



MINUTES – MEETING OF THE USA CRICKET BOARD OF DIRECTORS

By In person – October 08 & October 09, 2022

Attendance

USA Cricket Board Directors

Atul Rai, Interim Chair, Club Director (AR)

Avinash Gaje, Individual Director (AG), Venu Pisike, Individual Director (VP), Nadia Gruny, Player Director (NG), Srinu Salver, Player Director (SS), Sushil Nadkarni, League Director (SN), Kuljit Nijjar, Individual Director (KN)

USA Cricket Staff

Dhruvkumar Barot, Membership Manager (DB)

Richard Done, High-Performance Director (RD)

Jamie Lloyd, Development Manager (JL)

Julie Abbott, Women's Cricket Co-Ordinator (JA)

ICC Staff

William Glenwright, Head of Global Development (WG)

Fara Gorski, Regional Development Manager – Americas (FG)

Guest Presenters

Andy Miller, Newbury Cricket (AM)

Shaun Martyn, Fairbreak (SM)

1. Welcome Note

AR welcomed the directors and briefed them on the agenda for the next 2 days, including presentations from the guests & commercial partners, AGM, meetings with ICC, and meetings with the Staff.

2. Meeting with ICC

AR explained to the ICC the hardship USA Cricket is under due to various non-compliance issues which were left undelivered to the ICC in time and assured the ICC that all such deadlines will be met in the future. AR assured the ICC that they are the biggest associate members of the ICC, with the amount of cricket played in the country, and they will do everything possible to improve and have a better long-term working partnership with the ICC.

WG agreed with the BOD about the enormous growth opportunity to establish the USA as a leading ICC member and to have a close and effective working relationship to achieve shared goals. WG further shared achieved landmarks including the highest commercial right sold for the upcoming global event in India, a potential foray into commercial rights for the T20WC in 2024, and enthusiastic venturing of the Olympics in LA 2028, with all these events having high potential of further developing the game in the USA market. WG also pressed on the current issues USA Cricket has with their non-compliance in funding policy, ICC membership criteria, and USA Cricket constitutionally. WG further shared with the BOD a working plan over the course of the next 12 months to remain compliant, improving governance and commercial and financial sustainability in the USA market, ensuring that the USA market is the ICC's utmost priority for commercial and



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development.

AR further presented the progress made by several working groups in their respective areas, and also emphasized the organizational events timelines that need to be developed. AR presented timelines around the tasks prioritized till the end of the year.

VP provided updates regarding the rolling out of the entry-level program the CricHeroes program for 2023, the domestic pathway cycle throughout 2023, and notional youth initiatives.

3. ICC presentation & updates

WG presented the global strategy, why USA cricket is a market of interest? a new strategy was reviewed and presented to the ICC membership during the most recent AGM. ICC is excited about the potential opportunity during Olympics 2028 LA as this has the ability for more exposure. A special interest of ICC in growing women's cricket, a better-structured pathway across all forms of competition. Member's funding and competition grants reflect ICC's focus and encourage the development of women's cricket. WG further explained the members approved funding/grants distribution model that is being developed over the next 12 months, the next cycle is to begin in 2024.

AG questioned if the members would have the opportunity to request competition grants tailored more towards member's market priorities, such as the high potential of growing a T20 format in the USA, WG confirmed that members have full control over how they would prefer to strategize and invest prioritizing as per their market needs, ICC helps members with a standardized blueprint and recommendation based on its global development plans.

ICC.tv high success rate and development in its global footprint with top associated countries match had the highest viewership. Special interest growth market and ICC potentially looking for special funding to allocate additional funding for promoting the game in the USA, ICC is looking to align its investment strategy with USA Cricket and its commercial partners. High focus on participation program, improving equipment accessibility, and enjoyable participant and fan experience. ICC has further developed an inventory of online certification programs in multiple languages, these programs are available to the member countries and could be adopted at no additional cost to the members.

AR on behalf of the USA Cricket BOD and the entire cricketing fraternity requested ICC to consider/re-consider USA Cricket's opportunity to co-host the WC 2024 with CWI and if there is anything the current BOD could do to fulfill any requirements ICC may need for the event. WG assured to convey back the message of the board to the ICC members where a decision regarding the hosting right and such decisions are made by the members. AR and AG further added to the conversation confirming that issues such as these are pressing to the growth and young history of the organization, in addition, this would also cause significant financial loss to the organization. WG further recommended having an improved working relationship with the regional full member's mentors, simultaneously providing ample opportunity to the home board to improve governance and streamline other active business matters. AR assured ICC that the current board is very dedicatedly working together to undo tasks that have been left incomplete over the last few years, also is confident about the current team to over-deliver on the expectations previously established by the ICC and would leave no stone unturned to optimize any possible opportunity to overturn and be considered for the co-host opportunity. VP urged ICC to be vigilant about the decision around this



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matter as this could leave behind a greater dent in the communities confidence in the organization, which could further push back on the growth and development plan of the organization. WG to further communicate the discussion with the ICC members and provide an update to the USA Cricket BOD regarding the decision on the matter.

FG confirmed the status of the USOPC application on behalf of USA Cricket as this is a constitutional requirement. The final draft will be shared with the Chair of the USAC board before the application is submitted by the end of October. FG further educated the staff and USAC board about the benefits of membership with USOPC including governance and other resources to build improved organizational governance. The decision on the application will be made between December and the end of March 2023. AR appreciates the support of ICC-A on the matter and sees the significant help this affiliation can bring to the organization.

4. USA Cricket – Staff Updates

BOD invited the staff to participate during the AGM week and to provide updates to the board on their ongoing projects and share plans for the next year's cycle.

Membership:

DB informed the BOD of the challenges faced in the role. The membership has come a long way compared to the previous year with a growth of 30% in overall members year over year, an increase in revenue by 13% year over year, exceptional work on onboarding and growing the member's leagues, clubs, and academies with the growth of over 65%, 35% and 65% respectively year over year. Impressive cost optimization for areas where the membership portal was overspending to bring down the year-over-year cost by 24%. BOD learned about the complexity of the onboarding process, which was further improvised so that a new member could now complete onboarding in-under 4 step process. DB further shared the reduction of overall claims processed during the current cycle further adds to the ability of the organization to negotiate for future years. Membership fell short to deliver on the ideal expected revenue for its commercial partners and sponsors and was noted as further development and added value to be delivered for better results.

Development:

Jl updated the board on successfully launching and inaugural of the entry-level program "CricHeroes", approx. 40 kids part took in the inaugural event played between the game during the ICC Cricket World Cup League 2, home series in Houston, May-June 2022. The pilot project was launched in New York and New Jersey school districts where 5 schools are on the project where the program is improved based on the feedback from the schools. In addition, nationwide online-self paced coaching and umpiring courses were launched in which over 100 individuals completed the umpiring courses and 200+ individuals completed the coaching course, additionally, several new zonal and national youth volunteer coordinators were onboarded across the nation. Successfully conducted U13 and U15 Zonal Competition, where 1154 and 720 players park took in their respective ages, over \$100,000 sponsorship was raised in cash and in-kind.

Women's Cricket:

JA chimed the board with updated items of importance, women's engagement plan as being the priority, and digital marketing via social media being the primary focus. Feedback was shared with participants and parents from the 2022 cycle, 50+ responses, and the working group actively looking



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to make necessary improvements in future events. 12 teams participated across the nation in 2021. USA Cricket women's program received an award from the ICC-Americas for its development in the women's cricket program in 2021. Upskills workshops for volunteer coordinators were also conducted, to further improve and facilitate well-delivered events. Key feedback points were also discussed among the board which also serve as the burning issues and possible resolution around such issues.

High-Performance:

RD updates the board on challenges since he was on board during the covid period, with minimal to no cricket being played then. RD appreciated the exceptional work done by the staff during the difficult situation the organization is in. Highlighted the achievement of conducting 4 national events in 2021 and recommended that should be the organizational focus in future years. Success in conducting the senior women's and upcoming U-19 women's national events, where the men's calendar was overly busy with international events from Q2 onwards. Further provided updates on current men's Cricket world cup league 2 standings, and the possibility of where the USA could potentially end at the conclusion of the series later in the year in the final series in Namibia. Individual player's ODI ICC rankings were also featured in the presentation for the current year, further showing competitive presence at the global level. RD expresses his challenges around the player's contracts, including complicated support arrangements in place with commercial partners. RD expresses his challenges around the key staff that resigned/were pulled back which further added to the workload and created a chaotic situation since the beginning of the year. A tentative HP event calendar was also shared with the board with potential competition dates and block-out periods.

5. Guest Presentations

Fairbreak:

SM presented a proposal to host the Fairbreak event in the USA. The presentation included the global presence of the brand, and potential opportunities to further develop feature the women's competition in the USA. Potential opportunity for the USA women's cricketers to upscale their skills and experience the finest level of competition. Firebreak's expectations from the USA cricket were laid out along with the responsibilities and commitment of the organization. Incentives to the USA were not discussed, and further work is to be done on this project, with more updates to follow.

Newbery:

AM expressed his dissatisfaction with the ongoing partnership arrangements, including challenges with communicating with the members and underperforming sales. AM filled the board with the investments made in developing the technology tailored to the American market. Further brainstorming and discussion of leveraging the relationship were discussed and the partner was assured of improved eye-sighting opportunities. AR informed about the feedback received from the league admins around their difficulties with the partner vendor, AM acknowledged and promised improved services. AR informed the staff to have improved communication with the partners and to facilitate services per contract.

6. Annual General Meeting – 2022 (Broadcasted live)



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AR welcomed the members to AGM 2022. Following to the opening statement from the Chair (Interim) of the board, all 5 committees were presented with key highlights and updates from 2022. AGM presentation included updates on governance, finance, membership, cricket committee updates, and youth & grassroots development. The meeting was concluded following a series of questions submitted by the members prior to the AGM, collectively BOD agreed to answer the questions as appropriate to the working committees.

AR recognized the phenomenal work put in by individuals during the challenging year for the organization in 2022 and promised to have an improved and healthier organization in the coming months. BOD conveyed special gratitude to ICC for hosting the AGM and providing the organization with a series of opportunities to have improved governance and organizational sustainability.

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