



**Board Meeting Minutes**  
Monday, November 4, 2024

Participants: Rick Burton, Alex Cade, Kristen Carr, Tim Corrigan, Jim Kanuch, Fielding Jamieson, Anna Kim, Andrew Lee, Andrea Lin, Darren Lowe, Juan-Pablo Mas, Sarah Bullard McDaniel, Shawn Nadelen, Mikko Red Arrow, Ann Rodriguez, and Gina Thomas

Staff participants: Will Blake, Caitlin Kelley, Dwane Morgan, Cara Morris, Nancy Patrick, Marc Riccio, Brian Silcott, Karen Krupka Smith, Jason Vescovi and Ellen Zavian

Absent: Whitney Nye, Brandon Perkins and Jen Russell

Ms. McDaniel called the meeting to order at 10:01 a.m.

- I. Welcome** [S. McDaniel]: Ms. McDaniel welcomed in-person and virtual meeting attendees. She gave a special welcome to new Board members.
- II. Consent Agenda** [S. McDaniel]: Ms. McDaniel stated the Consent Agenda consisted of June Board meeting minutes and Executive Committee Action Items since the June Board meeting. Mr. Lee moved to approve the Consent Agenda. Mr. Burton seconded the motion. The motion was approved.
- III. Long Range Plan (LRP)/Finance** [J. Kanuch/C. Morris]: Report submitted. Mr. Riccio stated the LRP is through 2030 and outlines how USAL plans to affect material change. He referenced a slide that contained the three organizational goals and their KPIs. USAL's Annual Operating Plan ladders up into these.  
Mr. Riccio referenced USAL's 2024 goals and associated targets. USAL has seen a reduction in core participation (play 13+ times/year) but an increase in casual participation (play 12 or less times a year). The National Teams hit their medal targets.  
Mr. Riccio referenced the 2025 goals for Revenues, Participation and National Teams. The U.S. National Teams will participate in three international competitions in 2025. The Men's U20 World Championship will take place in South Korea and the Women's Sixes (World Games) in China. Associated costs will be high.

Ms. Morris referenced the September Consolidated Balance Sheet. Because USAL has voting rights over the USA Lacrosse Foundation, the financials are consolidated. Three organizations are included: USA Lacrosse, the USA Lacrosse Foundation and the US Lacrosse Center, LLC. The LLC has one member: the USAL Foundation, and its sole purpose is the land and building. Each of the three components is its own entity and they are separated for tax purposes. Ms. Morris referenced the email she sent the previous day to the Board, requesting all Directors acknowledge they had received the Form 990. The majority of assets are the land, the building, operational reserves and Brown Advisory investments.

Ms. Morris referenced the Quarterly Cashflow slide, noting the organization typically has a

Mr. Kanuch stated staff leadership provided presentations at the October 28<sup>th</sup> USAL Finance Committee meeting. He foresees LA28 positively affecting USAL revenues. Discussion ensued.

Ms. Smith reviewed USAL membership revenue trends, including Membership Department strategies for 2025, which include driving membership retention and journeys.

Mr. Silcott stated the Sport Growth Department's goal over the next several years is to spread the PE and Flex6 programs as widely as possible.

Mr. Blake stated USAL is focused on being more strategic with endemic renewals, educating the market and making it as easy as possible to consume the sport. Mr. Blake reviewed 2025 revenue goals. Discussion ensued.

Mr. Riccio stated fundraising staff is taking advantage of multiple opportunities. He stated USAL will engage a company to perform a feasibility study on a fundraising campaign. The 2025 budget includes funding for an additional Major Gifts Officer. Discussion ensued.

Ms. Morris stated USAL provides a breakdown of Ancillary Revenues components because the amount exceeds \$2M. She stated the NTDP increased revenues YOY and is a successful program.

Dr. Vescovi stated the High Performance Department consists of three verticals: National Teams (NT) (eight teams), NTDP (4 teams) and the Center for Sports, Science & Safety. NT expenses have increased YOY due to program expansion and travel costs for competition. The NTs will travel twice to Asia in 2025.

Discussion ensued regarding the breakdown of 2025 Membership & Communications expenses.

Mr. Kanuch moved to approve the 2025 USAL Operating Budget; Ms. McDaniel seconded the motion. The motion was approved.

- IV. Lacrosse Equipment Certification Council** [M. Riccio/C. Kelley/G. Wimberly]: Report submitted. Mr. Riccio introduced Ms. Kelley and Mr. Wimberly. USAL's role in equipment has been leadership, particularly in the women's game. USAL's Sports Science & Safety Subcommittee is comprised of subject matter experts who provide guidance to the organization. He reviewed pre-circulated materials. Extensive discussion ensued. Mr. Kanuch moved to approve the revised and updated 2015 LECC concept and establish the nonprofit entity to reflect such. Ms. Carr seconded the motion. The motion was approved.
- V. Lunch:** 12:20 – 12:45 p.m.
- VI. NGB Application Update** [M. Riccio/E. Zavian]: Report submitted. Mr. Riccio stated the USOPC application process has accelerated. Dr. Vescovi stated three documents regarding High Performance are required for the application. Ms. Zavian stated Mr. Riccio, Dr. Vescovi and she would attend a USOPC Assembly November 14<sup>th</sup> and 15<sup>th</sup>. USAL is performing a final USAL Bylaw review. Ms. McDaniel asked about the Athlete Advisory Council. Ms. Zavian stated that group will decide if USAL will need to have 33% athlete representation on its national volunteer groups. Discussion ensued.
- VII. Topline DEIO Strategy / Plan** [B. Silcott]: Report submitted. Mr. Silcott stated USAL continues to create a more diverse representation of the sport. Discussion ensued. Mr. Mas stated the DEIO Subcommittee's challenge is to solidify USAL's objectives and ways the organization can affect the culture. Discussion ensued.
- VIII. Research, Insights, Trends Discussion** [D. Morgan]: Report submitted. Mr. Morgan stated USAL's snapshot of what is occurring in the sport of lacrosse will provide history, trajectory, and opportunities. He stated USAL membership has grown 17% since the end of Covid; national participation in lacrosse has grown 5%. USAL's analytics team broke down participation into age

groups. He reviewed key metrics from the resulting data and provided information on what percentage can be addressed for USAL membership. Key insights are to extend focus beyond youth, retain members as they move beyond the youth category, and to continue to provide opportunities for PE programs/grants and Pick-Up-and-Play. Mr. Morgan reviewed ethnicity trends within the sport of lacrosse, noting the Hispanic community has the fastest growth demographic in lacrosse.

**IX. New Business**

- **Board Meeting Retreat Discussion** [M. Riccio]: Mr. Riccio stated Ms. Lin’s and Ms. Rodriguez’s participation in a September two-day staff retreat were rated as highlights of the event. He would like to discuss at a future date what the appropriate mechanism is for the full Board to interact more closely with the staff.
- **Subcommittee Nominee** [S. McDaniel]: Ms. McDaniel asked for approval of Christina Glorioso’s nomination to serve on the Sponsorship Subcommittee. Mr. Lee moved to approve the nomination; Mr. Burton seconded the motion. The motion was approved.

**X. Old Business:** No topics arose.

**XI. Executive Session:** Staff other than Mr. Riccio exited the room at 2:03 p.m.

**XII. Adjourn:** The meeting adjourned at 2:29 p.m.

The Board approved the following: <ul style="list-style-type: none"><li>• The Consent Agenda</li><li>• The proposed 2025 Operating Budget</li><li>• The revised and updated 2015 LECC concept and establish the nonprofit entity to reflect such.</li><li>• Christina Glorioso’s nomination to serve on the Sponsorship Subcommittee</li></ul>
Action Items <ul style="list-style-type: none"><li>• None were assigned</li></ul>

**There will be a USAL hybrid Board meeting from 11:00 a.m. – 3:00 p.m., ET, on Monday, February 17, 2025.**