Board of Directors Meeting Minutes – November 20, 2024

Meeting Called to Order: Tyson Lee, Board Chairperson called the meeting to order at 6:09 pm MST. Lee stated that in accordance with USOPC compliance at the beginning of each meeting, board members need to review the agenda and disclose any perceived conflicts of interest. The board reviewed the agenda and there were no perceived conflicts of interest.

Roll Call: Stacy Arredondo, Program & Project Specialist, conducted roll call.

Board Members Present: Angelica Colantuoni, Hector Colon, Rahim Gonzales, Christy Halbert, Omari Jones, Tyson Lee, Danielle Perkins, Jonathan Prin, Elise Seignolle, Darryl Smith, and Chris Trombetta. Absent: Rahim Gonzales, Omari Jones, and Danielle Perkins. Quorum was established.

Staff present: Mike McAtee, Matt Johnson, Lynette Smith, Zack Chavez, and Stacy Arredondo.

Board Chairperson Report: Tyson Lee, Board Chairperson, welcomed all the board members to the call and stated that World Boxing U19 event was a success. USA Boxing also hosted the World Boxing Congress in conjunction with the event. World Boxing now has over 50 nations and federations like Asia and Americas are forming.

Lee also stated that board member Angelica Colantuoni did an amazing job with the Jake Paul promotion and asked her for an update. Colantuoni added we are entering into partnership with Jake Paul's non-profit Boxing Bullies, where USA Boxing will receive 50% of all raised. The program includes mental health curriculum.

Mike McAtee, Executive Director, added that USA Boxing's social media numbers went up from our involvement with Jake Paul and Meta has given grants Golden Gloves VR as part of the Boxing Bullies.

Strategic Plan (Resolution 1) – Matt Johnson, High Performance Director presented the 2024-2028 Strategic Plan (see attached) and thanked the board members for their feedback. The Strategic Plan is set to 5 key pillars: Competitive Excellence; Grassroots Support; Sport Development; Marketing, Sponsorship, and Communication Advancement; and Proper Governance. Comments from the board included not having staff retention as part of it since it's a day-to-day operation; if the mission statement should be adjusted to list grassroots development before high performance; and if membership goals should be more aggressive.

Resolution 1

WHEREAS the USA Boxing Board of Directors reviewed and commented on the Strategic Plan. Be it RESOLVED that the Board of Directors approves the USA Boxing's 2024-2028 Strategic Plan.

A MOTION was made (Colon) and seconded (Smith) to approve Resolution 1. MOTION PASSED.

Executive Director Report, Mike McAtee, Executive Director reported that membership numbers were at an all time high and department heads presented the highlights of the year (see attached).

World Boxing Update – Mike McAtee, Executive Director reported on the Olympic Recognition Progress Report, which the International Olympic Committee has established to help put boxing back on the LA2028 Olympic program. Steps need to be taken first including approval by AIMS and the IOC Congress will vote in March; however boxing venues are already being scouted.

Critical Incident Training Review – Mike McAtee, Executive gave an overview of the training that Referee/Judges have to take every two years.

Closing: Tyson Lee, Board Chairperson, stated that the USA Boxing staff is doing a great job. McAtee stated that the 2025 budget, membership growth slides, and bylaws will be sent for next week's meeting.

Adjournment: At 8:17 pm, a MOTION was made (Elise) and seconded (Hector) to adjourn the meeting. MOTION PASSED.

USA Boxing
Board of Directors Meeting
November 20, 2024

Executive Director & Department Reports

Mike McAtee, Executive Director

USA BOXING®

MEMBERSHIP DEPARTMENT

Lynette Smith, Director
Claudia Douglas, Supervisor
Rhona Brown, Coordinator
Rhonda Smith, Representative
Lexie Edwards, Representative
Deby King, Judicial Liaison and Medical Claims/Restrictions

Our goal is to provide knowledgeable, courteous customer service to all USA Boxing members.

USA BOXING

Membership Figures

	Junior Fitness	Adult Fitness	Boxers	Non Athletes	Total Members		Clubs	Sanctioned Events
2019	644	417	37,192	12,378	50,631		2,044	1,374
2020	655	574	24,450	10,327	36,006		1,873	341
2021	908	635	32,320	12,448	46,311		2,077	914
2022	1009	818	35,023	13,390	50,240		2453	1610
2023	1502	1290	42077	14981	59850		2649	1423
2024	1563	1246	46426	16477	65712		2837	1853

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2024 Membership Endeavors

- 2024 marked the largest membership in USA Boxing history
- Membership Services took on the role of verifying athlete certifications – birth certificates and annual physicals – fully automating this function
- Membership Services staff administered adjudication of 27 grievance and appeal cases in 2024
- Membership Services staff negotiated a new agreement with UPS, lowering the cost of shipping organization-wide
- Membership Services provides on-site member assistance at each national event

USA BOXING

COMMUNICATIONS DEPARTMENT

Our goal is to communicate to the members the successes and stories of USA Boxing from grassroots to High Performance teams.

USA BOXING®

Communications and Marketing Update

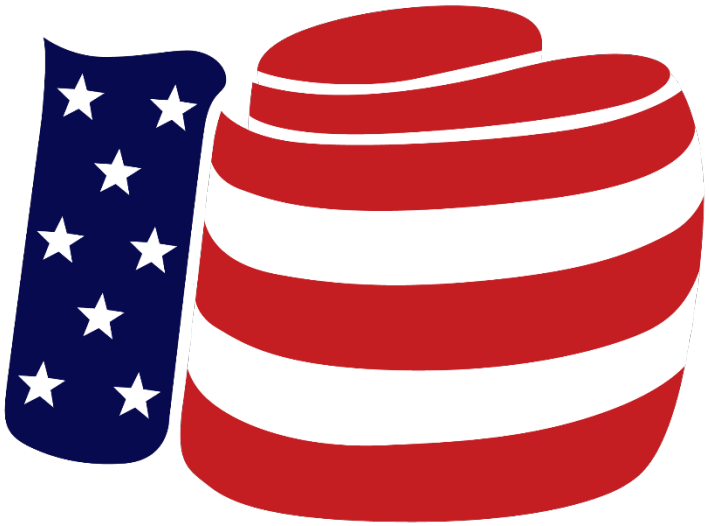
- Zack Chavez began role as Communications and Digital Media Manager | July 2024
- Communications team oversaw media coverage of Paris 2024 Olympics, highlighting eight Olympians
- Eight Olympian's Journey documentaries highlighting the path to the Paris 2024 Olympic Games for our eight Olympians
- Released two Grassroots Gym Spotlights – Alexandria Boxing Club (Alexandria, VA) & Rocky's Boxing Gym (Houston, TX)
- Hosted 2024 World Boxing U19 Championships | Operated communications efforts for USA Boxing and World Boxing
- Hosted one leg of the World Boxing Cup (April 2024 in Pueblo, CO)
- Attended two Olympic qualifying events for Elite teams (Italy and Thailand)
- 19 Instagram posts that earned 100,000+ views
- 10,000+ increase in followers on Instagram
- Boosted World Boxing IG page to over 10,000 followers during U19 Championships
- New sponsors
  - Bell Bank
  - Firefly
  - Juice Performer
  - Rosetta Stone
- Jake Paul Partnership | Boxing Bullies

USA BOXING®

Admin Programs & Projects

- USOPC Compliance Certification Submission
- Volunteer Appreciation
- NCBA Support – Elections, Meeting Organization and Rule Modifications
- Foundation Scholarship Program
- Grants4Gyms Program
- Alumni Association Support
- World Boxing Congress Coordination
- Board Elections – Independent, General Membership, Affiliated Organization, and Athlete Directors
- Rule Book Revisions
- Bylaw Revisions

USA BOXING



USA BOXING®

Strategic Plan

2024 - 2028

USA Boxing
2024-2028 STRATEGIC PLAN
APPROVED – November 20, 2024

USA Boxing Mission

To promote and grow Olympic-style amateur boxing in the United States and to inspire the tireless pursuit of Olympic gold and enable athletes and coaches to achieve sustained competitive excellence. Additionally, USA Boxing endeavors to teach all participants the character, confidence and focus they need to become resilient and diverse champions, both in and out of the ring. USA Boxing is *one team, one nation, going for gold!*

Guiding Principles – The "Gold Standards"

We commit to the following values and philosophy as our Gold Standards to guide decisions and behaviors:

Accountability. We hold ourselves responsible for individual and team performance; we "own" our decisions and actions; we honor commitments and strive to achieve excellence in everything we do.

Transparency. We share information to the maximum extent possible while honoring confidentiality; we encourage each other to communicate honestly and candidly.

Integrity. We employ the highest ethical standards, demonstrating honesty and fairness in every action that we take. We do not tolerate favoritism, discrimination, or cheating.

Respect. We champion an inclusive and supportive culture in and out of the ring by honoring the rights, views, and inherent value of others, treating all with dignity and courtesy; we encourage open dialogue, seek to understand, and assume goodwill and best intentions.

Character. We will be considerate and thoughtful contributing members of our community. We will act in accordance with being dedicated stewards of our sport and ambassadors of Team USA. We aim to create better people not just better boxers.

Will to Win. We strive to do our personal best every day in a relentless quest for excellence. We thirst for the podium; we hunger for the gold, all the while exhibiting the highest standards of good sportsmanship.

2024-2028 Strategic Pillars

To successfully advance its mission, USA Boxing will focus its time, energy, and effort in the following key areas:

1. **Competitive Excellence**. Invest in opportunities to identify, recruit, and retain diverse competitive talent; and provide resources and support to maximize elite athletes' podium potential.
    A. Podium Performance
    B. Athlete Support
    C. Regional Training Centers

2. **Grassroots Support**. Pursue opportunities to increase membership; provide local, regional, and national boxing competitions; and improve best practices.
    A. Membership Support
    B. Local Boxing Committee (LBC) Guidance
    C. Volunteer Recognition
    D. Event Sanction Supervision
    E. National Event Coordination
    F. Grassroots Promotions

3. **Sport Development.** Coordinate efforts to provide opportunities that develop the sport of boxing.
    A. Coaching, Officials, and Physician's Education
    B. Gym Support
    C. Membership Recruitment
    D. Female Sport Development
    E. Alumni Involvement
    F. Special Programs

4. **Marketing, Sponsorship, and Communication Advancement.** Inform current members and stakeholders of High Performance and Grassroots happenings; market the organization to increase involvement in the sport; and provide opportunities for sponsors and donor involvement.
    A. Social Media Presence and Other Communication
    B. Media Relations
    C. Brand Recognition
    D. Sponsorships and Donors

5. **Proper Governance.** Ensure there is competent oversight of rules and regulations locally, nationally, and internationally.
    A. Board Governance and Fiscal Responsibility
    B. United States Olympic Paralympic Committee (USOPC) Compliance
    C. LBC and Group Member Compliance
    D. Policies and Procedures Oversight
    E. International Involvement

Strategies

1. Competitive Excellence

Invest in opportunities to identify, recruit, and retain diverse competitive talent; and provide resources and support to maximize elite athletes' podium potential.

A. **Podium Performance.** Provide targeted resources and support, detailed in annual High Performance Plans, to maximize the elite boxer's ability to reach the podium and advance the United States as the top performing country in international competition.

B. **Athlete Support.** Retain boxers with financial and personal support while enhancing their abilities for life after sport and developing their brand.

C. **Training Centers.** Establish training destinations to enhance and expand the athlete pipeline and high-performance capabilities.

Target Outcomes: Competitive Excellence

- Qualify boxers in all weight classes for the 2028 Olympic Games.
- Achieve a minimum 60% medal return rate at all international competitions, annually.
- Win 6 medals (2 gold) at the LA 2028 Olympics.
- Increase athlete financial support to include consistent stipends at a minimum of $500/month for Elite High Performance Squad boxers by 2026.
- Establish an Eastern Regional Training Center location by December 2025.

2. Grassroots Support

Pursue opportunities to increase membership; provide local, regional, and national boxing competitions; and improve best practices.

A. **Membership Support.** Strive for excellent customer service at all times to increase membership totals.

B. **Local Boxing Committee (LBC) Guidance.** Provide supervision and training to the local leaders and develop and distribute resources that enhance the organizational effectiveness of LBCs.

C. **Volunteer Recognition.** Show appreciation and recognition to LBC leaders, officials, event tournament admin, coaches, committees, and members who volunteer their time to USA Boxing.

D. **Event Sanction Supervision.** Expand support and guidance for local and regional event sanctions.

E. **National Event Coordination.** Continue to increase the opportunities for national competition and improve implementation of the events.

F. **Grassroots Promotions.** Promote grassroots and local boxing through digital initiatives, such as Grassroots Gym Spotlights and local event features.

Target Outcomes: Grassroots Support

- Increase membership to the below target outcomes by 2026 and 2028:

Membership	2024	2026 Target	% Increase	2028 Target	% Increase
Total Membership	65,455	68,073	4%	70,691	8%

- Conduct surveys of membership satisfaction at least every 3 years.
- Offer LBC treasurer refresher training every year.
- Create a volunteer program to recognize and award volunteers by 2026.
- Improve grievance process by recruiting and training additional four (4) hearing panel members, especially athlete representatives by 2025.
- Continue to meet monthly with LBC leaders.
- Increase support for regional events utilizing national events staff expertise.
    - Support 10 events by 2026 and 12 events by 2028.
- Host at least four (4) National and/or international Events each year by 2026 with three (3) events focusing on the competitive pipeline and one (1) being developmental.
- Expand Summer Festival to include inexperienced boxers.
- Create a standardized community contribution program for national tournament LBCs/clubs.
- Review and revise Rulebook at least every two years.
- Communications Department to feature local gyms and events at least 12 times per year by 2028.
- Evaluate LBCs by 2026 and merge low functioning LBCs by 2028.
- Create a pilot program for R&Js to use electronic passbooks by 2026.

3. Sport Development

Coordinate efforts to provide opportunities that develop the sport of boxing.

A. **Coaching, Officials, and Physician's Education and Certification.** Elevate the proficiency of coaching, officials, and physicians through training and certification.

B. **Gym Support.** Provide financial and training opportunities for gym owners.

C. **Membership Recruitment.** Develop a program to increase membership and spark the interest in the sport of boxing.

D. **Female Sport Development.** Expand and improve programming to attract and retain female membership and provide safe and supportive competition opportunities for them.

E. **Alumni Involvement.** Expand the Alumni Association to provide opportunities for networking and assistance to current boxers and increase participation in the USA Boxing Alumni Ambassador Program.

F. **Special Programs.** Be an integral part of programs that will help provide membership opportunities. This includes programs such as adaptive boxing, E-Sports, and Parkinson's boxing.

Target Outcomes: Sport Development

- Merge volunteer training/education programs for coaches, officials, physicians, LBC leaders, event sanction holders, etc. into one Sport Development subdepartment within High Performance and hire staffing to oversee a robust, all-encompassing education program by 2026.
- Increase Level 2 certified officials from 815 in 2023 to 1,000 by 2028 and increase Level 3 certified officials from 102 in 2023 to 300 by 2028.
- Grow the pool of trained Official in Charge (OIC) to have a minimum of four (4) OICs per LBC by 2026 and a total of 500 trained OICs by 2028.
- Increase Bronze Level coaches from 13% in 2023 to 19% in 2026 and 25% in 2028. Increase Silver Level coaches from 4% in 2023 to 8% in 2026 and 15% in 2028.
- Create a Physicians Training program, housed within the USA Boxing education platform by 2028.
- Hold Physician Symposium training at least once every quad.
- Increase Grants4Gyms program to provide support for 75 gyms annually by 2028.

- Create a "How to Operate a Boxing Club Guide" for gym owners by 2026.
- Create a program to increase awareness of boxing to publicize to young athletes of other sports by 2026.
- Support at least one Alumni Association event every year.
- Increase participants in the Alumni Ambassador Program from one to three by 2028.
- Increase female membership by 5% by 2028.
- Provide at least one national and two regional tournament opportunities for females by 2026.
- Grow participation and awareness with partnerships that provide opportunities for Parkinson's boxing, adaptive boxing, and E-sports boxing by 2026 with the goal of having fully functioning programs by 2028.
- Develop program for Fitness Boxing in schools by 2026.
- Launch officials' recruitment campaign in 2025, with the goal of adding a minimum of 100 new referees and judges per year from 2025-2028.

4. Marketing, Sponsorship, and Communication Advancement

Inform current members and stakeholders of High Performance and Grassroots happenings; market the organization to increase involvement in the sport; and provide opportunities for sponsors and donor involvement.

A. **Social Media Presence and Other Communication.** Continue to exceed followings, impressions and reach on all social media platforms. Provide regular newsletters, fliers, and email blasts to membership.

B. **Media Relations.** Strive for recognition in print, television, and digital media at local and national levels.

C. **Brand Recognition.** Promote the USA Boxing brand and logo to be visible nationally and internationally.

D. **Sponsorships, Partnerships, and Donors.** Increase funding and provide partnerships that allow potential sponsors to publicize their brand.

Target Outcomes: Marketing, Sponsorship & Communication Advancement

- Increase social media following to the below target outcomes by 2026 and 2028:

Social Media	2024	2026 Target	% Increase	2028 Target	% Increase
Total Followers	460,088	529,101	15%	552,106	20%

- Distribute newsletters 4 times a year.
- Promote grassroots boxing through the Grassroots website and social media platforms by completing a minimum of 12 grassroots gym spotlights yearly by 2028, as well as attending up to four (4) annual grassroots events to provide photography and video services.
- Increase media relations and brand awareness through social and digital marketing, including but not limited to collaborating with professional boxing organizations, influencers, Team USA, and sponsorship activations to gain exposure to other brands for USA Boxing and its members.
- Increase non-member revenues to the below target outcomes by 2026 and 2028

Non-Membership Revenue	2019-2023 Average	2026 Target	% Increase	2028 Target	% Increase
Total	$3,118,411	$3,274,332	5%	$3,430,252	10%

5. Proper Governance

Ensure there is competent oversight of rules and regulations locally, nationally, and internationally.

A. **Board Governance and Fiscal Responsibility.** Maintain proper oversight from the Board of Directors and follow proper financial budgeting, accounting, and auditing practices.

B. **United States Olympic Paralympic Committee (USOPC Compliance).** Follow USOPC compliance guidelines to maintain USOPC certification.

C. **LBC and Group Member Compliance.** Oversee all local boxing committees and group members to ensure they are following USOPC compliance rules and federal regulations.

D. **Policies and Procedures Oversight.** Review policies and procedures annually to ensure that all are current and being followed. This includes documents and forms for grievances, Safesport, LBC compliance, etc.

E. **International Involvement.** Be involved in the International Federations and maintain relations with the International Olympic Committee (IOC) to guarantee participation in the Olympics in 2028 and beyond.

Target Outcomes: Proper Governance

- Hold quarterly board meetings following USOPC best practices.
- Select and elect qualified board members in 2024 and 2026.
- Create and follow a zero-based budget every year.
- Receive positive financial and Safe Sport audits annually.
- Review and revise bylaws and policies as part of 2025 USOPC compliance audit.
- Receive USOPC compliance re-certification in 2025.
- Conduct annual audits of LBCs and group members.
- Create long term department staffing progression and succession plans by 2026, which prioritize professional development annually to upskill employees through continuing education opportunities.
- Develop a plan to pay staff competitively with the goal of having a minimum of 50% of staff retaining positions within USA Boxing for 5+ years.
- Support World Boxing with staffing support and financial resources to accomplish key initiatives that are required to gain IOC recognition as an International Federation.
- Have at least 3 USA Boxing representatives involved with World Boxing / International Federation, including one person on each committee.
- At least once per quad, perform a self-evaluation of the board's performance using the USOPC-provided resource