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 Belmonte 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 and 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.