



USA SOFTBALL BOARD OF DIRECTORS MEETING  
USA Softball AEP Building, Oklahoma City, Oklahoma  
April 22-23, 2017

MINUTES

1. **CALL TO ORDER**

President Warren Jones called the meeting to order at 8:00 a.m.

2. **INVOCATION AND PLEDGE OF ALLEGIANCE**

Beverly Wiley delivered the Invocation and Tyron McKinney led the Pledge of Allegiance.

3. **ROLL CALL**

Board Members present were Warren Jones, Phil Gutierrez, John Gouveia, Beverly Wiley, Andy Dooley, Carlton Benton, ET Colvin, Rodney Cobb, Darrin Duistermars, Joe Patterson, Dick Gulmon, Bill Parks, Sam Ducato, Dave Devine, Valerie Arioto, Tyron McKinney, Michelle Moultrie, and Janie Takeda.

The Executive Director declared that a quorum had been established.

Guests present: A.J. Morgan, RPS Bollinger, John Falcone, Cheek and Falcone, Ray Gutierrez, USA Softball of Oklahoma, Richard Merritt and Drew Wells, USA Softball of Texas, Tom Anderson, City of Oklahoma City and Sue Hollenbeck, Oklahoma City CVB.

Staff present: Craig Cress, Mark Loehrs, Steve Walker, John Miller, Chris Sebren, Codi Warren, Savannah Edwards, Rich Cress, Shirley Adkins and Jay Hedrick.

4. **REMARKS**

- A. President remarks
- B. Immediate Past President remarks
- C. President-Elect remarks
- D. Executive Director remarks

5. **AMENDMENTS TO AGENDA**

- A. Darrin Duistermars - New Business: Men's Slow Pitch Task Force Committee Survey
- B. Darrin Duistermars – New Business: Web Site Reviews
- C. Andy Dooley and Craig Cress - Executive Session
- D. Craig Cress – Introduction of Special Guests:
  - Tom Anderson, Executive Manager with the City of Oklahoma City
  - Sue Hollenbeck, Director of Sports Business, Oklahoma City CVB

6. **EXECUTIVE SESSION**

*M/S/C – Motion to enter into Executive Session.*

*M/S/C – Motion to exit Executive Session with following motions made:*

*M/S/C - Motion to approve RPS Bollinger proposal for the "Adult Team Registration, Liability-only" effective January 1, 2018. The national cost for Adult Team registrations starting on January 1, 2018 will be \$19.00 and will automatically include liability insurance. An optional Adult Accident Team Insurance Plan can be purchased by registered teams for \$200.00.*

*M/S/C – Motion to approve the Licensing Agreements listed below:*

- A) USA Softball Trademark License Agreement, National-based companies (Clothing, Accessories and Apparel)*
- B) USA Softball Trademark License Agreement, National-based companies (Trophies and Awards)*

**C) USA Softball Trademark License Agreement, Local Association-based suppliers and vendors**

**M/S/C – Motion to approve the new trophy design for the USA Softball Collegiate Player of the Year Award.**

**7. SPECIAL GUESTS:**

Craig Cress introduced two special guests to the Board: Tom Anderson, Executive Manager – Special Projects with the City of Oklahoma City and Sue Hollenbeck, Director of Sports Business, Oklahoma City CVB. Each guest spoke to the Board on their working relationship with USA Softball. The Board thanked Ms. Sue Hollenbeck and the Oklahoma City CVB for providing lunch for those attending the Board of Directors meeting.

**8. COMMITTEE REPORTS**

**A. Long Range Planning**

Craig Cress briefly discussed Steve Wolter's, Consultant for the Long Range Planning Committee, written report. Mr. Wolter met with the USA Softball National Office Directors in Oklahoma City, OK on April 3, 2017. The next meeting scheduled for the Long Range Planning Committee will be held in Oklahoma City on Thursday, September 14, 2017. Mr. Cress will send a notification to the LRPC regarding travel arrangements for their meeting in Oklahoma City, OK.

**B. Equipment Testing and Certification**

Dick Gulmon, Chair of the Equipment Testing and Certification Committee presented a written report to the Board regarding the USA Softball Non-Linear Bat Protocol Policy which covered the Non-Linear Bat, Barrel Compression Exemption and Barrel Compression Threshold.

**M/S/C – Motion to approve the Equipment Testing and Certification report.**

**9. DEPARTMENT DIRECTOR'S REPORTS**

**A. Operations – Steve Walker, Director**

**i. Communications**

Mr. Walker provided a written report on the Communications Department activities. This was an information only report which required no action by the Board.

**ii. IT**

Mr. Walker provided a written report on the I.T. Department activities. This was an information report which required no action by the Board. The National Office Staff informed the Board of Directors of the refund policy that will be in place for TournamentUSA Softball usage going forward. Because processing, bandwidth and other resources are used on the TournamentUSA while creating a tournament, creating schedules and the messaging that is processed through the system, any type of refund, partial or full, will not be issued once games have been played. A refund will be issued only in the cases where a tournament is cancelled and no games are played.

**iii. Marketing**

**1. New Umpire Logo**

**M/S/C – Motion to approve a new Umpire logo based on the new Softball homeplate logo for use in the promotion of the Umpire program for marketing and merchandise items.**

**2. Member Logo**

**M/S/C – Motion to approve a new Member logo that can be used by members of USA Softball.**

**B. Membership / Championships / USA Softball HOF Complex – John Miller, Director**

**i. Membership**

John Miller presented reports from the Membership Services Department. These were information only reports which required no action by the Board.

**Girls Class C Fast Pitch 10, 12, and 14-Under Regional; and 8-Under Regional Championship Finals**

**M/S/C – Motion to approve Assessment fee of \$15.00 per team and Team Bid fee of \$50.00 per team for Regional Championship Finals.**

- C. Umpires – Kevin Ryan, Director  
Executive Director Craig Cress went over the Umpire Department report and answered questions from the Board. This was an information only report which required no action by the Board.
- D. National Teams – Chris Sebren, Director  
Chris Sebren presented his report on the National Teams Selection Committees, Coaches Pool, the USA Softball National Teams activities and budget for 2017, Girls' 12 U All-American Games, and JO Cup.

#### Futures Cup

Mr. Sebren addressed questions from the Board on the communication on the Futures Cup Event to be held during the World Cup, July 5-8, 2017 in Oklahoma City, OK. The board's concern was that they were not informed or provided information on the Futures Cup. The National Office will strive to improve on forwarding notice to the USA Softball Board of Directors and Council Members on current and future events hosted at the USA Softball Hall of Fame Complex.

#### JO Cup

There was a discussion on the process of selecting teams to the JO Cup. Starting in 2018 the National Office will communicate with Commissioners on teams being invited from their association to address any issues they may have with the invitation.

- E. Chief Financial Officer – Mark Loehrs, Director  
Mr. Loehrs presented his report to the Board on department activities including the USA Softball budget and the ASA Properties budget. This was an information only report which required no action by the Board.

### 10. **OLD BUSINESS**

- A. Commissioner/Local Association Agreements  
Executive Director Craig Cress provided an update on the Commissioner / Local Association Agreements presented to the Commissioners at the 2016 Annual Council Meeting in Shreveport, LA. All of the feedback received has been evaluated and some areas were updated in the agreements.

***M/S/C – Motion to approve the Commissioner Agreement and the Local Association Agreements.***

- B. Update on MLB Initiatives  
Executive Director Craig Cress updated the Board on the partner relationship between USA Softball and MLB. USA Softball will be hosting the USA Softball / MLB Breakthrough Series in Oklahoma City, OK June 11-15, 2017. MLB has signed Jennie Finch as their Softball/Baseball Ambassador. The partnership with MLB continues to be positive with the main focus of MLB being inclusion and development.
- C. NCAA  
Craig Cress updated the Board on the USA Softball relationship with the NCAA and on meetings with the NCAA concerning an audit conducted by the NCAA on the 2016 Championship.
- D. USA Softball Annual Council Meeting
  - i. 2017 USA Softball Annual Council Meeting – October 20-27, 2017 – Greensboro, NC  
The National Office will send information to the General Council concerning travel and lodging in early July for Greensboro, NC.
  - ii. 2018 USA Softball Annual Council Meeting – October 27 to November 2, 2018 –Oklahoma City, OK  
The Renaissance Oklahoma City Convention Center Hotel – Marriott will be our host hotel.

11. **NEW BUSINESS**

A. Digital Umpire Manual

Craig Cress informed the Board that we are moving towards the future to have the Umpire Manual to be in a digital format. Kevin Ryan will present a proposal and the product to the Board in September. We are looking forward for the first digital Umpire Manual to be produced no later than 2019. No action required by the Board.

B. Bundling Registration Fees

Dave Devine proposed an idea to the Board of a selling tool for the Individual Registration for the Commissioners usage to increase our registration and become competitive in the marketplace. For example, we could include the Rule Book, TournamentUSASoftball, Game Changer, the new digital Umpire Manual, bundling the Coaches Background check and ACE so they can get the individual registration insurance. Mr. Devine will work on a proposal to submit to the Board at their September Board Meeting. He will work with Mark Loehrs, CFO for his assistance on conducting a case study on the effectiveness of bundling the Registration Fees.

C. Slow Pitch Task Force Committee

Darrin Duistermars, Chair of the Slow Pitch Task Force Committee, presented the Board the results of a twenty question survey conducted among his committee regarding Men's Class E/Rec Slow Pitch and Player Classification. The next step for his committee is to schedule a conference call to go over the survey results. Their ultimate goal is to have proposals written for the 2017 Annual Council meeting in Greensboro, NC which will include the ideas/results taken from the survey. President Warren Jones thanked the committee and asked him to look at our grassroots level and local cities to help improve the Slow Pitch division.

D. Communications Committee

Darrin Duistermars spoke on behalf of Stu Alderman, Chair of the Communications Committee that the Web Sites Reviews will be going out shortly. They will be starting the web sites reviews within the next couples of months.

12. **ASSOCIATION AND PERSONNEL REVIEW (Executive Session)**

*M/S/C – Motion to enter Executive Session.*

*M/S/C – Motion to exit Executive Session.*

*M/S/C – Motion to approve all motions made collectively in Executive Session.*

13. **ADJOURN**

*M/S/C – Motion to adjourn the meeting at 11:30 a.m. on Sunday, April 23, 2017.*