digital Chalk to the new Integress learning management system.
- **Kyle Tate/Brenda Nichols lawsuit and grievance vs. USA-WSWS** – A grievance and lawsuit were filed in early June 2021 by Tate and Nichols against members of the Judicial Committee from incidents that allegedly occurred in 2018. Bob Archambeau has named an interim judicial committee chair and that chair has appointed a hearing panel made up of disinterested members and an athlete representative to hear the internal grievance complaint. Through USA-WSWS, the individual persons being grieved against have secured counsel for defense of the complaint. Currently our D&O policy is defending the organization in the lawsuit; however, it does not apply to defending the internal grievance. There is a motion to dismiss hearing for the lawsuit scheduled for December 13, 2021 in Orange County, Florida. The D&O policy has a \$25,000 deductible. Thus far the grievance and lawsuit have cost the organization nearly \$10,000 in legal fees. We anticipate a total out of pocket (non-budgeted) expense of between \$20,000-\$25,000 to defend these unsubstantiated claims.
- **U.S. Department of Veterans Affairs Grant** – We were informed in early October that our application for a grant to support our adaptive sports division (via equipment grants for veterans with disabilities and a series of adaptive water ski clinics for veterans with disabilities) was approved in the amount of \$335,214. We had a kickoff call with the Department of Veteran Affairs last week and will begin to plan the program implementation in partnership with board members of the Adaptive Sports Discipline. We hope to announce the grant via a press release, website article and social media post on Nov. 11 (Veterans Day). The key objectives for the grant funds include:
 - Provide 200+ adaptive veteran athletes with free registration to “Learn to Ski” basic skills clinics.

- Host a minimum of 10 veteran focused Adaptive “Learn to Ski” basic skills clinics in 2022 concentrating in geographical regions where there are currently limited opportunities for adaptive veterans and members of the Armed Forces.
- Increase “Learn to Ski” basic skills clinics for adaptive athletes nationally by 30%.
- Provide a minimum of 10 emerging competitive adaptive water ski athletes with a \$9,500 equipment grant to purchase necessary equipment for sport participation.
- **Insurance Renewal** – As anticipated, the market for insurance carriers to take NGB business has shrunk significantly. EPIC informed us in late October that Philadelphia, our current general liability, and umbrella excess carrier is getting out of the NGB business all together and will not renew our policy for 2022. The decision was not water ski specific but rather they have no appetite to cover NGBs given the recent sexual misconduct claims. There are two potential carriers willing to entertain proposals – Everest and American Specialty – but with limited and/or reduced sexual abuse and misconduct (SAM) coverage. American Specialty also has concerns over concussion and head trauma and may require exclusions and/or concussion training for select members (safety officials, etc.). EPIC is getting quotes now and expects a minimum 20 percent premium increase from last year (\$215,000 for GL and umbrella in 2021; likely \$260,000 in 2022 – a \$45,000 increase).

Finances

- Please see the attached balance sheet, P&L and A/R aging summary.
- Current account balances include:
 - Bank First (Operating Account) - \$565,048
 - UBS (Investment Account) - \$451,752

Membership

- Total members as October 31, 2021 is **13,700**
 - 4,264 Individual active
 - 1,365 Family head of household
 - 3,665 Family active (spouse and dependents)
 - 3,062 Under 25 active
 - 558 Grassroots active
 - 164 Ambassador/Life active
 - 288 Individual Supporting
 - 344 Ambassador/Life supporting

Below is a membership comparison through October 31 for 2019, 2020 and 2021

<u>Year</u>	<u>Total Members (as of Oct. 31)</u>
2018	14,674
2019	14,475
2020	11,365
2021	13,700 (20.5% increase over 2020; 6.6% decrease since 2018)

Membership Marketing

- **100th Anniversary of Water Skiing** – The year 2022 marks the 100th anniversary of the sport. USA-WSWS is creating a 100th anniversary marketing campaign to help generate more interest and awareness in the sport.
 - **Soft Launch** - The September 2021 soft launch of the celebration included the logo reveal, a call to action for our Sport Disciplines, USA-WSWS Clubs, USA-WSWS National Championships LOCs, sponsors, and industry allies to add the 100th Anniversary logo to their websites, social media platforms and event collateral). The initiative was announced in the fall issue of *The Water Skier* and included a 2-week preview flash sale of 100th Anniversary merchandise items which grossed \$3,409.86 in sales and a \$906.61 in profit for USA-WSWS.
 - **Polk County Sports Marketing** continues to support 100th Anniversary marketing efforts by partnering with USA-WSWS on a number of initiatives. PCSM is investing more than \$50,000 in the initiative including \$12,500 directly to USA-WSWS for various marketing items.
 - **2022 Key Activation Elements**
 - Dedicated page/section on usawaterski.org highlighting historical timeline and top 100 influencers in the sport over the last 100 years
 - Awards Banquet/Gala (January); Live streamed and each attendee to receive a commemorative 100th coin
 - 100th themed merchandise throughout 2022
 - Special 100th Anniversary edition issue of *The Water Skier* magazine (before summer issue) which will include 100th window decal
 - Participation in Water Ski Days in Lake City, Minnesota (July)
 - Winter Haven, FL (Water Ski Capital of the World) – signage around the city; painted water tower with 100th themed branding
 - Event signage and goodie bags with 100th swag for participants at various Regional and National tournaments (July – August)
 - Encouraging show ski clubs to host 100th themed shows (e.g. water skiing through the decades)
 - IWWF Show Ski Worlds (October)

- Commemorative stamp - On Oct. 21, U.S. Representative Angie Craig (MN) introduced a bicameral resolution to honor the 100th anniversary of water skiing. The resolution, which was also introduced in the Senate by Senator Amy Klobuchar, encourages the United States Postal Service to design, print and distribute a new stamp honoring the upcoming anniversary of water skiing as well as Lake City, Minnesota's contribution to water sports - <https://craig.house.gov/media/press-releases/representative-angie-craig-introduces-resolution-honoring-100th-anniversary>

Sponsorship

- Heading into 2022, we have \$112,000 under contract. Renewals needed to close for 2022 include: Goode (marketing contract), Nautique, Indmar Marine Engines, Lake On Company, Masterline, MasterCraft (June) and Ski Safe
- Non-Endemic Potentials we are currently pitching and have shown interest:
 - Guaranteed Rate
 - Progressive Insurance
 - Action Horizons (media production company)
 - Reaching out with introduction to USA-WSWS to list of RV, Truck, Gas/Petroleum and Hard Selzer companies (received a list of 150+ contacts from Sponsor United that we currently have in our Salesforce pipeline)
- Others in the pipeline that receive periodic communication: Zero Off, ToYou Bars, Herbalife, Forrest T Jones (Liberty Mutual Insurance), So Good So You, Roswell Marine, Wet Sounds, Airhead, Kicker Audio, Hit it H2O, Zup Boards, Body Glove
- Told us "No" for 2022 - Seadek

Compliance / Safe Sport

- With the recent approval of the bylaws and P&P changes, the USOPC Certification Review Group is recommending certifying USA-WSWS with a Renewal in Good Standing. See note below from the USOPC:
 - "You are all set from a certification standpoint until the next review begins in 2025 (next audit will be in 2024). Only thing remaining this year is for our team get the report I sent over last week up to the USOPC board for approval, then we'll let you know when it's official." – Mark Storey, USOPC, Director of Compliance
- SafeSport Training
 - Members with ACTIVE SafeSport Training (completed between October 25, 2020 - October 25, 2021):
 - SafeSport Core Course: 448
 - Refresher Training: 668
 - Total Active Trained Members: 1,116

- SafeSport Event Audit (2021 NSSA D1 Show Ski National Championships):
 - The SafeSport Audit covered three main categories where you can receive scores of "Not Implemented", "Partially Implemented" and "Implemented" in each category. We received the scores below:
 - Education and Training - Not Implemented
 - Communication and Reporting - Partially Implemented
 - Quality Control - Partially Implemented
 - Fran, Nate and Leigh (from Leopoldus Law) met with the event auditor and discussed corrective actions for each of the categories above. Working with Leopoldus Law to provide a corrective action plan and implementation timeline to the Center by Nov. 4.
- Animated Video – We received a grant from the USOPC to produce this animated video about Safe Sport that we will be using to encourage all adult members to get trained prior to Jan. 1, 2022. This video will be shared via email, e-newsletters, on the website and via social media. <https://youtu.be/AJMqngADN4s>

Misc.

- **Virtual Video Contest** – In August we hosted an online video contest sponsored by Indmar Marine Engines and Connelly Skis where we asked members to submit their most creative and cool video for a chance to win prizes from Connelly. We received just [18 submissions](#) but the winning video was a huge success on social media and went viral. To date, the video has more than **46.8 million** impressions, **24.4 million** views, **348,000** interactions (likes, shares, comments) and helped to generate more than 2,000 new Facebook followers - <https://www.facebook.com/USAWaterski/videos/565754944712310/>
- **Small Town, Big Deal TV Show** – The 2021 Wisconsin State Show Ski Tournament was featured on a recent segment of the television show [Small Town, Big Deal](#). Congrats to the NSSA and the organizers of the Wisconsin State Tournament for getting this on the air - <https://youtu.be/O5P0gpihS1Q>