



**Hybrid Board Meeting**  
Thursday, February 16, 2023

Participants: Cherie Greer Brown, Alex Cade, Kristen Carr, Tamara Floruss, Jules Heningburg, Jim Kanuch, Anna Kim, Sarah Leary, Andrew Lee, Darren Lowe, Beth Lyman, Christianne Malone, Sarah Bullard McDaniel, Brandon Perkins, Mikko Red Arrow, Ann Rodriguez, Courtney Shute, Whitney Nye

Absent: Kevin Corrigan

Staff participants: Ann Carpenetti, Cara Morris, Nancy Patrick, Marc Riccio, Jon Rodak, Kiernan Schindler, Brian Silcott, Karen Krupka Smith and Ellen Zavian.

Mr. Lee called the meeting to order at 2:01 p.m.

**Welcome and Review of Agenda** [A. Lee]: Mr. Lee welcomed attendees and thanked everyone for taking time to participate.

**Consent Agenda** [A. Lee]:

- A. November Board Meeting Minutes: Mr. Lowe moved to approve the November 2022 Board meeting minutes; Ms. Floruss seconded the motion. The motion was approved.

**2022 Review** [M. Riccio / C. Morris]:

- Mr. Riccio provided CEO Executive Summary highlights.
- Ms. Morris provided Balance Sheet highlights and provided insights on the Income Statement.
- Mr. Riccio reviewed 2022 female and male membership trend graphs

**2023 Business Plan** [M. Riccio]: Mr. Riccio stated 2023 organizational goals of revenues, participation and high performance ladder up to the organization's mission of fueling the growth, enriching the experience and fielding the best national teams. He reviewed 2023 membership projections. Discussion ensued regarding boy's lacrosse participation trends.

**Long Range Planning (LRP)** [M. Riccio]: Mr. Riccio stated USAL's LRP serves two purposes:

1. Internally, it gives us the framework from which we can build our annual plans to hit the moonshot. We need the stretch from an internal standpoint around which we can rally.
2. The LRP will provide a unified call to action that USAL will present to the entire lacrosse community. This could unify the sport and professionalize it. Lacrosse would become viable and relevant, and attract new audiences.

Breakout sessions occurred for an hour. Group representatives provided discussion results on the three topics:

1. Double participation in the sport by 2030
2. Increase annual revenue to \$50 million by 2030
3. Remain the most successful lacrosse nation in the world

**Governance Committee Update:** Ms. McDaniel noted Ms. Malone, Ms. Floruss and Mr. Corrigan have terms ending July 31<sup>st</sup> and will be ineligible to serve an additional term. Mr. Riccio is in discussions with Coach Tierney about an IMLCA Board representative to the USAL Board. The Governance Committee has identified characteristics to prioritize:

- Community, grassroots, youth league representation
- Expertise in technology with a slant on modern marketing strategy
- Elite athlete
- Titan of industry in the sports and entertainment world

Ms. McDaniel stated Ms. Patrick will circulate a call for names email to the USAL Board and certain staff members.

**2023 LaxCon Results** [K. Krupka Smith]: Ms. Krupka Smith provided a recap of events that generated highest participation and how USAL can improve the event.

**2023 USA Lacrosse Foundation Gala** [J. Rodak]: Mr. Rodak shared names of honorees and recommendations for an event host. He provided an update on event commitments to date. Mr. Rodak will share event collateral information with Ms. Patrick to forward to the USAL Board. Mr. Lee suggested Mr. Rodak lean on the USAL Board for help with connections to potential corporate sponsors and high net worth individuals in the NYC area.

**Adjourn:** The meeting adjourned at 6:00 p.m.

**There will be a hybrid Board meeting on Wednesday, June 7<sup>th</sup>, 12:30 – 4:15 p.m. at Meet on Broadway in NYC.**