



Minutes of June 16, 2022, Board of Directors Meeting Via Videoconference

Board members present: Todd Berry, Gen. Peter Chiarelli (Chairman), Dr. Gerald Gioia, Mike Golic, Scott Hallenbeck (non-voting), Sheila Hamp, Oliver Luck, Kelly Mehrrens, Mark Murphy, Dr. Karissa Niehoff, Elizabeth Okey, Dr. Allen Sills, Pete Ward, Kevin Warren, Rachel Worsham, Carl Allegretti

Absent: Eric Holliday (suspended via athlete issue)

Staff present: Connie Fisher, Nicole Hollomon, Ian Gentile, Eric Mayes, Curtis Peterson, Jamie Riley

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

Call to Order and Welcome.

Scott Hallenbeck welcomed General Peter Chiarelli as the new Board Chairman filling the position vacated by the passing of General Ray Odierno last year. Hallenbeck highlighted Chiarelli's accomplishments during his 40-year Army tenure, including earning the rank of 4-star general and traumatic injury research.

Chairman General Peter Chiarelli called the meeting to order and welcomed those in attendance then acknowledged the loss of General Odierno for both the county and USA Football.

1. Approval of Minutes.

No corrections were made to the December 16, 2021, minutes as distributed.

MOTION: Motion was made and seconded to approve the minutes. The vote was unanimous to approve the minutes.

2. Departing and New Board Members.

General Chiarelli welcomed newest board member, Dr. Gerald Gioia, who was elected to fill the seat held by Dr. McCray as McCray completed his eligibility period. He reported that Dr. Gioia agreed to chair the Medical Advisory Panel, citing his experience as Chief of Pediatric Neuropsychology at Children's National Health Systems making Dr. Gioia an ideal chairman.



General Chiarelli also welcomed Detroit Lions principal owner and advocate for advancing female athletes in football, Sheila Hamp, as a new board member, filling a vacant NFL representative seat. Known as a champion in the Detroit Community, Hamp, along with Dee Haslam, has worked diligently in advancing young women in professional football.

3. Carl Allegretti Nomination.

General Chiarelli introduced Carl Allegretti who is president of Arbor Investments and serves on the National Football Foundation's Board of Directors. He noted that in 2022, Allegretti became a member of the National Football Foundation's Leadership Hall of Fame. In addition, Allegretti serves as Chair of the Audit Committee for Ann and Robert H. Lurie Children's Hospital in Chicago and Co-Chair of the After School Matters Advisory Board which serves high school teams in Chicago. Chiarelli highlighted Allegretti's nearly 40 years' experience in finance and non-profits are matched with USAFB's goals and motioned to elect him to the Board of Directors.

MOTION: Motion was made and seconded to appoint Allegretti for a 3-year term. The vote was unanimous to approve his nomination as a board member.

4. Chairman's Remarks.

Chairman General Chiarelli expressed how pleased he is with the accomplishments the team has made this year, beginning with the coach certification program. He encouraged all board members to take the certification noting it is the most thorough and in-depth youth certification on the market.

Chiarelli applauded the strides being made toward our pursuit in getting flag football in the LA 2028 Olympics. He had the opportunity to witness the rematch with our U.S. National Team and Mexico with members of IFAF and the USOPC.

Chiarelli outlined the meeting he and Scott Hallenbeck had with NFL Commissioner Roger Goddell to identify areas of focus and collaboration amongst the two groups. They are working to identify additional dates to meet with the NFL marketing to further the discussions.



Finally, Chiarelli detailed the meetings he and Hallenbeck have had with the US Army and General Funk with the goal to develop a stronger connection between the two groups. Several areas of opportunity were identified, and we will continue to pursue this relationship.

Chiarelli finished by mentioning how honored he is to work with Hallenbeck and his team.

5. **CEO Report.**

Hallenbeck presented an overview of USA Football's activities and accomplishments in the first half of 2022, encouraging all board members to consider potential non-traditional groups to align with in order to continue growth in the organization.

Hallenbeck acknowledged Mike Golic's extensive support of USA Football through media opportunities. Chiarelli reiterated Hallenbeck's gratitude and expressed his appreciation for the exposure.

Hallenbeck next outlined strategy success highlighting enrollments being up 19% over last year making us 77% of our goal. In addition, we are approaching 1,000,000 certified coaches since 2012. For the current year we are experiencing a 15% increase and are at 9% in completed certification over last year with a 42% increase in sales over last year.

He then highlighted our annual grant program which continues to provide assistance to youth organization with their highest expenses being uniforms, equipment insurance and technology. To-date we have awarded over \$1.5 million. We recently launched a new grant offering as part of our female participation efforts and had 209 applicants. Additionally, we are awarding 10-12 organization up to \$15K each in support of their launching a flag football program focused on female participation.

Finally, Hallenbeck reported our Blitz community engagements efforts are again being well received. Six Blitz events have been hosted, all with NFL clubs, that welcomed more than 5,000 registrants. Additional events are scheduled for June and July. He noted 34% of registrants reported having no prior experience with organized play.



6. Finance Update.

Hallenbeck introduced Connie Fisher, who gave an update on the January to April financials.

7. Research and Business Intelligence.

Nicole Holloway introduced herself and provided the board with a brief introduction to our research process. She highlighted key findings in our football experiences and participation study as well as outline proposed next steps based on the data collected. There were 38,000 responses to the USA Football study which focused on items such as football experiences, sports attrition, coaches and general participation.

8. High Performance Plan.

Eric Mayes explained what high performance is as a progressive participant pathway. He shared the importance of aligning our organization with other governing bodies similar to the Olympic Movement and USOPC. Mayes discussed the 2022 World Games, US Women's National Team and other programs that identify and assist high performance athletes.

Mayes introduced Ian Gentile who outlined the High-Performance Planning process and explained it is a long-term strategic plan as a target for the 2028 Olympics as a goal.

9. Olympic Pursuit.

Hallenbeck provided the Board an update on the progress made by the International Federation of American Football (IFAF) and USA Football in their pursuit of Flag Football's inclusion in the 2028 Los Angeles Olympic Games. He noted how competitive being included is due to the fact that baseball and softball want back in, and cricket and lacrosse are vying for inclusion. Overall feedback is our efforts are on-base and progressing effectively.

10. Female Pathway.

Nicole Hollomon gave an update on the progress for female's inclusion in football. She highlighted the Girls & Women's Football Leadership Summit and the Girls' Football Advisory Council. They are working to obtain NFL club



engagements and financial investments to continue increasing opportunities for women in football.

11. Adjournment.

Murphy thanked all in attendance for their time and thanked Hallenbeck and USA Football staff for their hard work throughout 2021. Motion was made, seconded, and approved to adjourn the meeting.