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
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.
• 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.