



## USA Taekwondo

### MINUTES OF A MEETING OF THE BOARD OF DIRECTORS Wednesday, December 20, 2023

#### Attendance:

P = Present; L = Late Attendance; A = Absent

P	Carol Lewis, Independent Director, Chair	P	Bongseok Kim, Affiliated organization Director
A	Brianna Salinaro, USOPC AAC Athlete Rep	A	Kim Voss, Independent Director
P	Cheyenne Lewis, USOPC AAC Athlete Rep	P	Daniel Chun, Independent Director
A	Jaysen Ishida, USOPC AAC Athlete Rep	P	Mitch Sprengelmeyer
P	David Turgeon, USATKD AAC Athlete Rep	P	Caroline Inay-Park, AAC Athlete Rep
P	Ron Southwick, Coach Director		
P	John Holloway, Referee Director		

#### Also Present:

USA Taekwondo Staff Members Steve McNally, Jay Warwick, Stephen Lambdin and Christy Strong Simmons.

#### Guests:

Bruce Harris  
Robert Fujimura  
Audrey Crawford

#### Meeting called to order:

#### Agenda:

##### *1: Roll Call and Conflict of Interest Disclosures*

Mr. McNally executed a roll call and determined there was a quorum.

Mr. McNally requested any conflict of interest disclosures.

Mr. Sprengelmeyer mentioned a conflict of interest with discussion regarding the US Performance Center.

##### *2: Chair's Opening Remarks*

Ms. Lewis discussed the amazing performance of USA Taekwondo athletes and that the organization and Board have a lot to be proud of. She attended the Pan Am Games and it was her first time witnessing this team competition. Team Trials is coming up in early January 2024 and this is an exciting time for the organization.

##### *3: CEO Report*

Mr. McNally said that this has been a remarkable and record-breaking year in many ways. We have finally recovered from the COVID set back and the organization is outperforming in numerous areas. Revenue is improving now, and the upward moving trend line is significant. The move to North Carolina, the increase in sponsorships and investment in athletes is astronomical. It may be possible to reach 7 million next year. Membership numbers are almost at pre-COVID levels and event numbers are up as well. We are re-engaging with members and the sky is the limit. In addition, a significant amount of money was spent on athletes and their development. The Pan Am Games results were the best in taekwondo history.

We had medalists across the program, and we are much deeper in athlete talent than ever before. Athletic performance is amazing. We will be embarking on getting taekwondo recognized as an emerging sport in the NCAA next August. Safe Sport cases in the past were numerous and challenging. This year, there was one case. Education and changes in policy are working. Removal of past members that were unreceptive about safeguarding the sport and our athletes was essential.

Winning is expensive and the organization has invested heavily in the athletes, creating a sustainable pipeline, training, and programs. Moving forward, less revenue will be required as the infrastructure is now in place and the focus in 2024 will be on the Paris Athletes. Now is the time to grow the organization's bank balance.

The USOPC Audit of all the NGBs occurred this year. Their new policies and changes to existing policies affected the outcome for all the NGBs. It was really a snapshot of where each Governing Body is with 48 benchmarks. Originally, USA Taekwondo was deficient in 15 of these benchmarks. Only three items remain that could not be fixed in remediation.

Mr. Holloway requested a copy of the USOPC Audit.

Ms. Lewis and Mr. McNally mentioned that these would be sent to the Board shortly. Ms. Lewis further remarked that discussion regarding the Audit would be helpful prior to seeing the document.

Mr. Holloway and Mr. Warwick mentioned that in 1987 the men's team won 6 out of 8 medals but there was no women's competition at that time.

#### *4: COO Report & 2024 Budget approval*

Mr. Warwick mentioned that there was a lot going on in 2023. High Performance and the Chief Executive office move to Charlotte. Finance, Events, Member Services, the Dan Office, and Operations remained in Colorado Spring. The Colorado Springs Office has moved from Garden of the Gods to Sport House. The various departments work in teams to get all functions of the organization done. Beginning in January 2023, all staff are helping with projects and initiatives beyond their home departments.

We are focused on LA moving forward. In addition, USAT's 50<sup>th</sup> Anniversary is in 2024 and the staff as well as Ms. Sharon Jewell are planning various events and activations for this important milestone.

#### *Management Update:*

##### *Member Services*

2022 Individual Members – 7739  
2023 Individual Members – 9967  
28% Increase in 2023

Ms. Sarah Ross joined USA Taekwondo in September as a Senior Manager. She brings extensive experience serving in Member Services at USA Fencing, USA Ice Hockey, and USA Swimming. She is working on 17 member/club initiatives, and she is terrific.

##### *Events*

2022 Event Revenue - \$797,000  
2023 Event Revenue - \$1.5 million

The Events Working Group created several tournament-based initiatives that included posting earlier report times, better communications and automatically checking in athletes.

##### *USAT University*

2022 Education Enrollments – 792  
2023 Education Enrollments – 1282  
61% Increase in 2023 and revenue at about \$80,000

## *Marketing & Communications*

Ms. Donna Allen was successful in improving the organization's communications with members through e-blasts, surveys, the new website, and monthly newsletters. The membership response to improvements has been significant. Since launching a new website this year, there was a 5% lift in users, 7.3% lift in sessions, and a 13.7 gain in page views.

## *International Relations*

The USAT Strategic Plan's motto is Dominate in 28'. That plan was developed five years ago with the USOPC. We are looking to host international competition in the United States. A bid was submitted for the 2025 World Championships, but it was awarded to China. We will be bidding on the 2027 World Championships and Grand Prix competitions in the future. The continental Presidents and World Taekwondo are supportive of these bids. To place a bid, the prospective city must be determined first and Charlotte, NC is our partner for the 2027 bid. There may be some funding from North Carolina to tap into for this competition. It is a \$2-5 million dollar endeavor to host this high caliber competition so the important partnership we have with North Carolina is essential.

There will be a Kukkiwon meeting on December 28<sup>th</sup>, and they will be discussing moving forward with the proposed partnership with USA Taekwondo. PATU is truly a success story. Juan Manuel is great to work with and supported the US Open a G2 rating for 2024. Mr. McNally also mentioned what a great relationship we have with PATU. He also stated that USAT will be signing an exclusive agreement with PATU with regard to sport training. The USPC will be an official training location for PATU, and he is delighted with our progress with PATU and it is a bonus for them as well.

Mr. McNally requested that Mr. Warwick present the 2024 Budget to the Board.

Mr. Warwick said that the 2024 Budget was conservative on revenue and realistic on expenses. Since COVID, food, electrical flights, hotels, internet, venue rental and other expense categories are showing an increase in fees. The budget is solid and may outperform some revenue numbers in 2024. The entire staff worked on the budget.

Mr. McNally asked for the Board to approve the 2024 Budget.

Ms. Lewis moved to approve the 2024 Budget. This motion was seconded, and it was approved unanimously. Ms. Lewis thanked the staff for their work on the budget.

Ms. Lewis announced an in-person staff meeting to be held in conjunction with the Reno US Open which is February 16-18, 2024. Mr. McNally mentioned that it may be time to review the Strategic Plan while the Board is in Reno. In addition to the Board, key USAT Staff will be part of the meeting and he will contact the USOPC to see if they can provide a facilitator.

Mr. McNally and Mr. Warwick discussed the upcoming Paris Olympic/Paralympic Games and tickets for the event. The Olympic Games are July 26 – August 11 with the taekwondo events taking place August 7-10 with 2-3 sessions per day. Taekwondo will be held at the Grand Palais which is an unbelievable venue. Mr. Warwick will send a one-page information document to the Board. He requested that Board Members let him know about tickets by mid-January as some tickets may be released by the end of that month. Hotels and travel would be paid for by the Board Member, but we will work with the USOPC and Eric Wininger, USAT High Performance, to assist with your travel plans.

## *5: High Performance Update*

Mr. Lambdin said that things are going well and praised the High Performance department as well as the significant athlete achievements in 2023. Competing in the World Championships, Pan Am Games, (3) Grand Prix and the Grand Prix Final was a heavy load for the athletes, coaches, and department. The foundation is set for the next athletes in the pipeline. CJ broke a 15-year medal drought and is the first ever automatic qualifier to the Paris Games. Amazing performances from Makayla Greenwood and Faith Dillon and other athletes helped to make this year unforgettable. Evan Medell was so successful this year. The success of this program comes from laying the groundwork back in 2018. The January Olympic Team Trials will be the strongest competition since the early 2000's. The Olympic Weight Division Panel selected the weight divisions for the trials. The USOPC said that the USAT Olympic Procedures were the best they had seen. The Para Team Trials will be held January 5<sup>th</sup> with 405 athletes to contest qualification.

The Academy partnered with the WCAP program this year. This is good for USAT and WCAP with training in North Carolina. This also gives USA Taekwondo the benefit of promoting long term careers and ensuring healthy athletes as they retire.

The Level Up Program held 12 camps with a net profit of \$60,000. There were over 500 athletes that participated and the program in 2024 is already full for the first six months. Tim Thackrey manages the online education programs that will expand to include Poomsae Training, a Referee Academy, Sport Psychology, and other important topics. In 2024, the Coach Education Program will be relaunched with a pipeline for coaches to participate in training at the Academy to prepare for the next level. The Regional Academy has been reorganized as a step prior to the Talent I.D. Camps which will I.D. talented athletes sooner. USA Taekwondo is the safest place to paly and the only place to send athletes with Olympic and Parlympic dreams.

Mr. McNally commented that there is a lot of good stuff going on at USA Taekwondo.

#### *6: Other Business*

Mr. Holloway mentioned that the minutes for the August 2023 Board Meeting were not posted on the website. Mr. McNally will send these out for approval and then they will be posted online.

Mr. Holloway said that the cost for athletes to attend a regional competition was tough. For 2024, States can now qualify athletes that place 1<sup>st</sup> and 2<sup>nd</sup> in 2024. Why can't States qualify all medal positions? When you compete at a regional tournament, you qualify without medal placement. He requested special dispensation for the Maryland Taekwondo State Association to allow them to qualify 1<sup>st</sup> – 3<sup>rd</sup> at their qualifier.

Mr. Warwick mentioned that regional qualifiers were created to allow athletes to qualify for the National Championships when State Associations were not fully up and running. The goal is to have more State Associations up and running and then to move out of the regional qualifying space. Mr. McNally said that it is also a quality issue as well. Mr. Southwick asked if you qualify to an event/division (either via the regional or State path), are you able to register for other events? Ms. Simmons said that currently, Sport80 does not have the ability to limit the number of events/divisions an athlete can sign up for. We are working with this company to determine if this can be adjusted in the future.

Mr. Holloway will be at Team Trials to meet with Mr. McNally and Mr. Bruce Harris the Code of Operations.

Mr. Holloway asked why this meeting did not have full Board Member attendance. Mr. McNally mentioned that most AAC members were on the call. Ms. Lewis will be reviewing the Board attendance policy.

Mr. Turgeon asked the Chair when committees and subcommittees would be populated. Ms. Lewis said she is working on the committees and hopes to have this finalized during the Reno Board Meeting. Mr. McNally suggested that Litigation, Safe Sport and Sponsorship could remain inactive.

Ms. Lewis said she is excited about the next year and wished the Board a wonderful holiday.

**Meeting Adjourned** – 11:30 am Mountain/1:30 pm Eastern