



Minutes of June 12 2024, Board of Directors Meeting 676 N. Michigan Ave., Chicago, IL 34th Floor Large Conference Room

Board members present: Gen. Peter Chiarelli (Chairman), Carl Allegretti, Amber Clark, Dr. Gerard Gioia, Mike Golic, Scott Hallenbeck (non-voting), Ashlea Klam, Darcy Leslie, Mark Murphy, Elizabeth Okey, Pete Ward

Absent: Eric Holliday, Dr. Allen Sills

Staff present: Ryan Anderson, Joe Banach, Connie Fisher, Chad Hahn, Adam Hale, Eric Mayes, Brandon McCladdie, Curtis Peterson, Jamie Riley

Guests present: Alexia Gallagher (NFL Foundation VP of Philanthropy and Executive Director); Tony Skeeters

Call to Order and Welcome.

Chairman General Peter Chiarelli called the meeting to order at 9:00am CST and welcomed those in attendance.

1. Approval of Minutes.

No corrections were made to the December 5, 2023, minutes as distributed.

MOTION: Carl Allegretti made a motion that the minutes of December 5, 2023, be approved. Mark Murphy seconded the motion, which passed unanimously.

2. Conflict of Interest.

Jamie Riley informed the board that, in accordance with USOPC requirements, members must annually sign a conflict-of-interest form. Additionally, they are now asked to declare any changes since the December 5, 2023, meeting. No changes were reported.

Discussed that moving forward, if a conflict is reported, the severity will be determined through USAFB's Judiciary Committee and will decide how to handle the situation.

No declarations were made during the meeting.



3. Officer Appointments.

Call for vote on Board Resolution Appointment of Officers:

Board Chair:	Peter Chiarelli
Board Vice Chair:	Mark Murphy
Board Treasurer:	Carl Allegretti
Chief Executive Officer:	J. Scott Hallenbeck
Chief Operating Officer:	Jamie Riley
Chief Financial Officer:	Connie Fisher

MOTION: Motion was made by Elizabeth Okey and seconded by Carl Allegretti to approve the board resolution Appointment of Officers and was unanimously approved.

4. New Board Members.

Chiarelli welcomed the newest board members.

Amber Clark was introduced by Chiarelli. Clark, a member of our 2023 gold medal national team, who beat Mexico, joins us. She is currently women's flag football head coach at the University of Saint Mary in Kansas.

Next, Darcy Leslie, who was a linebacker for the US National tackle team, joins us. Darcy spent eight years in the Women's Football Alliance and is currently the owner of Hardware Strength and Conditioning in Chicago.

5. Chairman's Closing Remarks.

In closing, Chairman Chiarelli pointed out how diligently the team has pursued formal governing body certification with the USOPC, working on elevating our brand and athlete opportunities and ensuring support from the football community.

He highlighted multiple announcements, including one in Sports Illustrated, about our partnership with Under Armour, which is a real testament to the team and the hard work they have been doing. Meeting turned over to Scott Hallenbeck.



6. **CEO Report.**

Scott Hallenbeck thanked Carl Allegretti for once again hosting the summer board meeting.

He reported that the process with the USOPC is a work in progress. Staff attended training in January and have consulted with NGB experts and completed a self-assessment, the outcome of which is favorable to the level of how prepared USAFB is to be certified. On May 7, the USOPC opened submissions early for us to apply for NGB status. Anyone can apply. Process should be concluded by December.

Hallenbeck noted USAFB is at or ahead of schedule on most goals for 2024. Enrollment trending to 5,000 for 2024 and is free for leagues to join. Both flag and tackle certifications are picking up, down from last year due to starting later in 2024. Offering membership is required from the USOPC. Launched in 2023, the program is up over 400% from last year.

As always, we appreciate the support the NFL Foundation gives us which allows us the opportunity to fund flag programs and underserved communities with the goal of helping them with sustainability. They have extended support for the next five years.

NFL club engagement is stronger than ever and more diverse with offering 43 so far. Hallenbeck turned it over to Joe Banach to review partnerships, with the Under Armour being the largest one in USAFB's history.

7. **Partnerships.**

Banach shared that a unique kit will be created with input from athletes, coaches and leaders in the sport. Soon we will be announcing Oakley with both a monetary and product investment to USAFB. On a smaller scale, but still important, partnerships with Football Play Card, BSN and NCSI who will be assisting with more stringent background checks as required by the USOPC.

Looking at developing relationships with Gatorade, Dick's Sporting Goods and Octagon in the next year.

8. **Finance Update.**

Connie Fisher presented the audit, which is not finalized yet. 2023 saw a gain of \$616,000 on the restricted side with a \$1.2 million total gain including



endowments. She also reported the liquidity of the organization is in good standing.

Fisher reviewed the numbers she presented and explained the nuisances of what they mean based on Q1. Noted that memberships will likely be its own product revenue line moving forward.

She highlighted a large amount for professional services which is due to the USA Flag litigations. Additionally, a previous sponsor is in default of \$550,000 and implementing a fundraising component to the organization is unknown.

The four-year cumulative change will become more critical as it is something the USOPC looks closely at.

There was discussion regarding the NFL Foundation's grant amount. USAFB has not asked for more in several years. It was, however, left open in case we did not anticipate the costs around LA2028 correctly. Our goal is to meet any additional needs through outside sources.

9. USOPC NGB Certification.

Jamie Riley reported the submission for NGB status has already been filed. Currently, we are evaluating how this will impact USAFB constituency as a whole such as extensive Safe Sport training for anyone who has contact with minors including staff and contractors. A minimum of \$50,000 is the baseline cost. Hallenbeck pointed out there are other costs that will be added and variable. There will be no cost to constituency but rather the organization. There will be investments in both software and administration as well.

Eric Mayes explained that athlete representation on the board and committees is required for USOPC compliance. With four current athlete members, a fifth one will be added. The biggest piece of this is the Athlete Advisory Council so that group has five athlete representatives of both flag and tackle national team participant and that intersects with the USOPC's Team USA. Will have more information at December's meeting.

10. State of the Game.

Adam Hale gave a report on football based on research and surveys. Key points include a small increase in tackle participation, a large increase in flag only leagues and a more diverse group of participants. Also, there are more flag participation than tackle participation since 2017 with a 40% increase in girls' playing flag.



Discussion followed regarding working with other groups to better spread the information about tackle and flag football.

11. USA Football Council and Committee Updates.

Girls' Football Advisory Committee: Elizabeth Okey gave an update on what they discussed highlighting the need for quality coaches and officials and recruiting for that. In addition, she pointed out the importance of knowing the rules and being consistent with those rules.

Medical Advisory Panel: Dr. Gerard Gioia announced that Dr. Brian Hainline retired, but fortunately will be staying with the MAP. They are bringing on a sports psychologist, Chelsea Bowman, to the committee, which will be meeting later this week. In March, they discussed their football development readiness project. Other topics included bringing in AI to determine physical readiness, using guardian caps which are helmet add-ons and biometric mouth guards.

Youth Football Advisory Council: Curtis Peterson introduced Antonio Skeeters, the VP of Gold Coast Youth Football League which has 3,000 participants and is the president of the Youth Football Advisory Council, a combination of the League Advisory Council and the Coach Advisory Council. They met in May and topics included having a director of player safety, promoting the perks of being a member of USAFB, creating a community chat room for USAFB, reviewing injuries in flag football especially in the knee and how to decrease those dangers, and developing officials from the grassroots level.

12. High Performance/National Teams.

Eric Mayes gave an update on the status of the National Teams including training camps and competitions on both the junior and adult levels. He highlighted their success and continued development of the program and preparations for Finland. This pipeline is imperative to the creation of the Olympic Team and sustainability of flag football internationally.

13. Olympic/National Team Development Program.

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



engagement. Our main focus is building the best possible team. This will be accomplished by setting guidelines that are required by the USOPC and include declaration of intent to participate in the selection process well in advance of the tryouts. He pointed out that we are on the right track, but there is still a considerable amount of preparation before 2028.

14. Fundraising.

Scott Hallenbeck introduced Brandon McCladdie, the new Director of Fundraising. McCladdie presented the roadmap of our fundraising efforts which include online support, knowing our purpose and having the ability to articulate what USAFB does to tell the story and find opportunities to share the vision with potential donors.

In order to implement these strategies, a board fundraising policy needs to be included in our bylaws.

MOTION: Motion was made by Elizabeth Okey and seconded by Ashlea Klam to approve the board fundraising policy as written in our bylaws. Unanimously passed.

15. Legal Update.

Jamie Riley updated the status of current litigations involving USA Flag including expected timeline. With any legal case, it is a slow process and a tentative date for trial is January 2025.

A legislation update on California AB 3047 was given. This bill does not propose a ban on youth tackle football, but it does commission a study by the state into the impacts of head injuries and how chronic traumatic encephalopathy might be linked to youth football.

16. Cyber Security

Chad Hahn, our Senior Director of IT, discussed current cybersecurity measures we are taking starting with staff education and training. These measures protect software and computers and data protection and recovery.

17. Adjournment.



Chairman Chiarelli thanked all in attendance for their time. Motion was made, seconded, and approved to adjourn the meeting at 1:00pm CST.