



**USA Ultimate Board Meeting
Public Meeting Minutes
February 22-23, 2014**

Denver Airport Marriott at Gateway Park, Aurora CO

Board Members Present:

Mike Payne* - President, At-Large (Appointed) Representative
Gwen Ambler* – Vice President, At-Large Representative
Mike Kinsella – Secretary, Central Region Representative
Kathy Hendrickson – Treasurer, Mid-Atlantic Region Representative
Henry Thorne – At-Large Representative
Sandy Park* (via Google Hangout/phone on 2/23) – At-Large (Appointed) Representative
Stephen Hubbard – Southwest Region Representative
Ben Slade (via Google Hangout/phone) – South Region Representative
Brian Garcia* – Athlete Representative
DeAnna Ball – At-Large Representative
Val Belmonte – At-Large (Independent) Representative
(* signifies "Elite Athlete" designation)

Board Members Absent:

Mary-Clare Brennan (absent 2/22, present 2/23) – At-Large (Appointed) Representative

USA Ultimate Staff Present:

Dr. Tom Crawford – CEO
Will Deaver – Managing Director, Competition and Athlete Programs
Tyler Krajec – Manager, Competition and Athlete Programs (College)
Byron Hicks – Manager, Competition and Athlete Programs (Club)
Mike Lovinguth – Manager, Education and Youth Programs
Baker Pratt – Manager, Competition and Athlete Programs (Youth)
David Raflo – Manager, Events
Melanie Byrd - Director, Membership and Sport Development
Anna Schott – Manager, Membership and Sport Development
Ryan Gorman – Manager, Membership and Sport Development
Josh Murphy – Manager, Membership and Sport Development
Julia Echterhoff Lee – Director, Finance and Development
Andy Lee – Director, Marketing and Communications
Matthew Bourland – Manager, New Media
Stacey Waldrup – Manager, Communications and Publications

President Mike Payne calls meeting to order 8:07 AM MT, Saturday February 22, 2014.

Introductions of New Board Members and New USAU Staff since Last Meeting. Welcome to new Board members DeAnna Ball, Brian Garcia, and Val Belmonte, as well as new staff Josh Murphy, Tyler Krajec, and Ryan Gorman.



Financial Report

- Tom Crawford and Julia Lee report on 2013 finances.
- The Board feels that the organization is in a stable financial state, with sufficient Operating Reserves to weather business challenges and invest in growth initiatives outlined in the 2013-2018 Strategic Plan.
- No Board votes were taken during this session.

CEO Review of 2013 and Update on 2014 Programs/Progress

- Tom Crawford and staff report to Board on 2013 Programs, including successes, challenges, and what's ahead in 2014.
 - Triple Crown Tour launched in 2013 - five TCT events and increased club division participation.
 - 2013 US Open held in Raleigh. A very successful event, with increased participation relative to 2012, and the great addition of ESPN coverage. Staff and Board discussed the conflicts with the semi-pro leagues and the need to make a statement.
 - 2013 National Championships in Frisco, TX was a successful event, including an additional great broadcast by ESPN. The facilities were excellent, as were the local volunteers. This tournament is heading back to Frisco TX for 2014. Staff and Board discussed need to move championships earlier to get into other major markets and greater audience.
 - USA Ultimate's first beach national championship will be held in 2015. Competition and Athlete Programs group is already receiving bids for 2015 beach championship.
 - Outreach clinic participation increased from around 100 in 2012 to over 1000 in 2013.
 - Melanie Byrd gives update on League Affiliate program and tech project rollout.
 - 2013 – USAU exceeded the goal for number of new affiliates!
 - League Affiliate program is crucial for USAU to help grow participation and base of players on a national level. Provide sanctioning and insurance support, as well as "How to" manual and resources for training coaches and observers.
 - Goal for 2014 is to bring in six new league affiliates.
 - Tech Project is rolling out in phases. New membership portal and tournament calendar!
- Mike Lovinguth is leading a "Girls' Task Force" focused on accelerating growth of girls' ultimate. In the next several months, they will come up with recommendations and act in an oversight capacity as new programs are put in place.
- No Board votes were taken during this session.

Fundraising Plan

- Julia Lee presents report to the Board on Fundraising goals and plan. As a first step towards a complete fundraising plan and execution, establishment of a Foundation was proposed. This Foundation would lead fundraising and disbursement activities, in support of several key USA Ultimate areas of focus (e.g., youth Ultimate, Team USA, etc.)

Proposal 2014.01 - Establish the USA Ultimate Foundation

- Presented by Julia Lee
- Once there's a board in place for the foundation, the executive director/CEO would present to the foundation with requests on how to spend money.



- Foundation would give "grant" to USAU on a yearly basis based on designated restrictions, or general contribution to be used at the best discretion of the organization.
- As foundation is its own entity, there will be bylaws and separate organizational governance.
- Non-voting member on foundation board will always be the CEO of USAU.

"The USA Ultimate Foundation shall be created to support the programs of USA Ultimate. Work on the foundation shall begin in 2014, including engaging a lawyer to help us prepare and file the articles of incorporation and the bylaws. Once the necessary items have been constructed and compiled, the Director of Finance will work with our lawyer and auditor to submit Form 1023 to the IRS."

- Gwen Ambler moves vote on Proposal 2014.01. Henry Thorne seconds motion.
- **Proposal passes with a vote of 11-0-0. Mary-Clare Brennan absent.**

Beach Division Update

Presented by Will Deaver.

Decision made for USAU to host Beach Nationals – April/May 2015 is timeline agreed upon.

- No Board votes were taken during this session.

Pufahl Farricker Spirit Foundation

- Presented by Brian Murphy and Finlay Waugh
- The Peter Farricker Foundation was founded in 2002 after his passing in 2001. A group of his friends believed that high-level play was not something that had to be separate from high spirit. They founded this award to honor Spirit of the Game in the name of Peter Farricker. Upon passing of Kathy Pufahl, groups joined together to award a Spirit of the Game award to women's player.
- Brian and Finlay (on behalf of the Foundation) want to "put a stake in the ground" to ensure the award continues to be awarded for future generations. They propose a one-time gift to the newly-minted USA Ultimate Foundation to support continuation of the Pufahl and Farricker Spirit Awards in perpetuity. Brian: "We'd like these awards to outlive us."
- The Board agrees with the spirit of the proposal, and asked Brian to work with USA Ultimate staff to determine specific amount, and terms, of the gift. The final terms will be voted upon by the Board at the next full-Board meeting.
- No Board votes were taken in this session.

National Team Selection Discussion

Presented by Will Deaver

- Will Deaver leads discussion about selection criteria for teams participating in World Ultimate & Guts Championship. USAU's WUGC teams are currently determined by USAU Club Championships winner.
- Board and Will discuss strengths and weaknesses of different team selection policies, including maintaining status quo of USAU Club Champion as representative.
- Board directs will to take issue back to committees and working groups, and come back to Board at a later date with recommendations.
- No Board votes were taken during this session.



Board-Only Session

- Officer elections are held.
 - Mike Payne (President) and Gwen Ambler (Vice President) retain roles as elected in 2013, as these positions are two-year terms.
 - Kathy Hendrickson is elected Treasurer for 2014 calendar year.
 - DeAnna Ball is elected Secretary for 2014 calendar year.

Board recess for the evening at 6:20 PM MT.

Mike Payne calls meeting back to order at 8:26 AM MT on Sunday February 23, 2014.

Mary-Clare Brennan joins the Board in person for Sunday. Ben Slade and Sandy Park are present via Google Hangout.

Board Committees

- Led by Gwen Ambler
- Committees staffed, and 2014 goals drafted.
- No Board votes were taken during this session.

USA Ultimate Sponsorship Strategy.

- Presented by Andy Lee and Mary-Clare Brennan.
- Andy reviewed for Board the current status of USAU marketing and sponsorship agreements, both value-in-kind and actual dollar contributions relative to budget.
- Goals to continue to cultivate relationships with endemic and non-endemic sponsors to continue to build USAU visibility and provide value to corporate partners.
- Board provided input on connection between Sponsorship campaigns and fundraising campaigns that will be started by the USA Ultimate Foundation.
- Board members agreed to provide corporate contacts to support outreach by USA Ultimate Marketing & Communications staff.
- No Board votes were taken during this session.

Kathy Hendrickson moves to adjourn the meeting, Mike Kinsella seconds.

Board votes unanimously (12-0-0) to adjourn the meeting at 12:00 PM MT.