



USASF Board of Directors Meeting March 4, 2015

PRESENT:

Brian Elza, Dan Kessler, Debbie Love, Happy Hooper, Jeff Fowlkes, Jim Chadwick, Joelle Antico, John Nichols, Justin Carrier, Kathy Penree, Kristen Rosario, Mike Burgess, Morton Bergue, Roger Schonder, Shawn Smith, Steve Peterson, Tara Harris

ABSENT:

John Newby

GUESTS:

Amy Clark, Karen Wilson, Les Stella, Lynn Singer

AGENDA:

Jim welcomed everyone and opened the meeting with the following updates:

- The USASF office move is complete and is now operational. A "virtual tour" is available online. The new number is: Direct: (901) 231-1952 Toll Free: (888) 315-9437
- The Finance Committee is in the process of selecting an independent auditor to review the USASF financials for 2014.

Rules and Div II Update

Proposed changes resulting from the poll results in August, 2014.

Results were reviewed for the number of athletes that will determine the break between Division I and Division II gym size. Gym size data will be compiled for further review and the Board will reconvene on Friday, March 6 to confirm.

Results of the March 6 Board Call:

The Age Grid for 2015-16 with Division II being 125 athletes, including Prep, was approved.

Universal Score Sheet Committee Update

The agreed upon process for this testing season is moving forward as planned. Data is being collected every weekend and lots of updates have been made. The Universal Score Sheet will be ready for next season after Worlds this year.

Summer STUNT League

Six All Star programs will work with USA Cheer to see if a STUNT program in gyms might have the potential to stimulate growth and bring more kids into gyms. We will be gathering information in the pilot test to build a bridge so that both school cheer and All Star cheer can benefit, and will keep members informed of progress and opportunities.



School Attendance

There is an increase in schools and school districts enforcing attendance policies when athletes miss school to participate in competitions. Coaches agreed that this is an issue for their athletes and programs. The concern could be looked at from a policy standpoint and to come back to the board with a recommendation.

Rules, Age Grid and Division Size Proposal

Preliminary conversations with a small committee of members resulted in an initial idea about a restructuring of cheer rules, age grid and divisions. The Board enthusiastically supported the concept and ideas and they will be carried to the NACCC and Cheer Rules Committee to refine and put together a timeline for implementation.

What is the All Star Journey?

Videos highlighting "The All Star Journey" are complete and will be made available to members.

Goals for the videos:

- External audience: Bring attention to the message of the "journey" of All Star that is the hard work and life lessons learned in gyms and studios vs. the "destination" of All Star at competition - an effort to shift mis-perceptions about All Star.
- Internal audience: Provide tools to members to help them publicize what they do.

How they'll be used:

- Provide to members for use on their websites and in social media
- Throughout USASF social media, on our website and at Worlds.
- Worlds TV show on ESPN
- Regional Meetings
- Additional footage to create additional edits to release over time

November meeting date change to 11/17-18

Meeting Adjourned

Next Meeting: April 1, 2015