

Sunday December 11, 2016: UK, POR- 14:00; GER, SUI, SWE- 15:00; RSA- 16:00, QAT- 17:00; USA NY, VA, MI 09:00; USA CO, AZ 07:00; USA CA, CAN BC 06:00; Japan 23:00; Taiwan 22:00.

Board members present:

Robert “Nob” Rauch, Kate Bergeron, Thomas Griesbaum, Caroline “Caz” Malone, Brian Gisel, Steve Taylor, José Pirès, Ryan Purcell, Fumio Morooka, Michael Hu

Also attending: Volker Bernardi, (Executive Director, non-voting), Tim Rockwood, Rob McLeod (non-voting), André Kruse (non-voting), Karen Cabrera (designated BU Chair, non-voting)

Board members absent/excused:

Kevin Givens, Jamie Nuwer, Tomas Burvall, Charlie Mead

Call to order (15:06)

The quorum was reached with 10 votes of 8/14 needed.

Report by the President

Rauch welcomed everybody and thanked all for participating with a special welcome to Karen Cabrera, sole candidate in the ongoing election for the Beach Ultimate Committee Chair.

Decisions between meetings

None.

Minutes of meeting of 20 November 2016

Pirès noted that in the attendance list Patrick van der Valk was wrongly listed (instead of Charlie Mead, whose name was missing).

Purcell motioned to approve of the minutes (after the above mentioned amendment), seconded by Morooka. The motion was approved with one abstention.

Decisions requiring votes or input from the Board

Commercial and Broadcast plans for 2016-2017

Rockwood reported about his weekly calls with the TOC of WCBU. He confirmed that TOC has allocated € 18,000 for a basic video stream production. Five companies, from France, Czech Republic, Australia, Finland and the USA, have submitted bids to broadcast. Rockwood suggested to TOC to wait for the decision until late February.

Bernardi mentioned that in 2016 the Finnish company had offered to take over all production costs and he asked what it is offering for WCBU. Rockwood answered that this company puts its streams behind a pay wall. Past experience indicates that this will reduce viewer numbers and would be considered as a step backwards. TOC will suggest that the company broadcast the arena field for free and a secondary field behind a pay wall.

On the commercial side, approaching company for sponsorship still hasn't been successful.

However some Board members have direct connections to companies and through these we are trying to get in touch with the proper marketing people. Rockwood explained that the highest chance to get commercial sponsorship was through someone who already has some relationship to Flying Disc.

IT project and website revamp

Rauch stated that this project has two aspects: Content, which Malone had started to oversee and Tech, under the direction of Steve Taylor. The website is WFDF's public face and we also need an administrative back office to store documents. The site needs to be mobile optimized. We should be able to incorporate video. We need to find out what steps need to be taken.

WFDF also is looking for an event management system which would potentially include registration, payment, accreditation, doping, event website, scheduling and live scoring. Rauch introduced André Kruse, who had transferred the old PHP-based WFDF web site from 2001 to a popular Joomla based system in 2011 and has ever since taken care of additional requests to the web site.

Kruse briefly presented his professional IT background and his involvement with WFDF IT matters. In addition to his IT career he has also been involved in sports management and has earned a degree in Sports Governance. He works with several small and middle sized sports federations besides WFDF and does consulting in digital strategy: communication, events, brand and PR, business and governance administration.

Kruse said that he always felt WFDF should improve its digital face. During WFDF's IOC recognition process there never seemed to be enough time to pursue this, but now should be the time. He agreed that making the website mobile friendly is important. But rethinking the content presented is even more important. Most of the current content of the WFDF website is boring to most of the visitors. But according to good governance WFDF needs to publish it. Many sports federations divide between good governance content and story telling content. He mentioned UEFA as an example: <http://www.uefa.org> vs. <http://www.uefa.com>. Kruse stated that an event management system which exactly fulfills the needs of WFDF would be very expensive. He suggested to split this project into smaller tasks by setting up a 5-year plan and identify the most urgently needed features. These should then be taken care of in a 2-year plan.

Purcell asked if Kruse preferred one large system over a modular system. Kruse replied that large systems tend to be much more expensive, especially when parts of it need to be reprogrammed due to needed revisions. For WFDF's budget he suggested a modular approach. He also suggested to have a look at existing solutions and perhaps where possible adapt WFDF's requirements instead of going through the costly expense of trying to customize software. This might be the case for registration or accreditation which should be similar to other team sports. As for scoring UltiOrganizer would be good if its security issues can be resolved.

Rauch asked if there were any solutions for event registration WFDF might be able to use off the shelf. Kruse pointed to the system used by the International Paralympic Committee (IPC). It is possible that WFDF may use it for a fee. The same goes for Floorball or perhaps the Hockey federation.

Bernardi added that he will circulate a paper prepared by Kruse with further information. He also explained that due to some malware in UltiOrganizer the WFDF web site had been taken down for a day by the hosting provider in the past. Kruse recommended to host

UltiOrganizer on a separate web server to avoid interference with wfdf.org.

Rauch thanked Kruse for his presentation and his work for WFDF during the past six years.

Taylor reported that he had looked at existing systems of various sizes. He confirmed that to use these we most likely would need to adapt to them rather than trying to adapt them to our needs. He had also been discussing with McLeod the possibility of revamping the website.

Rauch stated that not only getting things revised was important but also maintenance. Perhaps WFDF needed a more formal discussion about the role of IT within WFDF. He thanked Taylor for all the thought he has given into this project.

Malone reported that as part of her task to analyze the content on WFDF's web site she had taken a closer look at viewer statistics and consulted a digital strategist. WFDF has a solid offering and a lot has been done well, but there is also a lot WFDF can improve on. According to Google Analytics the bounce rate is 66% on average, 80% to 90% for press releases. This could be improved by including internal links in press releases. Many people come to the page in search of the history of the sport. According to the stats we have a very high percentage of new users, namely 70%. Some of them might be experienced players but Malone assumes that many come to find out about the sport and that needed to be taken care of more, e.g. by offering a video on the home page with an introduction to WFDF and the sport.

Currently about 40% of the viewers are using mobile devices and in this area the bounce rates are very high. Obviously mobile optimization can help here. Malone noticed that most viewers are using browsers with English as default language, second most is Japanese, and next are Spanish and French. Highly searched for information is SOTG and contacts from member associations.

Malone continued that some content has already been revised, e.g. rules of play, eligibility and upcoming events. It seems there are two areas for WFDF rules and she expects that one of them can get deleted. Malone also considered loading time of pages. There are many small graphics on the home page which make it load slowly. She also suggested we include a slider at the top of the homepage with e.g. 3 areas for the latest press release, a rule of the month and a development project. WFDF should also mention more about its efforts to get into the Olympics. It would make sense to have at least a few pages translated into French (with WCBU in France in 2017) and Spanish.

Taylor noted that translating web pages is time consuming. Rauch agreed that it would make updating content more work than before, but that it would be an important upgrade. With more updating from more different people an approval process would be needed. He thanked Malone for her thorough analysis.

Beach Ultimate Development Grant proposal

Pirès reported about the projects which have been supported by the Beach Ultimate Development Grant in 2016. The proposed application form for 2017 will offer the same amount of money and has only minor changes. In 2017, the funds will be awarded to worthy programs aimed to start or fortify local/national Beach Ultimate. The maximum amount that will be awarded for one project is \$1,500, and smaller grant applications will be encouraged.

Bernardi asked if this amount has been budgeted for in 2017. Bergeron confirmed this. The money is available from fees collected at previous Beach Ultimate events.

Rauch suggested to have a press release which announces the application deadline of February 28th.

Rauch proposed that the Beach Ultimate Development Grant application process be accepted, second by Gisel, approved unanimously.

Bernardi asked to confirm that all decisions on these grants will be made by the WFDF board. Rauch pointed to the proposal text in which it says “The WFDF Beach Ultimate Committee will rate the applications, and the top applications will be submitted to the WFDF Board for approval.”

World Beach Games 2019 - Beach Ultimate qualification system

Rauch mentioned that the qualification process for the World Beach Games 2019 in San Diego would be similar to the process for attending The World Games. It would be applied to the WCBU 2017 in Royan. The Beach Ultimate Committee has made some revisions to this process.

Pirès described that changes try to anticipate the possibility of game cancellations at WCBU as had happened at WUGC 2016 in London. Also the Beach Ultimate committee wanted to include SOTG as part of the qualification. And since the qualification process would be announced so late countries which send only 2 teams or perhaps only one should still be able to qualify given a strong performance of the mixed national team at WCBU.

Purcell expressed concerns about the raised complexity of the qualification process. Rauch replied that this is due to the fact that teams will not know about these rules until after registration. Countries won't have a chance to send extra teams. Gisel confirmed that the Beach Ultimate committee has gone through many scenarios and he felt that the proposed rules were good.

Bernardi pointed out that the qualification does not include a rule that all continents must be included in the World Beach Games, as ANOC is asking for. Also in the official qualification description falsely IWGA is referenced. Rauch confirmed that it must be corrected to ANOC. He also stated that WFDF sees it as a high priority to have the best teams qualify for the World Beach Games rather than an even geographic representation.

Rauch also confirmed that the average SOTG score of 9 needed to qualify would be calculated for all games, not just the ones against the relevant competitors.

Gisel proposed to approve the World Beach Games 2019 - Beach Ultimate qualification system proposal after amending topic 1 to say ANOC instead of IWGA, seconded by Pirès. The motion was approved with 8 votes in favor, one against and one abstention.

Ultimate Rules Appendix

Gisel reported that the Ultimate Committee had approved of the final amendment of the rules. A major change is the decision on gender ratio after each point. Two alternatives will be allowed, a “prescribed ratio rule” and a rule where the ratio may be decided on by the team in a certain endzone. The new version seems fairer as “offense chooses” and it does not change the strategy of roster makeup and makes it more gender equal. At WFDF events in 2017 and 2018 only the “endzone decides” rule will be applied. At the World Games 2017 the “Prescribed ratio rule” will be used.

Some changes are just writing down current practice “unwritten” rules. For WUCC a new limit of three teams from one country per division has been introduced. Gisel confirmed that this rule would have only affected USA Ultimate in the past, but they have signed off on this change.

Gisel motioned to approve of the Ultimate Rules Appendix, seconded by Bergeron. It was approved unanimously.

Disc Golf: WTDGC eligibility proposal 2017

Rauch explained that WFDF does not have individual members representing Disc Golf in many countries, e.g. Canada or the U.S.A. Mead is proposing that all WFDF member countries be invited to participate in the WFDF 2017 World Team Disc Golf Championships – irrespective of the status of Disc Golf within those countries.

Rauch motioned to approve of this proposal, seconded by Bergeron. It was approved unanimously.

Canine Disc - recognition and governance: history and next steps

McLeod described the situation in Canine Disc: There are nine canine federations and they are interested in having a unified championship and a unified association. Canine disc is a large sport. McLeod asked if WFDF would consider to govern it and he described synergetic effects.

Rauch replied that Canine Disc was big in the 70s and within the Flying Disc community there might be concerns because some part of the public still thinks all disc sports are played with dogs. And if WFDF were to govern Canine Disc it would have to decide if it should be a separate disc sport or under the umbrella of Overall. Rauch suggested to give the board members more time to think about it and asked McLeod to pass on more information about the current state of Canine Disc.

Bernardi mentioned that during the IOC recognition process the head of the IOC Sports Department gave the impression that involving animals in Flying Disc would have made our acceptance much more difficult.

Reports and Updates

WFDF Governance

Executive Director report on OM relations and governance

Bernardi reported that 2016 was successful concerning WFDF’s aim towards 2024. WFDF is getting closer to reaching 75 national members.

2016 WFDF elections - positions and candidacies

Bernardi reported that a quorum had already been reached for all positions to be voted on. He had spoken with Si Hill who apologized for not sending in his application for re-election as Chair of the Championship Subcommittee in time. Since that position would remain free Bernardi suggested to the board to make a recommendation and decision to fill that position with Si Hill.

Elections will close on December 15th. The election outcome will be published after the formal approval of the results by the Chair of the Nomination Commission Griesbaum and the confirmation by the two other NomCom members.

Rauch proposed to approve Si Hill as Chair of the Championship Subcommittee for the next two year term, seconded by Purcell. The proposal was approved unanimously.

Disc Sport Reports

Guts

Taylor reported about a large Guts tournament which took place in Japan with over 20 teams.

Championship Events and others

2017 events - report

Written report was submitted by the Event Manager

Finance

Treasurer report

Bergeron reported that the finances are a bit better than expected. Some receivables are still missing but this is being worked on.

Rauch asked board members to send in any reimbursement requests for 2016 as soon as possible.

Bernardi announced that the receipt of a few membership fees had been announced and should be in the bank soon.

Bergeron reported that she had started work with the new auditing firm.

Next Meeting:

The next meeting was proposed to be on January 21 or 22, 2017.

Closing: (17:12)

Rauch thanked José Pirès for serving as interim Beach Ultimate Committee Chair and Karen Cabrera for running for that position for 2017/2018. He also thanked all board members for their contributions in 2016.

Submitted by Thomas Griesbaum, WFDF Secretary