Board of Directors
April 18-19, 2017 – Minneapolis, MN
Meeting Minutes

Attending: Jeff Adee, Todd Bahnub, Mark Copeland, Jon Dumars, Greg Easton, Dave Fetherman, Darren Hogan, Rob Kaufhold, Jen Kresser-Campbell, Dave Parker, Randy Phillips, Jimmy Primos, Blake Shelby, Ryan Shutts, Sean Streff, Ben Summers, Todd Vaaler, Teresa Williams

Staff: Emily Beach, Dan Forster, Kelly Kelly, Maria Lewis, Jay McAninch, John Nelson


TUESDAY – ATA Board Members Only
1. Call Meeting to Order – Ben Summers
   Summer welcomed the Board and called the meeting to order at 8:09 AM.
   
   A. Welcome, Introductions, Comments
   Summers welcomed the group to Minneapolis and thanked McAninch for his time and tenue at the Archery Trade Association. Summers commented on the strength of the association. Primos also commented on the place that ATA was in 17 years ago when McAninch joined the Association. McAninch expressed his interest in providing help and assistance with any steps going forward as the Board searches for his replacement.
   
   B. Install New Board Members and Returning Board Members
   
   C. Review and Acceptance of Rules of Conduct – Jay McAninch
   McAninch read into the record the ATA Rules of Conduct and asked that each Board Member verbally agree with the Rules of Conduct.
   
   D. Adoption of Minutes of January 9, 2017 Meeting
   A motion was made by Primos, seconded by Kaufhold, to accept the minutes. Motion carried.

   2. Committee Appointments – Ben Summers
   McAninch said that the current Chair of the Technical Committee, Ted Palomaki, will be stepping down as Chair during the 2018 meeting. There’s interest in filling from the Vice chair role, but it’s not been confirmed. McAninch said that Snelson and Ron Rette have agreed to continue to serve on the Finance Committee.
   
   A. Standing Committees
   1) Executive Committee – (Chair, Vice Chairs)
   2) Trade Show
   3) Finance/Investment – CPA or Finance Officers
   4) Technical – Engineers
   5) Retail Council – (Mark Copeland)
6) Sales Representatives – (Jay Scholes)

B. Ad Hoc Committees
   1) Communications - Archery and Bowhunting 360
   2) Outreach/Education – Retail Growth Initiative
   3) Scent Manufacturers Deer Protection Program

3. Bylaws Changes – Jay McAninch
McAninch walked through the proposed changes to the ATA bylaws which the ATA has been working on with its attorney.
McAninch discussed the archery equipment position statement that was approved by the Board last year, along with the definitions provided by the Technical Committee. McAninch emphasized the areas of change and what it means legally for the ATA Trade Show and for membership.
Kaufhold mentioned previous discussion about allowing airguns to exhibit at the Show about a year ago. McAninch said that this would only eliminate those airguns that shoot arrows from being displayed and advertised at the show.
Discussion continued regarding the differences between an airbow and airgun. McAninch emphasized that the proposed bylaws change states that if it propels an arrow but doesn’t have a limb and string it cannot be displayed or advertised.
McAninch offered to have the ATA’s attorney prepare additional documentation about what this means if they would like additional information.
Streff asked how many companies that would not be allowed to exhibit at this time. There would be two companies that would not be allowed to display and advertised airguns that shoot arrows.
Discussion continued regarding what other products would not be allowed to be displayed or exhibit if ATA made the change broader than airbows.
A motion was made by Jimmy Primos, seconded by Kaufhold, to approve the changes in the bylaws for airbows. Motion carried with two opposed: Streff and Parker.

A. Regular Membership Terms – Airbow provision YELLOW Page 2
B. Regular Membership Conditions – Related companies on Board GRAY Page 2, YELLOW Page 22

McAninch discussed the proposed change to Article 4 C regarding related companies serving on the Board. McAninch also discussed the proposed change clarifying conflict of interests among Board members that goes along with this change in Article 8, Section 8.01 A.
Kaufhold said that he feels that the reason that the change was made several years ago was a good one and feels that with the interest in the election this past year that we should leave things as they are.
Vaaler feels that we need to leave the bylaws as written as he feels ATA needs more small companies represented on the Board.
Easton supports the changes as it still allows the membership to vote on who’s allowed to be elected.
Vaaler said that we allow members to attend the meetings and include them in the discussion.
Williams feels that there’s pros and cons to both situations, but questioned who is allowed to run and who is allowed to be elected.
Fetherman said that they could cap the number of representatives for a parent company.
The proposed bylaws change regarding related companies on the Board did not receive a motion for approval.

C. Election Ties GRAY Page 13
McAninch discussed the proposed change to Article 4 Section 4.22 G regarding a tie in election of Directors.

**A motion was made by Easton, seconded by Copeland, to accept the changes to Article 4, Section 4.22 G. Motion carried.**

D. Board Member Absences GRAY Page 14-15
McAninch discussed the proposed changes to Article 5 Section 5.05 A and B.

**A motion was made by Easton, seconded by Copeland, to approve changes. Motion carried.**

E. Retail Council YELLOW Page 19
McAninch discussed the proposed changes to Article 6 Section 6.04 B.

**A motion was made by Kaufhold, seconded by Vaaler, to approve the proposed changes. Motion carried.**

F. Sales Rep Council YELLOW Page 19-20
McAninch discussed the proposed changes to the Sales Representative Committee area of Article 6, Section 6.04 B.

**A motion was made by Phillips, second by Kresser-Campbell, to approve the proposed changes. Motion carried.**

G. Operational Updates – electronic ballots, online meetings, etc.
McAninch highlighted the other areas where the ATA’s legal team went through and updated the bylaws throughout.

**A motion was made by Copeland, seconded by Primos, to accept the operational updates that were made throughout the bylaws.**

**WEDNESDAY – ATA Board and All Guests**
Summers confirmed that the Board selected SearchWide as the firm to lead the CEO search for the ATA.

Summers said they are looking into conducting some interviews following the July Board Meeting in Salt Lake City.

4. Call Meeting to Order – Ben Summers - Welcome, Introductions, Comments
Summers called the meeting to order at 8:08 AM which was followed by introductions of attendees.

5. Bowhunting Initiative and Campaign – Jay McAninch, Teresa Johnson and Emily Beach
McAninch discussed the presentation he made in January regarding other campaigns that have been done by other trade organizations.

McAninch provided an update on the bowhunting market survey that was done by providing background on those that were surveyed in 10 states.

McAninch highlighted areas of the Executive Summary that were prepared for ATA by Responsive Management.

Forster discussed how we can continue to drill down to get additional information as we have a good relationship with these states.

Bahnub asked about the full survey information. McAninch said that ATA staff will provide additional information and will continue to drill down to get additional information.

**A. Survey report – bowhunting participation and purchasing behavior**
B. Missouri Summary
McAninch called attention to the information that ATA received from a study in Missouri which he thought would also be of interest.

C. Proposed Campaign Strategy
D. Campaign Discussion
McAninch said that ATA staff will go to work on the bowhunting campaign which could be similar to what was done with the Archery 360 campaign.
McAninch said that the research shows that a hunter who has lapsed hunting for 4 or more years is not likely to come back into the sport, whereas those that have only been out for 1-3 years have a better chance of returning.
Forster reported on a fishing study that he did in Georgia on anglers and promotions that they did to encourage anglers to reengage.
Shelby asked if ATA surveys hunters on what motivates them to go hunting. McAninch said yes and that surveys have also focused on the strengths of their bowhunting habits.
Forster said that the study that he referenced could be found on the Recreational Boating and Fishing Foundation website under resources. McAninch said that ATA staff will send out that study as well.
Hofhines said that we need more information on how to get in front of the 80% that we need to get to continue hunting.
Hofhines said that he has engaged a group from a baseball club to get them interested in a new lifestyle such as archery.
Kinard said that we need to figure out how to capture the millennials to go bowhunting as they have access to lots of information via the internet and will do the research.
Shelby commented on the 3rd and 4th paragraphs on page 3 of the report and feels the results are very telling as it’s not been the focus of a manufacturer in the past.
Dumars said that other concerns are access and hunting licenses available in states like Wisconsin, Michigan and Minnesota especially.
McAninch discussed a study from New Jersey from years ago that discussed the opportunities which leads to percent of success.
Parker said that we also need to define what is considered success to these hunters.

McAninch highlighted areas of the Bowhunting Campaign Draft that was prepared by Beach and Johnson.
Beach said that we need to focus on the fact that we are dealing with two completely different audiences there are two completely different audiences, and therefore the approach is going to be different.
Kinard shared information on collegiate fishing that is going on in Texas and how big it has become. Kinard emphasized that their initial interest didn’t come from a parent or family member who got them involved and interested.
Copeland said that ATA could build off the opportunities in Texas by getting youth involved in bowfishing.
Beach said that they put the cart before the horse when they did Explore Bowhunting due to the challenges of getting involved whereas bowfishing is social, can be done as a group with friends, at night or during the day, on a boat or on the shore.
Forster said that one of the biggest differences with the educational opportunities for fishing vs. bowhunting is that states can use Dingle Johnson funds to educate and market. Forster reported that ATA is working on making the change to get the Pittman Robertson funds to be used on educational efforts as well.
Shelby said that we need to know what’s going to trip their trigger so we know how to market it.
McAninch said that one of the interesting facts about the reactivation study is that they didn’t have a message or even feel that any materials that were sent made a difference in their decision.

Copeland said millennials communicate in 140 characters, so we need to meet them there.

Copeland said that major ad campaigns cost a lot of money and wondered if we could tap into fishing FET funds to help push Explore Bowfishing.

Summers suggested tying into the Archery 360 meeting in June to start the Bowhunting Campaign.

Shelby asked if we can go back and ask follow-up questions from survey participation. Hofhines suggested that we tap into Google to identify who is searching bowfishing, bowhunting, archery, etc., and target market consumers.

Copeland said that we should focus on a geographical area where we have a strong retailer base and drive the message in those areas.

Easton said that he disagrees with Shelby as he doesn’t feel we should spend a big chunk of money in the hopes of making something happen.

Streff asked at what point do we do something so we can move forward so we stop talking about it and actually do it. We can’t take the chance to miss another season.

Streff said we need to focus on one or two things and take a chance on it.

Easton said that we need to decide on what we are going to do in the short term and what our focus is long-term.

Phillips said that we need to do a deep dive and get the information that we need to get the result we desire.

Parker said that we need to work both ends.

Dumars said that we need to send out the message multiple times on social media to get the results we desire. In addition, we need to make sure we have a plan for 3-5 years.

Stubstad said that we need to spend time putting together a campaign that retailers can use to recruit hunters.

Summers said that we are going to take this to the Archery and Bowhunting 360 Meeting to work on a timeline and plan on to move the campaign forward.

6. Outreach/Education Programs – Emily Beach

Beach provided a presentation on Outreach and Education.

Shelby discussed the state parks that are being built in Louisiana where they’ve built 500 at the cost of $360,000 each. How do we build 300 ranges in the next 2-3 years?

Shelby said there are only 2 indoor ranges in the entire state of Louisiana. How do we incentivize a retailer to build a range in their shop so consumers can shoot year-round?

Bahnub asked where is the money budgeted for something like what Shelby is discussing. Where is that line item for 2017-18? McAninch pointed out where range support is listed in the budget.

McAninch said that he was disappointed hearing Shelby say the ATA is doing nothing to help bowhunting as there’s a lot that’s been done to provide opportunities with a next step to NASP. McAninch discussed the efforts that ATA has done with the Retail Growth Initiative as well as the efforts in Outreach of Explore Bowhunting, Explore Archery, Explore Bowfishing and other Programs.

McAninch said that we need to continue to work on strengthening retailers to be ready for the consumers.

Phillips said that in all the discussions that he’s had with retailers during his ePRO calls, many retailers have ranges, but most don’t like their range and they need to learn more about how to profit from their range. ATA needs to focus on educational opportunities.
Copeland asked about statistics for the number of retailers that were certified at ATA Trade Show. Lewis confirmed we had 130 Level 1 and 58 Level 2 Certifications during the ATA Trade Show in 2017.

Copeland asked if there’s a plan to implement Explore Bowfishing in states like Michigan where Explore Bowhunting is present. Beach confirmed that they are implementing in states like Michigan and New York through programs like Parks and Recreation.

Shelby asked about the partnership with NFAA. Beach said that the partnership is just beginning and will take off as NFAA is also working on some restructuring within their association.

McAninch said that he feels that it will really take off as they pride themselves as the recreational opportunities for youth and beginning archers. McAninch feels this is the opportunity that ATA has been waiting for to get it kicked off. Most important, NFAA is eager to assume a leadership role for beginning and new bowhunters.

Shelby loves this opportunity and the growth potential.

Kresser-Campbell asked if there’s a direct tie to Explore Bowfishing to retailers. Beach said that we don’t have access to the data as there’s some resistance to retailers working with state agencies.

Parker asked how many retailers signed up for ATA ePRO. Beach confirmed that there are 86 retailers who have signed up as users of the software. Beach shared her excitement about the opportunity to have a marketing staff member to help grow Outreach efforts.

7. Government Relations – Dan Forster
Forster gave a presentation on his relationships with state and federal agencies to grow archery and bowhunting.

Kaufhold asked about deer farming. Forster and Burgeson discussed relationship issues with deer farms, Department of Natural Resources and that of the Department of Agriculture. Discussion continued regarding testing methods and the CWD research that’s being done.

A. ATA Deer Protection Program Plan for 2017
Forster provided an update on the Deer Protection Program, including the 13 manufacturers who are participating in the program.

McAninch discussed the marketing efforts that will get underway following the staff member joining us to promote the program.

Stubstad asked about costs for genetic testing for deer. Forster said that it will depend on the variables included in the deer farms and herds of deer.

Stubstad asked if there was a live testing option for CWD. Forster said that you could test lymph node which will show if it’s far enough along, but it won’t be a definitive confirmation in testing.

Burgeson said that they are looking into research options to do additional testing, but confirmed it’s not available at this time.

Discussion continued regarding the combined effort that needs to be done to put together resources and funding to learn more about the disease.

Parker discussed the need to put out positive messaging so consumers still want to go hunting as everything he reads on the National Deer Alliance website is negative while creating awareness.

Easton said that in the same way, we need government to understand the impact and need to support with funding.
McAninch discussed how it’s not something that becomes a national concern until it lands in your state in your backyard. Shelby asked who is regulating the testing. Is this left to the states? Forster said that the researching is being done mostly at Universities. Shelby commented on the meetings that he has attended with the State Directors and stated that there’s nobody else who can compare with the relationships and partnerships that we have with the agencies. Shelby thanked McAninch for the efforts he has started and thanked Forster for continuing.

B. National Deer Alliance – Jay McAninch
McAninch encouraged the group to attend the NDA Summit Meeting in Austin Texas on June 7-8, 2017. **Kelly will provide dates for upcoming meetings and opportunities for Board Members to attend if they are interested.**

C. Outdoor Recreation Industry Roundtable
McAninch discussed our involvement with the ORIR and the meetings that ATA has been involved in over the last several months, especially as it relates to meetings held with the Secretary of Interior and Speaker of the House. McAninch said the ORIR has a meeting with the Secretary of the Interior on Monday, April 24, 2017.

8. Communications – Teresa Johnson
Johnson provided a presentation on communications.

9. ATA Membership and Trade Show – Maria Lewis
McAninch discussed the Board Policy on basing increases for booth costs and membership fees on CPI. In 2016 the CPI increased enough to warrant an increase in both booth fees and dues but McAninch has recommended we not consider an increase since the industry is down. Lewis confirmed that ATA has not increased fees since 2015 which was based off CPI in 2013. Lewis gave a presentation on Membership and Trade Show.
Lewis discussed the roles that staff in other areas take on while at the Show.

A. 2017-18 Program Goals and Plan
Lewis highlighted areas of the Trade Show Summary Income Statement. Lewis said that a good comparison for 2017 is 2015 as they were both in Indianapolis. Easton suggested that we should include the cities where the show was held as it helps when looking at comparisons.
Lewis discussed the changes that we made this year for press registration and cost associated with those changes which resulted in a decrease in that category. McAninch said that the staff were the recipients of unpleasant conversations from angry press as a result and asked if the Board had noticed the change. Discussion continued regarding the positive impact of this change in that category. Easton asked if we could look at the ratio comparison of how much exhibitor square feet as it compares to the overall square footage available.
Discussion continued about how we change the perception of the number of attendees based on the size of the overall floor. Hofhines discussed the need to collaborate to increase the excitement around the Show.
Summers asked for volunteers to work with Lewis on the Trade Show Committee. Vaaler, Primos volunteered.

B. 2018 Indy Show Preview
Lewis highlighted areas of the Show floor and changes that were made with regard to food courts and other areas for 2018.
Lewis highlighted goals that staff are focusing on for the 2018 Trade Show as it relates to attendees and exhibitors.
Lewis said that ATA staff will be doing a comprehensive survey following the 2018 Show to learn more about exhibitors as well as attendees.
McAninch highlighted the financials showing the revenue and expenses which show a continual increase over net.

10. ATA Financial Status and Discussion – John Nelson
   A. Projected 2016-2017 Balance Sheet and Summary Profit and Loss
McAninch called attention to the Balance Sheet for the last fiscal year which concluded on March 31, 2016. Summers commented that payables are up this year. Nelson said that vendors were asked to get invoices in quickly so we could work to finalize the year. McAninch discussed the Reserve Fund Balance comparisons for the past 5 years.
McAninch discussed the funds that have been set aside should something occur which would affect the Trade Show.
Primos asked where funds will come from as it relates to the search for McAninch’s replacement. McAninch said the funds would come from the General Reserves.
McAninch said that he will discuss budget for next year as it will change with decisions that were made this week.
Bahnub asked for clarification on Personnel and Contractors and Professional Services.
McAninch confirmed that personnel is all staff as well as contractors who work for ATA just like staff.
Bahnub asked for the top 3 vendors. McAninch confirmed that many of those are related to Trade Show in addition to attorneys and the agreement with Weber Shandwick for the Archery 360 Campaign.
Easton asked about building in a line item for transition charges as it relates to filling the President/CEO position.
   Nelson will create a new line item so ATA can track expenses related to the transition.
Easton confirmed that we didn’t use any funds from the reserve funds as we were able to cover expenses without using those funds.
   B. 2016-17 Audit Process Approval
   C. 2017-18 Budget Review and Discussion
      1) Summary Budgets
      2) Programs – Trade Show, Outreach/Education, Government Relations, Communications, Administration/Operations
McAninch discussed the proposed budget for 2017-2018.
McAninch and Lewis feel that we will see a reduction in revenue due to the decrease in booth sales as staff have heard from several companies that they are going to reduce the size of their booths.
McAninch discussed the increase in staff time and expertise and not funds to support programs like NFAA and S3DA like ATA did with USA Archery. He feels this will continue.
Easton discussed the changes that ATA made with the organization of staff rather than hiring a COO to handle operational responsibilities.
11. Other Board Business

Board Meeting 8am July 11-Noon July 12, 2017 Salt Lake City, UT

Board Meeting 11am-1:30pm January 10, 2018 Indianapolis, IN

12. Adjourn
A motion was made by Shelby, seconded by Phillips, to adjourn the meeting. Motion carried.