



**USA Rugby Board Meeting
Hyatt Regency O'Hare
Chicago
January 24th, 2015**

MINUTES

Meeting Commenced" 3.30pm

Present:

In person: Bob Latham, Chad Keck, Will Chang, Brian McLenahan, Pam Kosanke, Gary Heavner

Via Conference Call: Bob Kimmitt, Rob King

Apologies: Peter Seccia

Section 1 - Chairman

1.1 Chairman's Address (Bob Latham)

The Chairman welcomed the USA Rugby Board to Chicago for both the National Development Summit and Congress Meetings.

2014 was a very special year for USA Rugby with particular reference to the visit of the All Blacks and the positive comments received following the game. This will certainly support our efforts to secure our very first Rugby World Cup Sevens (2018), and with a strong Board and Congress there is a lot of excitement about what the future will bring. Bob congratulated the staff on their performance and confirmed to the Board that he had approved bonuses for the key staff involved in the event.

It was confirmed that the Las Vegas Sevens will remain one of the stops on the World Rugby Sevens Series for a further 4 years, it was agreed that managing the relationship between USA Sevens was important.

A discussion followed about how this should be achieved and the broader opportunities that lay ahead for the sport of sevens.

The Board discussed the Congress meeting that would take place the following day.

1.2 Minutes of meeting October 31st, 2014 approved electronically

1.3 Matters arising (NM)

2015 Budget completed and presented to Audit Committee and will be presented to the Board by CFO Jim Snyder (Agenda Item 2.2)

Fundraising - Bob and Nigel met with US Ambassador staff (Liz Dibble) in London following introduction by Bob Kimmitt to explore opportunities surrounding the team at the RWC.

Athlete Advisory Council – terms of reference developed and will be considered by the Board at todays meeting (Agenda Item 3.1)

Section 2 – Reports

2.1 CEO Report (NM)

Budget Process

With the introduction of RIM, the budgeting process has been a bigger challenge than usual as has the impact of RWC with less games and less revenues in a RWC year when we actually need more revenue. As we seek to budget over a 4 year cycle, we have to take these swings into account going forward.

Audit committee have once again been dedicated to their role and have been a great support throughout the process.

Recent USOC Audit completed

NZ v USA

2014 ended on a high with a successful event in Chicago, thanks to the event team for their work on the event and the Board for their support across the weekend.

- 61,500 tickets sold (26,700 sold in first 24 hours)
- 8,000 tickets were overseas (furthest traveled 15,800km Australia)
- 3,000 visitors from NZ
- 17,500 items of merchandise were sold
- 1m viewers on NBC
- 500,000 viewers in NZ
- 100 countries received the webstream (average time 45 minutes)
- 15 Live pre---match events (including a Gala Dinner, College Fair, Rookie Rugby Festival, Fan Village 20,000 fans)
- Media – 5,200 articles in 48 countries
- Digital Media Platforms (CSC/USAR/AIG) 52m impressions
- Hotel occupancy was up from 67% to 83% same time previous year
- 213, 159 room nights utilized during the week
- Hyatt – ‘we have never sold more food and beverage in our outlets over a four day period in the history of the hotel’

USOC Funding

USOC have confirmed that they will continue to fund the Sevens Men and Women at the OTC in San Diego. A small raise from last year, nothing significant. Our challenge in the next 6 months is qualification for the Olympics, both teams have commenced this process and we will host the Olympic qualifier in Cary, North Carolina 13/14 June.

RWC 2015

Mike Tolkin's team had a good end to the 2014 year rising 2 places in the World Rankings to 16th and ahead of Canada for the first time in several years. They now start preparations for the RWC and a match schedule for the team will be announced shortly.

RWC 2018 Tender

World Rugby visited San Francisco and San Jose last week and we showed them what we were planning and how the event would work if we were awarded it. Feedback was good and now we wait for the vote and announcement in May 2015.

Rugby International Marketing

The RIM Board met last week, update on investment, and progress on sponsorship and events. Building an events program, 2015---2019 currently and also talking to potential broadcast partner (ESPN) in conjunction with IMG and College Rugby property.

Atlanta Sevens

14/15 March in Atlanta – Kennesaw State – need help getting people to attend.

Las Vegas Sevens

Announcement in March new 2015---19 Series, this will include Las Vegas (Singapore/Paris and Vancouver in and Glasgow and Tokyo out) 10 stops in the future. Women's circuit to be expanded – will find out more at Sevens Advisory Meeting in Hong Kong (March).

Professional Rugby

The CEO has been in discussions for 2 months with an individual who would like to fund a new League (2016 Spring), 6 teams., Will met with him in NYC recently, Nigel has met him 4 times now and also attended a game in the UK with him.

Rugby Development

Membership grew in 2014 by 7% on the previous year, new registration has helped and in 2015 new fan category will be introduced and new member benefits package. Full presentations to be made by the RD Team at the Congress Meeting tomorrow.

Presentations

CEO also showed the Board two presentations (USA v NZ and RWC 2018 bid overview), both presentations circulated with the minutes.

CEO Review

Bob Latham updated the Board on the CEO Review and presented the Performance Targets for 2015. The Board discussed the development and a staffing of USA Rugby in light of the recent growth. Further discussions will take place.

2.2 Finance Report (Jim Snyder, CFO)

Jim Snyder presented the 2015 USA Rugby Budget (see attached)

Proposal: To adopt the 2015 Budget as presented: Will Chang

Second: Chad Keck

Vote: Approved

2.3 World Rugby By-Law amendments response (BL)

Bob Latham presented the World Rugby proposed Governance changes and explained the impact they would have on USA Rugby's goal of having a seat on Council. Presentation attached to these minutes.

2.4 Rugby International Marketing (CK)

Update had been discussed in CEO Report – no further discussion required.

2.5 Women's Rugby Strategic Planning (PK)

Pam updated the board on the strategic planning process, a survey has been circulated and the 1500 responses were being reviewed and a paper will be prepared as a foundation for the new women's plan.

2.6 Rugby World Cup Tender 2023 (NM) – a short discussion followed, CEO to confirm the timings and present a recommendation to the Board for further discussion.

Section 3 – Approvals

3.1 Athlete Advisory Council (PK/BM)

An update was presented to the Board together with the proposed terms of reference for the AAC. These were discussed by the Board and adopted. (attached)

Proposed: Bob Latham

Second: Gary Heavner

Vote: Approved

Section 4 – Any Other Business

Next Meeting: Chairman to circulate potential dates for remainder of the year and confirm venues.

Board Meeting adjourned 7pm