



## Minutes of December 5, 2023, Board of Directors Meeting Via Videoconference

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**Board members present:** Gen. Peter Chiarelli (Chairman), Carl Allegretti, Dr. Gerard Gioia, Scott Hallenbeck (non-voting), Eric Holliday, Mark Murphy, Elizabeth Okey, Dr. Allen Sills, Pete Ward, Rachel Worsham

**Absent:** Mike Golic, Sheila Hamp, Ashlea Klam, Kelly Mehrtens, Dr. Karissa Neihoff

**Staff present:** Joe Banach, Connie Fisher, Adam Hale, Eric Mayes, Curtis Peterson, Jamie Riley

**Guests present:** Alexia Gallagher (NFL Foundation VP of Philanthropy and Executive Director)

### Call to Order and Welcome.

Chairman General Peter Chiarelli called the meeting to order at 12:03pm EST and welcomed those in attendance.

#### 1. Approval of Minutes.

No corrections were made to the June 13, 2023, minutes as distributed.

MOTION: Carl Allegretti made a motion that the minutes of June 13, 2023, be approved. Dr. Gioia seconded the motion, which passed unanimously.

#### 2. Chairman's Remarks.

Chairman Chiarelli welcomed those in attendance. He was proud to announce since the June meeting, the IOC and USOPC opted to include flag football in the LA 2028 Olympic Games. As USA Football is the governing body, we have the responsibility to field Team USA and our goal continues to be bringing home gold.

Because of the timeframe for LA2028, our renewal request to the NFL Foundation was for a five-year grant term (versus the usual four year). He, along with Scott Hallenbeck and Jamie Riley attended the meeting in October, to present the request, which has been approved. Until the Foundation identifies their communication strategy, they asked that we do not publicize this. Offered gratitude to Alexia Gallagher for her continued support noting this would not be



possible without her. Additionally, he thanked Mark Murphy and Sheila Hamp for advocating for USA Football within the NFL and the Foundation.

Board governance is an integral part of the USOPC's governing body certification process; therefore, there are areas in which we need to modify to adhere to their requirements. One adjustment, which was approved in December 2022, was the number of board seats and the percentage of athlete representation. The athletes are in the midst of their voting process and Hallenbeck will announce them as soon as they are released.

Chairman Chiarelli stated there are three board members who are up for re-election. Mike Golic, Elizabeth Okey and Pete Ward have agreed to continue to serve on USA Football's Board of Directors for another term and called for a vote to retain Golic, Okey and Ward for another term.

MOTION: Motion was made by Rachel Worsham and seconded by Carl Allegretti to retain Mike Golic, Elizabeth Okey and Pete ward for another term, which was unanimously approved.

He also wanted to thank departing board members for their service. Both Kelly Mehrstens and Karissa Niehoff's terms are up at the end of 2023. We appreciate their time and contributions made to support USA Football.

Lastly, Chairman Chiarelli shared how pleased he is with the progress Hallenbeck and the USA Football team has made and offers the full support of the board moving forward with not only the Olympic Games but also all the programs offered. Then he turned the meeting over to Hallenbeck.

### 3. **Governance.**

Scott Hallenbeck thanked outgoing board members for their support and made comments regarding not only LA2028 but also present and potential programs USAFB will be involved in. The unprecedented steps making USAFB the national governing body could not begin until the official announcement that was made in October. As the sole member of IFAF and the continuing membership with the USOPC, we are taking necessary steps to proactively begin the process. Turned discussion over to Eric Mayes.

Mayes reported that during our own in-depth, internal audit, USAFB was already operating at 65% in-line or above USOPC requirements. The remaining 35% is focused on athletes and membership, specifically, code of conduct, conflict of



interest and gift/entertainment policies to be applied to all staff, contractors, volunteers and the board of directors. Our goal is to meet with the USOPC this month to layout where we currently are and recommend an entry point for full compliance in January 2025 then completing the process in January 2026. This split is due to our diverse membership and ensure the compliance standards are effectively executed.

Mayes outlined how the compliance process will impact the board including requiring three meetings per year and SafeSport training similar to what the staff will be required to do. He reviewed proposed amendments and revisions to the USAFB bylaws.

Chairman Chiarelli asked if any members had questions, there were none. He called for a motion to approve the proposed bylaw revisions and amendments as stipulated in the presentation.

MOTION: Motion was made by Elizabeth Okey and seconded by Pete Ward to approve the proposed bylaw revisions and amendments, no opposing votes.

Mayes then presented information regarding the Athlete Advisory Council and its responsibilities. Chairman Chiarelli called for a motion to approve adding the Athlete Advisory Council to the bylaws with an effective date of December 5, 2023.

MOTION: Motion was made by Elizabeth Okey and seconded by Carl Allegretti to add the Athlete Advisory Council to the USAFB bylaws, which was unanimously approved.

#### 4. **CEO Report.**

Hallenbeck thanked Eric Mayes and everyone involved with the Olympic pursuit process. He also reported our past National Teams have earned six gold medals with 72 athletes and 12 coaches from 16 states and eight countries. Our focus will be coach selection and player recruitment.

He shared the progress of our Football Development Model (FDM). Looking at football holistically, he reported a 44% increase in enrollments with 3,629 non-contact teams added and 8,023 rookie or modified teams added.



Our League Excellence Program (LEP) has also seen impressive increase with 71% more leagues being eligible from 2021-2023 (1,832 eligible with 2,100 in total). We are looking at more stringent criteria and ensuring leagues are following through with required insurance.

Hallenbeck noted there has been a 41% increase in flag certification from 2021-2023 with the backbone of the certification being mental health and abuse prevention.

He thanked the NFL Foundation for continued support allowing us to impact sustainability. Most funding goes to operations and equipment with a higher number of girls' flag requests. We have supported programs in all 50 states and work with the NFL clubs in distributing money. Discussing whether or not we should offer fewer, but larger grants and will decide moving forward.

For 2023, USAFB will continue to expand engagements with NFL clubs. Hallenbeck introduced Adam Hale, Senior Analyst.

## **5. 2024 Strategic Direction Overview.**

Hale reviewed outcomes from the 2023 participation study offering USAFB ideas on how to make our organization better. Curtis Peterson covered information regarding the expansion of FDM levels 5-7 and reviewed affiliations, membership and sanctioned tournaments. Discussion followed regarding out to share information about the safety of the sport and designing a strategy to disseminate information to the community with the goal being offensive vs. defensive.

Eric Mayes outlined the procedures for scouting, talent identification and selection procedures for the Olympic team as well as developing officials and engagement.

Brittney Brothers updated events including qualifiers and The One. She also shared information for upcoming Blitz events.

Connie Fisher outlined the plan to grow and diversify revenue with our fundraising plan. Joe Banach shared current and prospective partnership opportunities.



## **6. Finance Update.**

Carl Allegretti thanked Connie Fisher for the work done on financials and the budget. Fisher reviewed 2023 and proposed 2024 budget.

Chairman Chiarelli called for a motion to approved the 2024 budget.

MOTION: Motion was made by Dr. Gerard Gioia and seconded by Pete Ward to approve the 2024 budget, which was unanimously approved.

In addition, the state of Minnesota requires board approval to fundraise within their state. Chairman Chiarelli called for a motion to allow USAFB to fundraise within the state of Minnesota.

MOTION: Motion was made by Elizabeth Okey and seconded by Rachel Worsham to fundraise in Minnesota, which was unanimously approved.

## **7. Adjournment.**

Chairman Chiarelli thanked all in attendance for their time. Motion was made, seconded, and approved to adjourn the meeting at 3:07pm (EST).