



Minutes of June 13, 2023, Board of Directors Meeting 676 N. Michigan Ave., Chicago, IL 34th Floor Large Conference Room

Board members present: Gen. Peter Chiarelli (Chairman), Carl Allegretti, Dr. Gerard Gioia, Mike Golic, Scott Hallenbeck (non-voting), Sheila Hamp, Ashlea Klam, Kelly Mehrstens, Mark Murphy, Dr. Karissa Niehoff, Elizabeth Okey, Dr. Allen Sills, Rachel Worsham

Absent: Eric Holliday, Pete Ward, Kevin Warren

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

Guests present: Lindsay Mullen (Prosper), Susan Kahan (Prosper), **Virtual guests:** Alexia Gallagher (NFL)

Call to Order and Welcome.

Chairman General Peter Chiarelli called the meeting to order at 1:04pm and welcomed those in attendance and thanked Carl Allegretti for hosting this meeting.

1. Approval of Minutes.

No corrections were made to the December 6, 2022, minutes as distributed.

MOTION: Motion was made by Gerard Gioia and seconded by Rachel Worsham to approve the minutes. The vote was unanimous to approve the minutes.

2. Welcome New Board Member/Treasurer Nomination

Chairman Chiarelli introduced Ashlea Klam as the newest member of our board of directors as an athlete representative. Klam is a freshman at Keiser University where she is a member of their flag football team. Having been on the 2022 17U NT and the 2023 Women's National Team, Klam offers a fresh perspective to the USA Football board of Directors.

Chairman Chiarelli recommended Carl Allegretti as board treasurer and called for a vote to approve the nomination.



MOTION: Motion was made by Kelly Mehrstens and seconded by Mark Murphy to accept the nomination of Allegretti as treasurer. The vote was unanimous to accept the nomination of Allegretti as treasurer.

3. Chairman's Remarks.

Chairman General Chiarelli again thanked Allegretti for hosting the June board meeting and welcomed him as the new board treasurer. Allegretti thanked the board for the opportunity and pointed out working with Connie Fisher, and all she does makes it an easy role. He also reiterated his passion for football and is excited about the expansion across gender lines, explaining the game is important from not only an entertainment perspective, but also a positive culture and community one as well.

Chiarelli reminded the board of the request sent to all board members regarding key expectations in representing USA Football. As the organization evolves and grows, there is a need for active engagement and support as board members in areas ranging from participation in strategic discussions to advocating on behalf of USA Football for fundraising efforts. The key goal is to diversify revenue, which has been traditionally built upon a long-standing, and much appreciated, relationship and support of the NFL Foundation.

Chiarelli highlighted the presentation he and Scott Hallenbeck made during the October NFL Foundation board meeting, providing them with the impact USAFB is making in the sport. He thanked Alexia Gallagher, the NFL Foundation VP of Philanthropy and Executive Director, for providing the opportunity to make that presentation and for their continued support.

In addition, two USAFB board members are now serving on the NFL Foundation board – Sheila Hamp and Mark Murphy – and invited them to share their opinion on how the Foundation meeting went. Hamp felt the USAFB representatives were well received and appreciated the synergy of the two entities.

Chiarelli concluded by expressing his enthusiasm for working with USAFB in achieving their goals and thanked Hallenbeck and the team for their hard work.

4. CEO Report.

Hallenbeck shared updates to our current metrics, meeting and/or exceeding expectations. He highlighted we are currently at 73% of our yearly goal for FDM



enrollment, 941 of which are new organizations. Additionally, we are 78% over last year for our coach certifications. 2023 is a beta year for memberships and are currently at 27% for the goal. Lastly, we exceeded our goal of \$2.2 million in grants awarded.

Hallenbeck discussed USA Football's efforts for the inclusion of flag football in the 2028 Olympics and the process the IOC takes moving from IFAF to USA Football as the sole governing body. Delegation size for the entire Olympic teams is in our favor due to the fact that flag football teams do not require a large number of athletes. The sports who are also in the mix are baseball/softball and cricket; however, they are both bat sports and require many athletes on those teams. He explained that the local city has a say in regard to what sports may be considered (for ticket sales, marketing, etc.) and LA2028 is supportive of flag football. It is rare to be recognized and potentially put into the Olympic games at the same time, which reflects positively for us. He credited the NFL and all they do to highlight football, bringing recognition to flag as well. Discussion regarding this endeavor followed.

5. USOPC Compliance/National Teams.

Eric Mayes continued with the Olympic discussion adding IFAF is currently the conditional representative of flag football and if and when flag football is announced for the Olympic games the NGB certification process would begin (information provided in their board books). This process would include a compliance audit, which we have already started.

The five (5) parts required by the IOC are: Compliance & Board Structure which includes engagement and athlete representation; Financial Standards ensuring revenue diversity and sustainability; Athlete Protection & Rights adhering to Safe Sports standards and Anti-Doping regulations; Sports Performance outlining how athletes are chosen and how we develop next generation athletes and coaches to ensure consistent competitive excellence; Operational Performance guaranteeing USAFB as an organization is sustainable with transparent reporting, strategic planning, etc. Mayes also highlighted current committees and reported adding a Flag Football Competition committee recently.

6. High Performance

Next, Mayes shared efforts for programs to be aligned with the High-Performance Mission and Vision by continuing focusing on pillars of high



performance and providing high level athlete support in a remote environment. Key to athlete recruitment is social media coverage. Celeste Ballou, who is in charge of social media branding, has done an excellent job having our story shared and encouraging athletes to utilize social media to promote themselves thus promoting USAFB. Chairman Chiarelli asked if we offer guidelines in regard to what athletes can and can't say. Mayes shared that media training and best practices is offered to all the athletes.

Our safety and wellness policies have been revamped with a comprehensive athlete agreement that includes code of conduct, rights and responsibilities, whistleblower policy, etc. to keep all athletes informed of expectations and steps to take if issues arise.

Mayes noted our current partners which include US Performance Center in Charlotte who provides us with access to high level support. They are familiar with NGBs, assisting several now and are knowledgeable about the roles of NGBs. In addition, we are working with Breakaway and Gametime to aid in the scouting process to ensure consistency and identifying athletes.

Discussion followed regarding athletes' personal safety. Mayes pointed out the primary focus of the US Center for Safe Sport is created to address those types of issues. Additionally, any audit the USOPC conducts will ensure all structures are in place with our procedures of governance. The USOPC provides an ombudsman if necessary to assist with any complaints made by the athletes.

In July, the IFAF American Continental Championships and USAF's Jr. International Cup will be held at University of North Carolina. Currently, IFAF does not host the junior cup and USAFB will continue as needed. He also outlined upcoming events into 2024 and the development of high-performance athletes.

7. Growth/Diversity Support

Joe Banach thanked the NFL Foundation partnership for their ongoing commitment to USAFB. He reported our partnership with Riddell was secured for another three years for equipment. BSN will continue as our team sales partner. Massov is our official glove for a one-year agreement. As mentioned before, Breakaway will continue to offer support necessary with athlete development. Defibtech on-board as our official AED partner not just for products but to also assist with educational resources and certification training. For insurance, Sportsline will be the official company for insurance needs.



Lastly, currently developing a strategic partnership with the Arena Football League (AFL) as their field is conducive to flag needs and talent identification.

Connie Fisher introduced Lindsay Mullen and Susan Kahan from Prosper who discussed fundraising strategies for USAFB. After meeting with other NGB's and current stakeholders, they developed a "Case for Support" which is meant to be a conversation started for fundraising. From their research, key components to what makes USAFB special include being trusted, having ability to make football safer for kids while having fun, and fostering next generation of players, coaches and fans.

The conversation for an ask will begin at \$50k, which will generate \$10mil over the next five years. Smaller amounts considered later in the fundraising process. They shared the next steps, which include outlining the "buckets" for funding, getting the staff and board set for who would handle different aspects for fundraising and who to target to begin the conversation.

Extensive discussion followed regarding a high level versus grassroots focus. Fisher explained that from an administrative perspective, it takes money to implement these programs. We have minimal administrative expenses (less than 15%), which is also a significant selling point. Currently, USAFB is working on ensuring we are registered in each state and in compliance with their requirements.

8. Football Development Model (FDM): Developmental Readiness.

Hallenbeck introduced Dr. Gioia who shared issues regarding public perception of tackle football and strategies USAFB can use to properly educate not only parents, but the community at large, about focusing on the development of the child versus their age when determining readiness for tackle football.

He outlined unique benefits to football and the importance of this sport in developing team unity, passion and perseverance in youth football. After creating the FDM it is time to gear the game to the child's developmental level rather than age. This is done by promoting competencies at the individual skill set and pace.

This works by taking the athlete and their readiness and the game and its curriculum and combining them. Gioia pointed out that both physical readiness and self-control readiness need to be identified.



Discussion regarding public perception and the importance of USAFB to continue educating the public and sharing information is essential and will take a concerted effort for the change.

Gioia explained the Football Development Readiness (FDR) project which will begin with planning and development to build research infrastructure then conduct the research in the second phase. Lastly, these findings will translate into a practical FDR toolkit.

9. Legal Update.

Scott Hallenbeck gave an update on the legislation in California and New York regarding tackle football. California has shelved the legislation. In New York, he reported the steps USAFB is taking to educate those who are in decision-making positions. We will continue to monitor, distribute information and engage with those individuals.

He reported there is no new news about the trademark infringement lawsuit USAFB has with the Flag Football World Championship Tournament/USA Flag/Travis Burnett and will keep the board updated with any developments.

10. Finance Update.

Hallenbeck introduced Carl Allegretti who shared our audit is still in draft but doesn't anticipate any issues. Allegretti passed the floor to Connie Fisher, who gave an update on the 2023 budget. She noted variances from actual to budgeted items and offered explanations for those. Both the audit and 990's will be sent to the board members once received.

11. Adjournment.

Chairman Chiarelli thanked all in attendance for their time and again thanked Carl Allegretti for hosting the meeting. Motion was made, seconded, and approved to adjourn the meeting at 3:02pm (CST).