



USA Ultimate Board of Directors

Q3 2025 Virtual Meeting
September 9, 2025

(12) Board Members Present:

DeAnna Ball (Appointed, Vice President)
Isaiah Bryant (At-Large)
Caleb Denecour (Elite Athlete)
Jimmy Donnellon (At-Large)
Mike Edmonds (Independent)
Kevin Erlenbach (CEO, Ex-Officio)
Janna Hamaker (At-Large, Secretary)
Pawel Janas (Elite Athlete, Treasurer)
Terry Kalna (Independent)
Dave Klink (Appointed, President)
Alexia McCaskill (At-Large)
Ben Van Heuvelen (Elite Athlete)

(1) Board Members Not Present:

Benecia Newhouse (Independent)

Others Present:

Will Deaver – Managing Director of Competition & National Team Programs
Andy Lee – Managing Director of Marketing, Communications & Brand
Julia Lee – Director of Finance
Dan Raabe – Director of Youth Programs
Stacey Waldrup – Director; Chair of Equity, Diversity and Inclusion

Dave Klink **called the meeting to order** at 5:04 pm Mountain Time

Opening Remarks

Dave Klink congratulated staff and USA Ultimate on Team USA's World Games gold medal victory in China, noting the exciting games that came down to the wire.

Financial Review

Julia Lee reported that the operating reserves and budget are healthy.

Operating Reserve/Strategic Surplus Update

Kevin Erlenbach acknowledged that strategic surplus proposals are still being developed. The team will work on polished initiatives during the operating plan and budget process, with proposals targeted for Q4 presentation.

Staff Program Updates

Youth Programs (Dan Raabe)

- **YCC Championships:** Successfully ran the largest YCC to date with 95 teams across divisions at two venues
 - Piloted tiered competition (Tier 1 and Tier 2) for boys U20 division with positive feedback
 - U20 and U17 girls divisions showed strong growth
 - Mixed division remained relatively flat
 - Teams appreciated improved competitive balance and the Dick's Sporting Goods Park satellite venue
- **Educational Assets Rollout:**
 - Community Coach Program completed - helps non-Ultimate-playing adults become coaches
 - Ultimate Rules videos produced with kids explaining rules to kids, including Spanish and Chinese versions
 - New DEI module for coach education featuring animated scenarios and reflection questions
 - Partnership signed with 2-4-1 Sports sampling organization to connect youth to local programs

Membership and Community Updates (Stacey Waldrup)

- **DISCover Ultimate Day (September 6, 2025):**
 - 21 sites successfully ran events (1 cancelled due to weather)
 - 250+ youth participants across all sites
 - 18 different organizations involved, half non-affiliates
 - Strong girl-matching participation in several locations
 - Positive initial feedback with survey ongoing for 2026 improvements
- **Affiliate Growth:**
 - Georgia Ultimate officially returned as affiliate
 - Tri-County Ultimate (Detroit area) signed agreement
 - Six State Representatives onboarded (CA, MI, MS, NC, NY, OH)
- **Technology Updates:**
 - Launched custom reporting server for HQ admins (expandable to league managers)
 - New features: bulk roster import for team managers, height/jersey number reset functionality

Marketing and Communications (Andy Lee)

- **World Games & U24 Worlds Impact:**
 - 892 social media posts across platforms
 - 18.2M+ views, 347K interactions, 3,700 new followers
 - Individual player profile videos for all World Games athletes
 - Comprehensive digital content strategy executed. Kudos to Bryan Geenen.
- **US Open & YCC Championships:**
 - 60 games livestreamed/broadcast
 - Mixed final on ESPN2: 401,000 unique viewers
 - Benefited from ESPN's "The Ocho" programming day
 - YCC play featured as #1 on ESPN SportsCenter Top 10
 - Record merchandise sales
- **DISCover Ultimate Day**
 - Large effort to produce marketing material for the event.
 - Executed targeted paid advertising campaigns in 19 geographical markets.
 - Provided local outreach toolkit to local organizers with press release templates and guidance on local marketing ideas and strategy.
- **Additional Updates:**
 - Hiring Communications Manager position (posted today)
 - Board elections upcoming with 4 positions up for renewal

Competition (Will Deaver)

- **Masters Series:**
 - 205 teams (stable participation, after big post-COVID growth spurt)
 - Nationals: 111 teams, 2,600+ athletes across 8 divisions

- Exploring satellite venues and extended schedules for growth
- Strong community engagement and family participation
- **Club Series:**
 - 610 teams registered (slight overall growth)
 - Men's division up significantly, mixed down slightly, women's up 2 teams (stable)
 - 33 sectional locations with 76 divisional competitions
 - Marc Zigterman returning as Club Manager for another year
- **National Teams:**
 - U24: Three gold medals in Spain
 - World Games: Gold medal in dramatic fashion
 - U20 Talent ID camps: 300 athletes participated (record)
 - U20 tryouts upcoming with record applicant pool
 - Beach Worlds in Portugal (November): 10 teams attending
 - New National Team Manager position posted
- **Working Groups:**
 - Club Working Group is planning a meeting for the beginning of December and new player representative elections are coming up.
 - Rules Working Group put the revised set of rules out for [community feedback](#).
 - Will bring 2026-27 Rules proposal to board for vote at Q4 meeting.

CEO Updates (Kevin Erlenbach)

- **Outreach:**
 - Attended WFDF Annual Congress in Spain
 - Conducted Masters "office hours" at championships for community engagement
 - Attended World Games in China, spent valuable time with athletes and WFDF board
 - Midwest road trip visiting Minnesota, Wisconsin, and Chicago affiliates
- **Foundation Updates:**
 - Received in-kind donation of 200 iPads and 160 Apple Pencils to be distributed to affiliate organizations to continue enhancing their local member experience
 - \$15,000 Maricopa Foundation grant received
 - First Pass Free campaign raised \$5,566 through trading cards and merchandise
 - Planning Q4 campaigns and 2026 Signature Series restructure

Committee Updates

Audit & Finance (Pawel Janas)

Routine quarter with budget planning upcoming in Q4.

Governance Committee (Pawel Janas)

Working with the Marketing Committee on a procedure for approving minutes more quickly. Identified bylaw provision allowing minutes approval with 8 board member votes between meetings (2/3 majority) rather than requiring unanimous consent.

Competition Committee (Pawel Janas)

- Addressed Northwest Regionals petition regarding Salt Lake City venue concerns.
- D3 college enrollment limits under review.

Judicial Committee (Caleb Denecor)

- Three open complaints currently being managed.
- Background check appeals process nearing completion.

SOAR Committee (Ben Van Heuvelen)

- Rules revision survey receiving strong response (345 responses vs. 270 last cycle)
- Youth SOAR subcommittee established and meeting regularly

USOPC Policy Update Discussion

Kevin Erlenbach provided an update on USOPC's athlete safety policy. USA Ultimate continues to stand behind its [gender inclusion policy](#).

Action Items

- Finance Committee & Staff: Develop strategic surplus proposals for Q4
- All committees: Meet before Q4 and provide reports
- Nominating Committee: Proceed with board election process

Meeting adjourned at 7:13 PM Mountain Time