

National Basketball Retired Players Association, Inc.  
BOARD OF DIRECTORS MEETING MINUTES

May 8th 2020

Teleconference Board of Directors Meeting

Called To Order: 5:03 pm EST

● **ROLL CALL**

- Archie Clark
- Johnny Davis (Chairperson)
- Jerome Williams (Vice Chairperson)
- Sam Perkins (Treasurer, Arrived Late)
- Caron Butler
- Dave Cowens
- Grant Hill (Secretary)
- Dave Naves
- Sheryl Swoopes (Arrived Late)
- Shawn Marion (Arrived Late)
- Thurl Bailey

● **OTHER ATTEEDES**

- Scott Rochelle (President and CEO)
- Erin Miller (SVP of Operations & Events)

- Darren Macfee (Board Consultant)

- **APPROVAL OF THE FEBRUARY 13TH, BOARD OF DIRECTORS MEETING MINUTES**

- No discussion of the minutes
- Motioned by Jerome Williams to approve the February 13, 2020, Board of Directors meeting minutes. The motion was seconded by Grant Hill. The motion passed unanimously.

- **APPROVAL OF THE FEBRUARY 13TH, BOARD OF DIRECTORS MEETING AGENDA**

- Motioned by Jerome Williams to approve the May 9, 2020, Board of Directors meeting agenda. The motion was seconded by Dave Naves. The motion passed unanimously.

- **CEO REPORT ( SCOTT ROCHELLE)**

- CEO Scott Rochelle thanks the Board for its work on behalf of the membership, especially with regards to communications and messaging.
- CEO Scott Rochelle notifies the Board of three members testing positive for COVID-19.

- Scott assures that the NBRPA has supported members medically and with frequent wellness calls.
- The NBRPA is encouraging its members to apply for a Grant Fund of \$2,500.
- Scott clarifies to the Board the terms of the Grant Fund, and how it impacts former Globetrotters and WNBA players.
- COMMUNICATIONS: The NBRPA level of communication and engagement during the pandemic has been very successful. Scott Williams has hosted Sunday shows prior to THE LAST DANCE. Scott Williams has also hosted THE LAST DANCE post-show Q&A's with fans. Next week Scott's guest is Cliff Levinson, with Bill Winnegton set to appear the following week.
- SOCIAL MEDIA: The NBRPA has increased its social media presence with over 1 million impressions per day over all platforms ( Twitter, Facebook, Twitch, and Instagram).
- Scott Rochelle speaks of the potential for players to executive produce content on the NBRPA platforms. LEGENDS LIVE has also been an extremely successful series that's contributed to the increase interest & engagement in the NBRPA's social media platforms.
- Scott Rochelle explains that a social media impression is the number of times content is displayed, no matter if it was clicked or not.
- Scott Rochelle assures the Board that the NBRPA is very strategic with membership involvement on its various social media platforms. Scott Rochelle

gives the example of the NPRBA's strategy in having Isiah Thomas as a guest, considering Isiah's significant part in The Last Dance documentary.

- The NPRBA continues to solicit content ideas from show host and members .
- At the beginning of the COVID-19 pandemic, the NBRPA initially developed its content for its social media platforms, three to four days in advance. Now there is a nice system in place where the NBRPA is scheduled and prepared two weeks in advance of its live presentations.
- LEGENDS CONFERENCE UPDATE: The NBRPA is in discussions with MGM about contingency plans for the scheduled July NBRPA Legends Conference. Erin Miller shares with the Board that discussions with MGM have been positive considering the circumstances. Erin has worked with MGM on contingency plans with the alternative dates of September 26th-28th (Saturday-Monday). MGM has remained flexible with the NBRPA on room rates and food & beverage minimums. Erin and Scott share that MGM wants our business, and that they value the NBRPA and its long term relationship.
- Scott Rochelle details the NPRBA's strategy for the scheduled July NBRPA Legends Conference:
  - Day-by-day monitoring of society's management of COVID-19
  - Remain flexible
  - Constant communication with the NBA on health and safety matters related to the COVID-19

- In the event of a Legends Conference cancelation, all voting would take place online.
  - If the September Legends Conference date is approved, the NBRPA staff will communicate with its members to save the date
- Scott Rochelle emphasizes that voting, along with programming, health and wellness, education, and community work are an intricate part of our Legends Conference purpose and agenda.
  - Scott Rochelle explains the significant revenue that's generated at the NBRPA Legends Conferences.
  - Motion by Thurl Bailey to move the scheduled July Legends Conference to the suggested September 26th- 28th dates. The motion was seconded by Grant Hill. The motion passed, with one objection (Dave Cowens). The NBRPA's 2020 Legends Conference is now officially scheduled for September 26th - 28th.
  - DAVE DEBUSSCHERE SCHOLARSHIP UPDATE: Scott Rochelle shares there's been a significant increase in scholarship applicants in recent years. This increase has caused some serious issues and concerns. Scott Rochelle mentions that Michelle Roberts (Executive Director of the National Basketball Players Association) feels the NBRPA gives out scholarship's too liberally. Scott Rochelle also explains that many NBRPA members had no idea their grandchildren were applying for the Dave DeBusschere Scholarship.
    - Scott Rochelle explains the Member Services Committee has recommended the NBRPA remove grandchildren of NBRPA members

from qualifying for the Dave DuBusschere Scholarship. Scott Rochelle believes this change will ultimately lead to a more competitive scholarship.

- Motion by Dave Cowens to approve the new Dave DuBusschere Scholarship requirements for the 2021 school year. The motion was seconded by Thurl Bailey. The motion passed unanimously. Scott Rochelle plans to announce this change to NBRPA members soon to give applicants time to properly structure their accounting.
- Scott Rochelle explains the challenges the NBRPA faces in raising money for the Dave DeBusschere Scholarship. Our partners are reluctant to support because of it's tax/IRS structure.
- CAREER DEVELOPMENT: Scott Rochelle believes the NBRPA is not at the level it should be in the Career Services space. Scott Rochelle feels there's a real need for career development outside of careers in broadcasting & coaching.
  - Scott Rochelle explains the Simplicity Career Development software could be a tremendous value add in serving NBRPA members with their career development needs.
  - Scott Rochelle explains the importance of an onsite job fair, and how this concept will bring employers to match with NBRPA members for potential career opportunities.
  - Scott Rochelle explains the role of AppLife & TeamWorkOnline, and how they both compliment the benefits of Simplicity.

- Scott Rochelle suggest the board approve a 2year, \$25,000 annual commitment for the Simplicity Career Development Program.
- Sheryl Swoopes leads the Board in a Career Development discussion. Sheryl emphasizes how vitally important this initiative is for former WNBA players. When asked by Dave Cowens about the receptivity of this program, Shawn Marion, Grant Hill & Jerome Williams all felt there was a significant need for it with recently retired NBA players.
- Motion by Dave Naves to adopt a 2 year arrangement with the Simplicity Career Development Program. The motion is seconded by Sheryl Swoopes. The motion passed unanimously.
- Scott Rochelle shares that he averages approximately 20 calls/week from NBRPA members. He informs that his staff averages approximately 50 calls/week form NBRPA members. if these members are in dire needs, they are moved to the Grant Program.

## ● UNFINISHED BUSINESS

- Thurl Bailey shares that the Governance Committee is reviewing the Board's thoughts on potential Bylaw changes.

## ● NEW BUSINESS

- Dave Naves suggests that our future NBRPA teleconferences be conducted on Zoom.
- Scott Rochelle gives a positive update on our current standing and relationship with the NBA

## ● **ADJOURNMENT**

- Johnny Davis adjourns the meeting at 6:43pm EST