

# **FPUSA 2018 Board of Directors**

## **March 2018 Agenda**

Approval of February 2018 minutes

Please review the attached PDF [FPUSA\_Minutes\_Feb2018.pdf]

### **Business**

#### **Item 1– Consideration of Los Angeles Petanque Club Request**

LAPC President, Chrissy Lion, has requested that prospective member, Didier Pellerude, be granted a reduction of his sanction. This is time-sensitive.

#### **Item 2–Consideration of 2018 Club Assistance Program**

Please review the 2017 Club Assistance Program [FPUSA\_2017CAP-1.pdf]. This is a program that we have offered for several years, and must be re-approved each year.

#### **Item 3–FPUSA Strategic Plan: Review, Revise, Affirmation, Implementation**

Please review the FPUSA Strategic Plan [FPUSA Strategic Plan.pdf]. Each year the FPUSA Board of Directors must review the strategic plan. The current plan is stated to run from 2017-2020, and must be reviewed, revised (as needed), affirmed, and an implementation plan put into action.

#### **Item 4–Consideration of Regional Advisory Boards**

The need for effective bottom-up communication has not been addressed historically. One idea to remedy this is to create “regional advisory boards,” led (chaired) by the individual region’s FPUSA Counselor(s), and made up of the region’s club presidents and at-large representatives chosen by the Counselors and the Clubs.

#### **Item 5–Consideration of the FPUSA Communications Strategy**

Website, blog, social media, email, and potentially an annual publication are currently the key elements of the FPUSA communications strategy. The Communications Committee will present an outline plan, along with results from a brief survey relating to the annual publication.

## **FPUSA 2017 CLUB BENEFITS PROGRAM**

FPUSA will give financial assistance to new clubs and second-year clubs as described below. Provisionally and fully-affiliated clubs are eligible.

New clubs are eligible to be reimbursed for their first \$100 in petanque-related purchases during their first year of affiliation. During their second year of affiliation, they are eligible to receive a "50-50" reimbursement of up to \$100 for their next \$200 in purchases.

The Treasurer will notify the President and the Board of Directors if the expenditure on this program reaches \$1,200 at which time the Board may decide to revisit or reevaluate the program.

### **Examples**

Common uses of the funds might be: practice boules, prize medals or trophies, club banners, playing circles, 20-meter tape, score boards, "sandwich board" or other signage, booth fee for local fair, etc. Other items may be proposed and considered by the Program Coordinator.

### **Restrictions:**

Petanque equipment must be purchased from an American-based company.

All petanque equipment purchases are eligible with the understanding that the equipment is for the sole use by the club, or to be used for non-cash prizes at any event intended to promote petanque, such as tournaments, community outreach, club fundraisers, etc.

Club banners require the placement of the FPUSA logo. FPUSA logo size must be at least 6 inches in diameter or 6"X6", and not less than 50% of the size of the club's logo. Banner and signage designs must be reviewed by the Program Coordinator.

Reimbursements are for purchase prices only, and do not apply to sales tax and shipping costs.

Extensions:

1. If a club does not act to take its first-year club benefit in its first year of affiliation, it will be eligible to take it in its second year, and then to take its second-year club benefit in its third year of affiliation.
2. If a club does not act to take its first-year club benefit in its first two years of affiliation, it will be eligible to take its second-year club benefit in its third year of affiliation.

### **Administration:**

The FPUSA Treasurer is designated as the Program Coordinator. Proposals for purchases must be sent to the Treasurer for pre-approval.

Once approved, the club shall make its purchase(s), then send the receipt or proof of purchase to the Treasurer. Reimbursement will be sent to the club in the form of an FPUSA check.

# **FPUSA Strategic Plan 2017-2020**

## **FPUSA Vision**

FPUSA promotes the development and growth of recreational and competitive Pétanque throughout the United States.

## **FPUSA Mission**

FPUSA promotes and supports recreational play, and governs competitive play, for players of all ages and levels across the USA.

## **Goals**

- 1) Establish a Development Standing-Committee
- 2) Promote growth in FPUSA membership at all ages and levels
- 3) Promote the establishment and support of local Clubs
- 4) Sponsorship development and outreach to athletic associations and local group activities
- 5) Provide technical leadership in key areas (coaching, umpiring, tournaments and representation)
- 6) Develop a formal, structured volunteer program

## **Goals/Plans/Actions**

### **Goal 1) Establish a Development Standing-Committee**

#### **Plan:**

- Amend Bylaws to establish a Development Standing-Committee (DSC)
- Define DSC responsibilities
- Determine DSC Membership
- Implement DSC

#### **Actions:**

- Work with Board of Directors to agree need for DSC

- Draft Bylaws amendment establishing DSC
- Obtain approval of amendment
- Establish DSC membership
- Write committee procedures
- Develop and implement committee responsibilities and associated targets (membership growth, club support, sponsorship development, fundraising, establish relationships with other sport associations and groups)
- Develop plans (short-term operational and strategic plans) as required
- Ensure clubs and regional counselors have material, coaching and support for seeking sponsorship and outreach to local/youth associations

## **Goal 2) Promote participation at all ages and levels**

### **Plan:**

- Define ages and levels for focused growth support
- Develop plan to promote game to different groups of players (age groups, athletic associations, youth sport activities, local activities for all age groups, special interest groups (firemen, clubs, businesses))
- Implement promotional strategies
- Gain media sport coverage of local, regional and national tournaments, and special events

### **Actions:**

- DSC identifies ages and levels for growth focus
- Together with Communications Standing Committee, DSC develops standard PR toolkit
- DSC develops tools to support local outreach and promotion
- Distribute and maintain common tools
- Educate local clubs on growth strategies and how to use common tools
- Use media for sport draw, sports results and interest articles
- Public petanque demonstrations
- Host/participate in corporate events and social leagues
- Host/participate in community, charity and fun events

### **Goal 3) Promote and Support Local Club and Regional Development**

#### **Plan:**

- Provide leadership, tools and resources to clubs (printed, video, & online resources)
- Provide training in techniques, rules and tactical/strategic play
- Provide opportunities for player development
- Highlight benefits of FPUSA membership
- Ensure club officials are well resourced with information and training to develop a strong volunteer base to support and grow the sport

#### **Actions:**

- Define and promote benefits of FPUSA membership
- Prepare and distribute guidelines on what constitutes a club and how to join FPUSA
- Provide information on how to build a court, set up and administer a club and key elements in sustaining a successful club
- Ensure FPUSA materials are current and centrally maintained on Internet
- Ensure all clubs have access to coaching and umpiring resources
- Ensure all clubs and regional counselors have access to club and regional coaches and umpires
- Ensure clubs have information and training on how to run social and competitive tournaments
- Ensure national tournaments rotate through the country on a fair and transparent basis so all clubs have reasonable access to high level competition
- Provide regional and national training opportunities to raise skills of administrators and officials to: successfully run a club or region; run tournaments; umpire; coach and work with youth etc.

## **Goal 4) Funding, Sponsorship and Outreach**

### **Plan:**

- Identify, develop, tailor a strategy for funding and sponsorship at the local, regional and national levels
- Identify and plan approach for outreach to athletic associations, local sport activities and interest groups at the local, regional and national levels
- Develop funding sources to assist with travel, accommodations, uniforms, coaches and managers of national teams as well as promoting the sport and coverage of competitions
- Develop a formal financial integrity policy and procedure to guide operations and inform potential funders

### **Actions:**

- Identify potential sponsors at national level
- Identify national charities / groups the FPUSA can be associated with and support
- Develop standard tools to support local and regional outreach to identified sponsors and groups and provide training on their use
- Execute outreach to national sponsors and groups
- Provide coordinated leadership, tools and resources to clubs and regional counselors to assist in identifying, approaching non-national sponsors and identified outreach associations and activities.
- DSC committee works with Communications committee to establish forum / blogpost on FPUSA website
- Actively search for sponsors for funding national teams
- Advise clubs, regions on applying for funding where practical

## **Goal 5) Provide technical leadership to key areas (coaching, umpiring, tournaments, and representation)**

### **Plan:**

- Appoint a Technical Director to each of the four key areas, who will report directly to the Sport Director

- Develop new policies and procedures to support the subject areas.
- Develop a coaching program across all levels with appropriately identified and trained coaches

**Actions:**

- Specify Managers within Sport Committee with specified responsibilities and administering key areas
- Review and refine umpiring policy and rules changes as required as well as ensure umpire development and advancement
- Develop requirements and training for coaches and ensure opportunities for advancement to higher levels
- Develop documentation for coaching – required by public schools and youth organizations
- Develop clinics and videos to train and license umpires and coaches
- Encourage all club and regional teams to appoint a non-playing coach for interregional and national events as well as coaches designated by FPUSA for international competition.

**Goal 6) Develop a formal, structured volunteer program**

**Plan:**

- Draft a volunteer program to include the board of directors and local/regional/national volunteers that work to achieve organizational objectives
- Create and define the position of Volunteer Coordinator

**Actions:**

- Recruit a board member to oversee development of volunteer program
- Define roles at the local/regional/national levels
- Develop a volunteer handbook for various roles
- Develop a volunteer recruitment strategy
- Create an effective volunteer recognition/appreciation process