

# CAROLINA REGION RETREAT & ANNUAL MEETING MINUTES

June 5-6, 2025 – Koury Convention Center, Greensboro

Submitted by: Kevin Wendelboe, Executive Director



BOD Attendees: Doug Balser, Jim Ross, Chuck Morris, Rob Boggs, Tony Hill, Ken Kelly, Sarah Conklin, Fred Wendelboe, Tina Readling, Krista McGivern, Steve McKeon, Steve Ellis

BOD Absent: Bruce Cao

Staff Attendees: Kevin Wendelboe

Friday Meeting Start Time: 7:34 pm

## I. Finance Report/Budget

- A. Finance Report – Kevin reviewed the most recent finance report. Region is on track for a surplus including all unbudgeted expenditures for strategic planning and boys HS grants. Record high individual memberships and team registrations have accounted for our strong financial position.
- B. Initial Budget discussions – The USAV Board has approved a \$5 increase to the USAV portion of member fees in 2026. There has not been an increase to the USAV fees since 2011. After discussion, it was decided to keep the region portion of the member fees the same for 2026. Board decided to wait until later in agenda when the Boys HS update is discussed to decide how much in Boys grants to budget for.

## II. 2025 Annual Meeting

- State of the Game – An Annual Report was distributed and will also be posted to our website.
  - a. Membership Growth

Season	Total Junior Members	Total Adult Members	Junior Girls Teams	Junior Boys Teams
2024/2025	11,000	3,185	957	47
2023/2024	10,324	3,309	886	37
2022/2023	9,586		840	35
2021/2022	8,871		773	25

- b. Governance & Strategic Planning - Our board and committees have shown dedicated oversight through:
  - The formation of a **Governance Committee** to review and streamline organizational documents.
  - Approval of a **Budget & Finance Committee** to ensure long-term financial health.
  - Ongoing strategic planning sessions, ensuring that as we grow, our programming and governance evolve effectively.

- c. Serving the Volleyball Community - In September 2024, Hurricane Helene had a significant impact on Western North Carolina. Recognizing the need to support our volleyball community in the affected area, the Carolina Region established a Disaster Assistance Fund with an initial pledge of \$15,000. Through generous donations, an additional \$6,300 was raised. To date, the Carolina Region has issued \$13,200 in grants to families impacted by the hurricane, ensuring that their children could continue participating in USAV club volleyball.
- d. Social Media & Digital Outreach - Our engagement on digital platforms has also experienced a notable uptick:
  - **Instagram:** Grew by 530 new followers to a total of 931.
  - **Facebook Page:** Now boasts 5,345 followers, an increase of 179.
  - **X (formerly Twitter):** Maintained steady engagement with 837 followers.

Our new Social Media contractor professionalized content, ensuring regular updates and enhanced community engagement.

- e. NC Boys' High School Volleyball - The initiative to achieve state sanctioning for Boys' High School volleyball has made significant progress. In the spring 2025 season, 109 public schools and 30 private schools participated. The Region has been instrumental in this effort, awarding \$64,500 in grants to 78 schools this year alone. Over the past three years, the Region has provided over \$140,000 in grants to support this cause. With an additional 30 schools expected to join next year, a vote on sanctioning may take place in 2026.
- f. Tournament Highlights - The 2025 Indoor Tournament Season spanned from early January to early April. Despite one full weekend cancellation due to inclement weather, overall participation remained high. Major highlights include:
  - Regular Season Entries: 1,985 entries, a gain of 166 entries over the previous season.
  - Multi-Day Tournaments: Nine sanctioned events helped maintain competitive spirit.
  - Enhanced Admin Processes: Full API integration with the USAV Membership Management System streamlined the distribution of complete rosters to tournament hosts, significantly reducing administrative overhead.
  - Regional Championships saw 403 teams participate (65% of eligible teams).
- g. Officials Program - Our commitment to ensuring a high standard in officiating is clear from the robust training programs and significant course completions achieved in 2025. With over 8,000 course completions in key junior modules and 53 newly certified officials, our professional referees now number 231. Highlights include:

- **USAV Junior Modules** (R1, R2, Line Judge, Scorer, Asst Scorer/Libero Tracker): Each exceeding 8,400 completions.
  - **Adult Officiating Courses:** Over 1,000 completions.
  - **Accelerated Advancement Program:** 16 participants, with 10 officials receiving certification upgrades over the season.
  - **Notable Achievements** – Frank Motondo earned his National certification. Owen Perkins has been selected to go for his Junior National Certification this summer.
- h. Celebrating 15 years of Junior Beach Tour success, the Carolina Region is hosting two Beach National Qualifiers and multiple Regional Beach events across the state. Athletes participating in Tour events are vying for Junior Beach Regional Championships bids. With Virginia Beach hosting the USAV Junior Beach National Championships, we anticipate strong regional representation.
- i. USA Volleyball Hall of Fame – Amber Fulk was recognized as USAV Scorer of the Year. Grant Lamoureux was honored as the USAV Junior Male Athlete of the Year.
- j. Summary – The Carolina Region Volleyball community is not only growing in numbers, but also in the quality of its programs, tournament experiences, and community engagement. With record-breaking junior membership, improved tournament systems, and a vibrant official's program, we are strategically poised for future success. Our robust strategic planning and enhanced governance structures will empower us to meet future challenges and capitalize on emerging opportunities.
- National State of the Game:
    - USAV has a new CEO, John Speraw. Many foresee big changes coming through this transition. He has already made some staff changes with more to come.
    - Revenue generation will be a primary focus of the new leadership team.
    - Improved Marketing and Promotions to also be a focus.
    - Both National Teams have new coaches – Erik Sullivan for the Women's National Team and Karch Kiraly for the Men's Team.
    - With LA hosting the 2028 Olympics, there will be a focus to grow the game by then. They have set a goal of 1 million members by 2028. We have 500,000 now.

- Robert L. Lindsay Meritorious Service Awards:  
The Region can recognize up to five Individuals for outstanding service to volleyball in North Carolina each year. Individuals may only receive the award once under current regulations. The following individuals were recognized as 2025 Carolina Region Meritorious Service Award winners:  
A. Sarah Conklin  
B. Steve Ellis

We will have a write-up of their contributions to North Carolina volleyball soon.

- Old Business – none
- New Business – none

### III. Committee Reports

- A. Programs – Krista and Steve M gave an update on various items the Programs Committee has been working on
  - Coaching Development – Krista and Steve M. attended the USAV Coaches' Development Training Program in Gulf Shores. They learned a lot of good things and are looking to hold a Coaching Clinic before our fall Player's clinic.
  - Tony is working on a Scorer Clinic that we can send out to clubs to offer as additional in-person training for their teams.
  - USAV has held a few Body Confident information sessions and will roll out the full program soon. We will evaluate it once they release and hope to promote it to our members.
  - This year's Try Volleyball Clinics are scheduled for August 15-30. USAV will be signing up hosts soon. We will promote to our clubs. USAV is striving for 10,000 participants this year.
  - Our Parent Code of Conduct was included during the registration process this year. We will have that included again and will also promote it through our social media channels before the season.
  - We are in initial discussions to initiate a Power League option for our top teams in 2027.
- B. Resource Development/Communications – Tina initiated some discussions on the Ambassador Program. We will finalize talking points and purpose for the program and hope to implement it this coming season. Ideas were discussed on what items to include as giveaways and how to outfit our Ambassadors. We hope to get ambassadors scheduled for many of our multi-day events.
- C. Governance Committee – Chuck reminded the Board that the Finance & Budget Committee has been established. There may be some additional tweaks to it based on additional feedback. Doug is waiting to populate the rest of the committee as the board's work on restructuring could impact who is eligible for the committee. The Governance Committee is now working on reviewing the Bylaws and specifically looking at the Board structure for possible changes. The Board will talk more about that on Saturday.

Board recessed at 8:47 pm

Saturday, June 6, 2025

Board reconvened at 8:30 am

I. Programs Discussions/Planning

- a. Body Confident Program – helping athletes feel confident about their Body image. We think this will be a program that clubs can sign up for and hold sessions within their own club for their athletes. This should not need much involvement from the Region other than promotion of the program to our clubs.
- b. Try Volleyball 2025 – Host signups are happening now. All sites that hosted last year are being emailed directly to sign up to host again this year. Sites can choose any date(s) between August 15-31. USAV has a goal of 10,000 participants this year. The board discussed possible giveaways we can send out to our hosts. Kevin will investigate a keychain as this year's giveaway.
- c. Parent Education – we will utilize our social media manager to promote positive parent behavior this season ahead of the beginning of the tournament season. This is also something we can promote and stress inside our Ambassador Program.
- d. NTDP – we plan to start small with one clinic in the fall. We will then plan something in May of 2026 to possibly include training with the Palmetto Region. The fall clinic has been scheduled for Sunday, November 2 (the day after the State HS Championships). Will look to do a Coaching clinic in the morning and then invite those coaches to stay and be court coaches for the afternoon clinic. We would like to get collegiate coaches involved but that is during the women's college season. We will look to identify athletes through social media, club recommendations, and direct invites. Plans are to provide t-shirts for the participants and staff shirts for the coaches. Current plans are to offer the coach clinic for free and charge minimally for the player clinic.
- e. Art of Coaching Clinic – current plans are to hold last weekend of April, 2026 at Davidson. The board agreed to offer a discount of \$100 for Carolina Region coaches. An idea was suggested to cross promote this with any Men's College matches going on that weekend. We could even have a friendly women's collegiate scrimmage in conjunction.
- f. Coach Development – Krista and Steve M. attended the USAV Coach Development Training in Gulf Shores. Went over both indoor and beach disciplines. They plan to contact the Beach clubs to see if offering a Beach Coach clinic would be something they are interested in. If anyone has any ideas on possible clinics, send them to Krista by July 1.
- g. Power League – the committee is wondering if there would be an interest from clubs to participate in a Power League in the region for the top teams that are not currently playing in the region one-day events. We could hold 3 tournaments on a Sunday throughout the season. We could maybe provide increased points towards our Bid Rankin system as an incentive to participate. This will take some planning so something like this would start in 2027 or later.
- h. Scorer Clinic – Tony will be updating a clinic he has already used in the past. This would be supplemental training that clubs can give to their younger players to enhance the online certification training that they would still need to take. Tony hopes to complete this by August 15 so we can roll this out to clubs in early September. The board discussed some ways we can get additional feedback from referees and teams, especially on clubs that need additional training. We could

develop a short online survey that refs and teams would complete as they go to check out of the event. Could provide a QR code to the TD's to show to the refs and teams. Another idea is to promote becoming a Scorer monitor to the older players in the region that might need Volunteer hours. They could attend local tournaments and help train the younger scorers, and we could then provide a letter confirming their volunteer hours.

- i. Boys High School – Sarah confirmed we did hit the minimum threshold in the 4A division this season. With more growth already expected we should be able to ask for a vote. The board discussed how much to allocate towards the grants in next year's budget. Sarah anticipates anywhere from \$24 to \$75k in possible grants if all the new schools sign up. She does think there are still donors out there that will help offset some of our grant needs. The board decided to allocate \$30,000 in our 2026 budget to Boys grants.

## II. Resource Development/Communications

- a. Lunch & Learn sessions – they were not highly attended, but if we can identify some additional topics that might be of interest to our members, we will offer them. Board was reminded that other hosts or experts could be invited to give the talks. Board was asked to send ideas for topics to Tina by July 1 and we will try to set a schedule at that time.
- b. Ambassador Program – the board broke into groups to discuss ways in which the program could be structured. Board also discussed things to include at our information tables. Some ideas were a pop-up banner with our logo and mission plus “Ask Me a Question about the CR”. The Board preferred t-shirts to identify our Ambassadors. Could also get a Button “Ask me about the Carolina Region...” Tina will put together all our ideas and talking points for the program and distribute. We hope to have a plan for roll out by August 1.

## III. Governance Committee

- a. Chuck reviewed several options the committee has been discussing for a possible Board restructure. Although the top board may get smaller, the goal is for the Advisory Boards to be larger, positions more defined, and more active in providing discussions, programming ideas, and motions/ideas up to the board. He encouraged the board to review the options with the goal of making overall governance more efficient, even if the position you currently hold is no longer in the same place in the structure. After much discussion, some key principles were identified for the Governance Committee to continue to work on and present at a future meeting:
  - i. The Junior Advisory Board and Officials Advisory Board will transition into a more defined group of individuals with more regular meetings
  - ii. The President, Secretary, and Treasurer positions will become elected positions from within the sitting Board of Directors.
  - iii. The board felt Option C was the best of the three but needs more work. Some ideas were given and the Governance Committee will continue to work on it.
  - iv. The length of term limits still needs to be determined.

- v. How the current board transitions into any new structure will be determined by both the composition of the new board structures and when the new structure will be implemented. There does need to be 30 days' notice to the membership before new Bylaws can be voted on.

#### IV. Open Discussions

- a. The Appointed positions will expire at the end of this meeting. The board felt it was wise to appoint them for one more year so everyone could continue their work while the board finishes the restructuring process. Motion by C. Morris, second by T. Hill to:

Motion 1 – to appoint Steve Ellis, Krista McGivern, Tina Readling, and Fred Wendelboe as At-Large members of the CR Board of Directors for one year. MSA

- b. Future meetings – the Board and the Executive Committee will continue meeting on the second Monday of each month on an alternating basis with the Board starting back up in August and the Executive Committee in September. Kevin will double-check all the dates and post the updated schedule on the Board Meetings page of the website.

#### V. Adjournment – Motion by R. Boggs, second by S. Conklin to:

Motion 2 – adjourn the 2025 Carolina Region Annual Retreat at 2:08 pm MSA