

**United States Curling Association, Inc.**

**Special Meeting of the Executive Committee  
March 24, 2003**

**Minutes**

Present

Jack McNelly, chair  
Grayland Cousins  
Bob Fenson  
Pam Finch  
Warren Lowe  
Chris Moore  
Donna Purkey  
Ann Swisshelm Silver  
Mark Swandby  
Jane Thompson

Not present

Phill Drobnick  
Peggy Hatch  
Richard Maskel

Also present

David Garber, Executive Director  
Rick Patzke, Director of Communications

1. **Call to order.** McNelly called the meeting to order at 4:05 p.m.
2. **Membership growth.** Garber reported an increase of at least 830 USCA dues paying members from 2002 to 2003, the first significant growth year since the 1980's. Garber felt this is due to a combination of Olympic TV exposure and efforts for preparation and follow-up by clubs, volunteers and USCA staff.
3. **Utica ice maker school.** McNelly reported that the Utica Curling Club was planning a Level II and III Ice Maker's School, with "Shorty" Jenkins the instructor, and has asked for USCA sanction, with no USCA budget impact. Details have been distributed to the committee. Cousins stated that this sounds good, but the request should be referred to the Field of Play Committee for prompt consideration.
4. **Three-sport television program.** Patzke has sent a detailed memo to the committee laying out a proposed "Ice 2003" TV broadcast, for late November 2003, in conjunction with luge and bobsled. The curling event would be the 2003 Continental Cup. Tentative broadcast schedule is next December 6 (1 hour) and December 7 (2 hours). The desired commitment deadline from NBC was last week. A contract will not be signed at this point, but a USCA expression of intent to participate in the project is needed. A credible producer's budget indicates a probable cost to USCA of \$35,000, with a larger cost possible. Extensive discussion of possible financial results.

Cousins commented that the benefit to the USCA and its members of participation in this program is consistent with the number one strategic goal of the USCA to "Grow The Sport". If the program is successful the result would likely be to continue the growth trend of curling exposure on television and

the impact on USCA membership. Ratings for March curling program met expectations. Garber relayed Maskel's comments provided earlier by phone. **Motion by Finch, Silver second, to make the initial expression of intent to the NBC three-sport program based on our expectation that, given some time, the contracts would be developed and the USCA will develop the resources, to limit its exposure to an estimated at \$35,000 per year for two years, to enable a final commitment at contract signing time. Approved, Silver abstaining.**

5. **Athlete funding publicity.** In correspondence and at a previous meeting, Thompson and Garber have described USCA practice of publicizing team funding dollars, and the practice by the USOC and most or all other National Governing Bodies of publishing overall funding dollars only, in a way which does not disclose how much an individual curler or team receives. The AAC has been asked to review current practice and propose changes, if any. Due to the press of other matters the AAC has not been able to discuss this issue to date. The Executive Committee took no action to change current policy regarding disclosure of Athlete Funding information pending a recommendation from the AAC.

6. **Other business.** Swandby briefed the committee on the Governance Task Force progress, and the Wisconsin proposal, now on the USCA Annual Members Meeting Agenda. The Governance Task Force met by conference call last Friday. Chairman Anderson is preparing the final governance proposal. Discussion of process for action on By-Laws changes.

7. **Adjourn. Motion made, seconded and approved to adjourn at 5:28 CST.**

Respectfully submitted,  
David Garber  
Recording Secretary

Reviewed and Authorized  
R. Chris Moore  
Secretary