



**USA Ultimate Board of Directors  
Conference Call  
November 16th, 2016**

**Wednesday, November 16th, 2016**

**President DeAnna Ball calls meeting to order at 7:05 PM ET, Wednesday, November 16, 2016.**

**Board Members Present via Teleconference:**

DeAnna Ball – President, At-Large Representative  
Henry Thorne – Vice President, At-Large Representative  
Josh Seamon – Secretary, At-Large Representative  
Brian Garcia\* – Treasurer, Athlete Representative  
Kathy Hendrickson – At-Large Representative  
Val Belmonte – At-Large (Independent) Representative  
Michael Eck – At-Large (Independent) Representative  
Ness Fajardo\* – Athlete Representative  
Dave Klink\* – Athlete Representative  
Steve Mooney – At-Large (Appointed) Representative  
Mike Payne\* – At-Large (Appointed) Representative

**Board Members Not Present:**

Audrius Barzdukas – At-Large (Independent) Representative

**USA Ultimate Staff Present via Teleconference:**

Dr. Tom Crawford – CEO  
Julia Echterhoff Lee – Director, Finance and Development  
Will Deaver – Managing Director, Competition and Athlete Programs  
Andy Lee – Director, Marketing and Communications  
Josh Murphy – Director - Member Services & Community Development

Elite athletes are denoted by a \*

**Financial Update**

Presented by Tom Crawford and Julia Echterhoff Lee

- We will end the year in good shape financially.
- There has been an increase in the number of college players joining as adults.
- We are projecting to end the year with 55,000 members.
- National Teams continue to be a large budget item.

**Marketing Update**

Presented by Steve Mooney



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- A large amount of work has been done since the summer meeting.
- The board heard about the work going into the new marketing campaign.
- An enormous number of candidates have applied for the new Digital Marketing and Communications Manager position.
- The recent [photo essay by BU Women's Ultimate](#) was cited as sterling example of what's so wonderful about our sport.
- The board discussed long-term support for the new marketing campaign.

**Budget Update**

Presented by Tom Crawford and Julia Echterhoff Lee

- The board heard an overview of the new budget with a focus on new additions since the last budget was presented.

**Appointed Board Member Voting**

Presented by Henry Thorne

- Val Belmonte leaves the call.
- Josh Seamon moves to appoint Val Belmonte as an appointed Independent Board. The motion is seconded by DeAnna Ball and passes 9-0-3.
- Val Belmonte rejoins the call.
- Josh Seamon moves to appoint Janet Judge as an appointed Board. The motion is seconded by Dave Klink and passes 10-0-2.
- The board discussed different ways to keep candidates who ran but were not elected fully connected and engaged with USAU.

**Strategic Plan Ultimate**

Presented by Henry Thorne

- The plan was kicked off with press and a survey last week.
- The board heard about the upcoming Town Halls.
- David Barkan and Steve Mooney will be advisors to the committee comprised of DeAnna Ball, Henry Thorne, Val Belmonte, and Kae Rader.

**Media Update**

Presented by Tom Crawford and Andy Lee

- The board heard about and discussed the current state of media at USAU.

**Competition Committee Update**

Presented by Dave Klink and Will Deaver

- The board heard about upcoming updates to some youth eligibility rules.



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- The board heard updates regarding Masters, Beach Worlds, and potential Club mixed gender ratio rules updates.
- WFDF is asserting more influence.
- A combined YCC & US Open event in 2017 is proceeding as the board voted in July.

**Equity Update**

Presented by DeAnna Ball, Tom Crawford, and the Equity and Diversity Working Group

- There was an in-person meeting with the Gender Equity Action Group (authors of the [Gender Equity Belief Statement](#)).
- In attendance: Russell Wallack, Leila Tunnell, Jimmy Mickle, Chip Chang, Rohre Titcomb, Tom Crawford, DeAnna Ball, Andy Lee, Julia Lee, Stacey Waldrup, Will Deaver
- The discussion was open and honest.

**Other Business**

- Everyone thanked Mike Payne (12 years!) and Brian Garcia for their service and time on the board.

**DeAnna Ball adjourns the meeting at 9:46 PM ET, Wednesday November 16, 2016.**