



**USA Ultimate Board of Directors
In-Person Meeting
O'Hare Hilton, Chicago, IL
Saturday, August 12, 2017**

President DeAnna Ball calls meeting to order at 8:00 AM CT, Saturday August 12, 2017.

Board Members Present:

DeAnna Ball – President, At-Large Representative
Henry Thorne – Vice President, At-Large Representative
Val Belmonte – At-Large (Independent) Representative
Michael Eck – At-Large (Independent) Representative
Ness Fajardo* – Athlete Representative
Kathy Hendrickson – At-Large Representative
Dave Klink* – Athlete Representative - Present
Janet Judge – At-Large (Appointed) Representative
Steve Mooney – At-Large (Appointed) Representative
Audrius Barzdukas – At-Large (Independent) Representative

Board Members Present via Teleconference:

Heather Ann Brauer* – At-Large, Athlete Representative (Hasn't joined yet)

Board Members Not Present:

Josh Seamon – Secretary, At-Large Representative

USA Ultimate Staff Present:

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

Welcomes/Introduction/Agenda Review

Presented by DeAnna Ball & Tom Crawford

- The board congratulated the staff on an incredibly successful YCC/US Open!

Auditor and 2017 financial review

Presented by Julia Echterhoff Lee & Tom Crawford

- The board discussed the audited financial statements.
- The board discussed the Foundation.
- Val Bemonte moves to accept the audited financial statements as submitted. The motion is seconded by Henry Thorne and passes 10-0-2.
- Tom and the board congratulate Julia on her work on the statements.
- Tom Crawford gave a financial update. We are in good shape year to date.
- The board discussed the changing retail landscape.

- The board discussed membership demographics, growth of the sport, membership levels, and event expansions.
- The US Open Club Championships is the largest event USAU has ever run. 49 games were broadcast.
- The board heard an update on SBO growth.

Branding Presentation

Presented by Tom Crawford & Hats and Rabbits

- The board heard an update on recent work with microsites as well as the operational capabilities of Hats and Rabbits.
- The board discussed the momentum created by the US Open, the start of the 50th anniversary year, the power of a loyal fan base, and the USAU brand.
- The ESPN2 broadcast and streaming options elicited an enormous positive response.
- The board heard strategies for growing the USAU brand.
- The board was shown an update on various marketing strategies and packages.

Pro-leagues

Presented by Dave Klink

- The board discussed the AUDL.
- Dave Klink moves that "That the CEO of USA Ultimate and the President of the USA Ultimate board expand communications and a non-binding dialogue with the leaders of the AUDL." The motion is seconded by Val Belmonte and passes 10-0-2.

Strategic Plan Update

Presented by Henry Thorne

- The board heard an update from the strategic planning committee.
- The presentation focused on how to better engage non-elite players as well as how to promote, uphold, and invigorate SoTG as growth continues.
- Will Deaver and Tom Crawford offered information regarding survey methodology and nuance as well as the use of focus groups.

EDWG Update

Presented by Janet Judge & DeAnna Ball

- The Working Group is actively working to update our gender equity policy.
- The Working Group is looking at many different types of equity as well as folding in more active work regarding inclusion.
- The board heard an update regarding recent EDWG conference calls.
- Plans are in the works to launch an equity and inclusion microsite as well as to introduce internal bias training.

Strategic Investment

Presented by Tom Crawford

- The board heard an update regarding ideas on how to grow USAU's financial base.
- SBOs are an essential pillar to growth.

- Tom Crawford outlined plans for the USAU website.

AOB/flex time

Presented by DeAnna Ball

- Henry Thorne outlined the Nominating Committee's work regarding this year's elections.
- The board discussed ways to improve the election process and turnout.
 - Discussion regarding election process and information needed.
- The board discussed plans for growing the sport.

DeAnna Ball adjourns the meeting.