

**Minutes of  
UPA Board of Directors Meeting July 3, 2008  
Redmond Inn, Redmond, WA  
DRAFT**

In attendance:

Mike Payne	At-Large Rep, President, Board of Directors
Ricky Eikstadt	Central Rep, Treasurer, Board of Directors
Henry Thorne	At-Large Rep, Board of Directors
William “Bunny” Bartram	Northwest Rep, Board of Directors
Kelly Kneib	UPA Administrative Assistant (HQ Staff)
Melanie Byrd	UPA Director of Membership and Outreach (HQ Staff)
Anna Schott	Membership and Outreach Manager (HQ Staff)
Will Deaver	UPA Director of Championships (HQ Staff)
Meredith Tosta	UPA Director of Youth Development (HQ Staff)
Doug McLaughlin	Southwest Rep, Board of Directors
Peri Kurshan	Northeast Rep, VP, Board of Directors
Theresa Weber	At-Large Rep, Secretary, Board of Directors
Josh Seamon	At-Large Rep, Board of Directors
Dave Lionetti	Mid Atlantic Rep, Board of Directors
Robin Davies	At-Large Rep, Board of Directors
Sandie Hammerly	UPA Executive Director (HQ Staff)
Todd Demetriades	South Rep, Board of Directors
Val Nigro	UPA Administrative Assistant (HQ Staff)
David Barkan	Consultant (partial attendee)

Absent:

Kyle Weisbrod	At-Large Rep, Board of Directors
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8:20 a.m., Mike Payne calls meeting to order, and reviews agenda.

Conflict of interest forms distributed to all board members for review and signature.

Mike entertained motion to adopt January 2008 meeting minutes as submitted.

Motion to adopt: Todd

Second: Bunny

**Adopted: 10-0-0.** (Peri Kurshan had not yet arrived at meeting)

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**World Games/US Team** Sandie Hammerly/Will Deaver

There are no clear UPA policy guidelines on the UPA’s role in the development and management of World Games teams. HQ requests the Board’s input on what UPA’s involvement should look like so that appropriate policy can be developed. The teams are mixed team with an 11-person roster. In the past, the UPA has selected an “all-star” team.

## *Discussion*

Past problems may have related to lack of clear definition of the relationship between the coach and UPA administration.

World Games provide a huge opportunity for UPA to assert itself as the steward of US Ultimate and provide structure for the process.

World Games provide an opportunity to promote Ultimate in the world of sport.

This is the only international multi-sport event that US Ultimate participates in. Representatives of the IOC attend the event. IWGA (International World Games Association) covers expenses for athletes, once they arrive at the venue and IWGA sets the number of player slots each sport gets.

WFDF is the main organizing body for this, so our main goal may be to win rather than showcase UPA process.

WG is an opportunity to bring greater credibility to the sport.

### Questions for discussion (bullets represent Board feedback):

1. What is the Board's vision for UPA participation in this event and its impact on the future of US Ultimate?

- We always make decisions based on what is best for the players. Do we here make decisions for the benefit of the fans?
- Positive associations for "Team USA" brand
- Legitimize UPA and its services
- Sport of Ultimate gains notoriety and credibility

2. What is the vision for the World Games as a spring board to the Olympics? Is this where we want to take the sport? Is this the pathway we all agree is the best way to get there?

- This may not be strong vehicle to get to Olympic Games. Not a direct goal of participation.
- Initially we thought being part of an event like this was the only way. Has this changed?
- Other sports that are not part of World Games have made it into the Olympics.
- Olympics are a long way off. May be a conversation for 10 years from now. Need 78(men) 52(women) countries participating in sport to be considered for Olympics. We currently have 42 men's teams.
- How we conduct ourselves at World Games may help set us up for future involvement in international competition.

3. What does the UPA see as this team's mission?

Straw Poll results (entire group):

- Communicating character of Ultimate among other sports. (5)
- Create community/unity – geographical diversity. (13)
- Showcase sport at its best: athleticism, sportsmanship. (14)

4. Should participation be more about creating heroes and role models for the sport rather than just sending a team to this one international event.

- We should build in to the selection process so players know they will be required to do some events that promote the sport: run clinics, etc.
- Will require time and money. Concerns about whether it's a possibility on top of the SP

5. How do we feel about our lack of control over the rules and how the game looks at this venue?

Table this discussion for 4 years. Other sports have different rules than US in international arena.

Specific discussion on USA team/Coach Selection Process:

*General discussion points*

1. What are we looking for in a coach?

A contractual relationship with the UPA stating the coach is aligned with UPA policy. The coach will be a partner with the UPA in key-decision-making (i.e. team selection, etc.) The UPA should specify the level of financial support. There should be role clarification. The UPA should have the ability to fire them.

Desirable traits: possible level 1, preferably level 2 coaching certification.

2. How does player selection for this team relate to other international teams?

For the goals of this team, may be good to focus on character in addition to talent. If we're asking them to do other things or be ambassadors (e.g., clinics), we should provide support.

Similar tryout process to juniors would be good.

10:10-10:30 am Break

## Proposal 2008.6 UPA Service Boundaries Henry Thorne/Will Deaver

### ***Proposal Wording***

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*The following policy is adopted by the UPA:*

*To focus UPA resources on its US based players, to reduce the complexities associated with extending those services across borders, and to provide the autonomy our neighboring national governing bodies need to become strong self sufficient entities, the UPA will be phasing out the extension of its Outreach and Youth Development services outside of the United States during the next four years. Additionally through a dialog between the UPA members, WFDF, and CUPA with the goal of determining the best course of action for all of these organizations and players over the long term, the UPA will consider potential plans to return its National Championship Series to being a US teams only status.*

Discussion: Need to separate discussion of outreach and youth development from discussion of championship series (e.g., we must discuss each of these and their provision in Canada/Mexico before making an overall decision).

Background data:

- Melanie: UPA holds about one sanctioned event a year in Canada. In 2007, UPA had 757 Canadian members (2.7% of membership). We send 1-2 start up kits to other countries including some to US troops overseas.
- Sandie: \$25,000 loss of dues if Canadians were no longer members.
- Will: 10 certified Observers are canadian (about 8%).
- Meredith: 3 coaching clinics have been run in Canada. 86 Canadians have attended clinics (about 8% of attendees).

### *Discussion*

General discussion by the Board and HQ staff regarding potential impact on Canadian players for whom the UPA has provided services for many years; impact which UPA provision of services has on potential for growth for CUPA; impact on US players and communities which have benefitted from Canadian participation.

The group then edited the proposal to read:

"To focus UPA resources on its US-based events and other services, to reduce the complexities associated with extending those services across borders, the UPA will be phasing out select services provided outside of the United States during the next four years. This does not include phasing out efforts/resources used to build capabilities in governing bodies in Canada and Mexico. Additionally through a continuing dialog with UPA members, WFDF, and the national governing bodies in Canada and Mexico with the goal of determining the

best course of action for all of these organizations and players over the long term, the UPA will consider potential plans to return its Championship Series' to being a US-team only status."

It was agreed by the Board that a decision on the proposal be tabled until further analysis and drafting could take place. (9 -2)

Theresa will lead committee (with Kyle) to determine: the level of specificity of the policy, what will be phased out and what won't, and the timeline. There should be a revised policy proposal for the January board meeting.

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12:00-12:30pm Break for lunch

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**IS Project Update** Sandie Hammerly/Melanie Byrd

Demonstration of current status of IS system project.

Dave Lionetti spoke to the timeline for the First Sports process. The system is more complex than First Sports anticipated. It will not affect our cost. Current timeline for completion is sometime in 1<sup>st</sup> half 2009. First Sports is committed to having someone at HQ 4 days/every other week until the process is complete. All data management will roll out at once. Anything that is static or purely content-related may not be rolled out until later.

1:15-1:30 pm Break

David Lionetti led a discussion among Board and staff in order to prepare specifications for online communication tools to be developed as part of FSI package. Goal is to create online community

Avenues for communication on website:

1. Communicating news/information to members
2. Communication among groups

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**Proposal 2008.4 – UPA Communications Strategies** – Peri Kurshan

**Proposal Wording:**

*I propose that the UPA implement the following changes in order to address the problems outlined above:*

1. *Make changes to the UPA website that do a better job of explaining what/who the UPA is and does (in common language). A clear explanation of how the UPA is*

- structured, and who makes what decisions, etc, should also be accompanied by photographs of every staff member, board member and national director, as well as a short bio for each person detailing their Ultimate (and/or professional) affiliations and experiences, and their UPA job title/responsibilities. In addition there should be an FAQ section of the website with answers to popular questions such as “Where do my membership dues go?” and “How do I determine whether my eligibility has expired?”*
- 2. Begin an official UPA forum (for example, a page on our website, or an external blog) that serves as the official UPA mouthpiece for external announcements. The advantage of making announcements within our own forum is that the UPA can address issues that arise without getting bogged down in lengthy arguments on RSD. In order to make sure that our responses are timely and effective, a group of board and/or staff should monitor RSD daily (this group can be made up of people that already monitor RSD regularly), and if there is a thread that warrants a response, alert the UPA director of communication. The director of communication should then collect information from any relevant parties and post an official UPA response as soon as possible. Often in these situations, the time is already being taken to draft a response, but that response is only given to individuals who are directly involved or who contact the UPA themselves. Posting these responses on a publicly available forum does not require any more work, but has the advantage of dispelling false rumors and explaining our rationale to a much larger audience. (For a limited time, we should also post a brief announcement directly on the RSD thread that points people to the official response on our site, until people get used to looking to our site for our response.) This forum can also be used to make general UPA announcements (as opposed to only responses to RSD threads), that require more detail than what is allowed for on our website or enews. For example, an in-depth discussion of various elements of the strategic planning process, or the mission statement (similar to Mike’s recent magazine article), could be made on this forum, by board/staff members (of course always vetted by the appropriate people).*
  - 3. After implementing points 1 and 2, but before \_\_\_\_\_, hire an outside (unaffiliated/unbiased) marketing consultant to review our various branding, marketing and communication initiatives, review the negative feedback we have gotten, and come up with a list of additional suggestions on how to improve our image.*
  - 4. Once our IT system is up and running, and after consultation with our outside marketing consultant and any other relevant people, consider hosting a newsgroup akin to RSD but with the following differences:
    - a. Only UPA members would be allowed to post, to do so they would need to register, their name would be verified automatically against our membership database, and their posts would be posted under their full name (no pseudonyms or anonymous posting).**

- b. The system would be able to automatically reject any post that contained vulgar words.*
- c. Rules would be placed on what types of posts were acceptable (no personal attacks, etc) and repeat offenders would be banned from using the newsgroup (this would require sporadic moderation by someone).*
- d. The newsgroup would be divided into categories (for example, tournaments, youth, rules, UPA, misc), and the UPA communications director would monitor the "UPA" category and respond when appropriate (either on the newsgroup itself or by linking to another more official forum).*

Discussion: This proposal was written awhile ago and now many things are already addressing these concerns – however, still interested in having a proposal to drive completion of certain projects.

1. Put a face to UPA for members – already happening
2. Create site to make timely announcements with explanation/updating – more proactive than reactive – should be uni-directional
3. Hire outside marketing consultant to assess UPA image internal and external to members
4. Host a forum (bi-directional)

Mike entertains motion to amend Proposal 2008.4, as proposed by Peri and Theresa.  
Second: Todd.

“The UPA will:

1. Post on UPA.org board/staff profiles, including photographs and information regarding who they are and what they do, and a periodically updated FAQ list on topics, such as eligibility, budget, and organizational roles, etc.
2. Create a uni-directional sub-site (e.g. blog format) on UPA.org that allows the UPA to post news/updates regarding “hot” issues and breaking news.
3. Create an online forum hosted on UPA.org enabling communication between members and if deemed necessary, posting by the UPA.”

Motion to vote on Proposal 2008.4 as amended.

Second: Henry

Approved: 10/0/0

Mike entertained motion to approve 2008.4 as amended.

Motion to approve amendment to Proposal 2008.4: Henry

Second: Robin

**Approved: 10/0/0**

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**Proposal 2008.3 - Gender Equity – Peri Kurshan**

*Proposal Wording:*

*Communities are strongest when all members of the community feel supported, respected and represented. In an attempt to strengthen the Ultimate community by ensuring that the sport of Ultimate remains an inclusive and welcoming sport for women athletes, the UPA endorses a policy of gender equity. It is UPA policy to implement policies and programs that strive to increase the number of women players with the goal of achieving equality between the number of male and female players. This includes providing targeted outreach programs to increase the number of female players, ensuring that UPA coverage and promotion of women's divisions is at least equal to that of the corresponding men's division, and encouraging outside partners and vendors to achieve gender equity in their coverage of and marketing to Ultimate.*

Not in response to a current perceived need. Current practices are great; it's just an effort to institutionalize the policy.

Peri moves to amend Proposal 2008.3 as follows:

Second: Dave

Gender Equity Policy:

"In an attempt to strengthen the Ultimate community and ensure that the sport of Ultimate remains an inclusive and welcoming sport for female athletes, the UPA endorses a policy of gender equity. The UPA will ensure that UPA coverage and promotion of women's divisions is equal to that of the corresponding men's division, and encourage outside partners and vendors to achieve gender equity in their coverage of and marketing to Ultimate. As long as the number of female players lags behind the number of male players, the UPA will implement targeted outreach programs that strive to increase the number of female players."

Yes: 11

No: 0

Abstain: 0

Mike entertains motion to adopt proposal as amended.

Motion to adopt: Todd

Second: Dave

**Approved: 12-0-0 (Henry as proxy for Kyle)**

4:10 – 4:25 pm Break

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**Board Development** – Dave Barkan

*Role of staff versus Board – type of work*

There being no further matters for decision, the meeting was brought to a close at 7:00pm.