

WFDF Face-to-Face Board Meeting Minutes
April 22-23, 2023
Crowne Plaza JFK Airport, New York City, U.S.A.

Saturday, April 22, 2023

Board of Directors members attending:

Robert “Nob” Rauch (chair), Kate Bergeron, Brian Gisel, Thomas Griesbaum, Steve Taylor, Rob McLeod, Caroline (Caz) Malone, Yoonee Jeong, Nicole Bulos, Caroline Tisson, Shiellah Quintos, José Amoroso, Charlie Mead (online), Fumio Morooka (online), Lori Daniels (online), Volker Bernardi (non-voting)

Staff attending (non-voting):

Karina Woldt, Patrick Fourcampre-Maye, Igor Janković, Jen Thomas, Tim Rockwood (online)

Board of Directors members absent:

Jamie Nuwer, Alex Matovu, Haude Hermand

The quorum was reached with 15 Board members out of 18 present.

Welcome and Opening:

President Rauch opened the meeting at 8:21 am and thanked those present for travelling to New York and those joining online. The last face-to-face meeting had been four years ago and he looked forward to a productive weekend.

WFDF Strategic Plan 2024-2028 - Discussion

The first agenda item was to have a discussion of key elements of the next strategic plan for WFDF, to cover the years 2024-2028.

- Challenge question, mission statement, values, SWOT analysis, obstacles - Key strategy elements

Mission Statement: After discussing the previous mission statement and potential revisions to it, it was agreed that it would be revised as follows: “To support and promote inclusive growth and development of all flying disc sports and Spirit of the Game.”

Values of the Organization: The core values remain the same: Disc Sports Continuum, Spirit of the Game, Passion, Community, and inclusiveness. The value of Inclusiveness was revised to: “WFDF fully supports diversity and inclusion in our sports and organization. WFDF as well as its member associations actively promote participation and accessibility with regard to race, color, religion, ability, national origin, gender, and sexual orientation.”

Strengths/Weaknesses/Opportunities/Threats (SWOT) were discussed and incrementally revised.

Vision of the Future - 2028: Vision elements include: 130+ countries with active disc sports and a stable governance structure; National federations represent all disc

disciplines; Flying Disc is widely viewed as a viable candidate for the Olympic Programme in 2032; WFDF hosts popular “Frisbee festivals” or multi-sport “beach festivals” around the globe; WFDF maintains a popular and established competition schedule; disc sports are a part of the school physical education curriculum in many countries; there is a consistent understanding of “spirit of the game” and it is applied in all disciplines; and disc sports have significant visibility in social media and WFDF has a global sponsor.

Strategies: Key strategies were outlined and agreed

1. Support member associations in promoting youth development as path to growth
2. Pursue inclusion in the Olympic Programme and Other Multi-Sports Games
3. Promote and showcase Spirit of the Game as an essential element of disc sports
4. Ensure the well-being of our athletes and our sport and encourage gender equality and diversity in all aspects
5. Build the audience by increasing the visibility of disc sports competitions supported by proper branding and support of sponsors and other partners
6. Promote the “frisbee lifestyle”
7. Optimize organizational resilience and effectiveness

A variety of tactics were suggested in order to achieve each strategy and will be refined in the coming months.

WFDF in the Olympic Movement and Target 2032 – the road to the Olympic Games

According to the latest Global Disc sports survey, with other 2,200 respondents, 75.7% of the respondents said pursuit of the Olympics should be a priority while only 5.5% felt it should not be pursued. It was generally agreed that such inclusion would provide benefits on many levels, and is worth the effort although not to the exclusion of other priorities. The Olympic Games are still the major sports event and attract the most sponsors and interest. If it were to happen, all WFDF members would automatically receive recognition by their NOCs and be eligible for substantial national financial funding. All surveyed World Games athletes in 2022 were interested in participating at Olympic Games. The presence of Flying Disc in the media would increase. The fact that Flying Disc was not considered for LA 2028 should not be seen as a sign that Flying Disc could never get into the games. In retrospect it has become clearer why other sports were chosen over Flying Disc for 2028. But WFDF will be reconsidered for future Games and will still have the advantages of disc sports e.g. universality and gender balance.

The main issue WFDF needs to tackle for Ultimate to be included was the requirement to meet the likely quota criteria needed by the IOC. WE have received very clear guidance that there is no chance for the World Games quota of 108 athletes or anything close to that for Ultimate to be accepted by IOC for the Olympic Games. WFDF likely needs to adopt something like the proposed 4 on 4 format (48 athletes) but is aware that, even if only a small set of athletes would participate in the Olympic Games, this format must be rolled out and tested among a broader group to achieve acceptance. It was concluded that we may wish to choose a youth division

championship or some other multi-sports event as a start. Ideally this format would become an alternative not just for the Olympics but also in general play suiting smaller events, urban play, and NFs with fewer members.

WFDF Structure and governance

- National association members' relations

With the approval of Ecuador and Monaco, WFDF has reached 106 member countries. The new model to allow very small countries to receive WFDF membership will be helpful to recruit others beside Monaco, such as Andorra. Other potential members in the near future are Mongolia and Jamaica. Applications from Africa have stalled but, with the largest All African tournament happening in 2023, there are potentially several new members that could be developed. With many international events taking place in Saudi Arabia it would make sense to work on getting more members from the MENA region also. It was made clear that NFs needed to work more towards creating robust revenue models which would allow them to report and pay for more members.

WFDF Events Session – Part 1 – Event Portfolio and Multi-Sport Games Ultimate - Game Advisors training plan and budget

Game Advisor recruiting and practice events have been planned for 2023 both online and on the ground.

WFDF Event Management

The 2022 event season with four events was very successful with more athletes participating than expected. With ten WFDF events, 2023 will be much busier, even if most events will be smaller. Finding bidders for events is becoming more difficult. When spreading events around the world for some regions there will only be one bid, but we still require that such bids meet the required standards. Around 90% of the organizers are (former) athletes, but tourism groups are starting to show interest in bidding. Planning the calendar of events is also a challenge. Teams have become more careful with their money, but payment deadlines will potentially get earlier as the planning cycle gets extended.

For 2024 all organizers have been finalized with a provisional calendar. For 2025 the call for bids will soon go out and the Events team is also working on 2026.

COVID has had an impact on the number of athletes in some countries more than others. Some countries lost their juniors and there are fewer women teams now. The number of mixed teams has remained stable or even increased slightly.

The Events Team hopes to have a new events registration system in place for the events in 2023 which will make registering easier for all and will make the collection of fees more transparent and less work. A beta test will be carried out soon.

The Events Team introduced Yenny Pardo from Dubai who was working as an events intern. It was proposed to the Board to spend money for her travel and accommodation to attend WU24 in Nottingham to experience a high level event.

A motion was made by Gisel to approve to budget around US\$ 2,000 for the flight and room/board for Pardo to attend WU24, seconded by Jeong. The motion was approved unanimously.

Information Technology

- Current Website

Problems with updating the website persist, despite a fix made last December. Content disappears long after being uploaded. With it being so unreliable and time consuming, Rauch will ensure that the IT Director makes this fix a priority.

- Anti-Doping Education - GDPR Considerations

WADA is asking its signatories to fill out a Code Compliance Questionnaire for 2023, presented in the briefing book.

WFDF is considered a low risk sport for doping and has the lowest possible numbers of testing, but needs to balance this with robust anti-doping education using the online tool ADeL. WFDF needs to do six Out-of-Competition tests and five In-Competition tests in 2023. The Testing Pool for Ultimate is established with athletes from the top six countries from the WFDF World Ultimate Rankings USA, CAN, GBR, GER, JPN and FRA.

A motion was made by Rauch to approve the 2023 Testing Program and Test Distribution Plan (TDP), seconded by Bergeron. The motion was approved unanimously.

Athletes Commission Report and Discussion

In an AC meeting concerns had been raised about the early payment deadlines for the WUC 2024 in Australia. It was discussed if the late WUC, which is also a qualifier for the World Games, would affect athletes and federations of countries that can qualify for TWG 2025. The AC has concerns about the format of Ultimate being changed substantially for inclusion in the Olympic Program. An AC representative had met with the WFDF Managing Director Broadcasting and Marketing and planned to meet with the Events Team in the near future. AC will propose names for its Appointed Members by the next Board meeting. The election process for the next term of AC members was discussed.

Women in Sport Commission Report

COVID has had a negative effect for women in sports with fewer women than before listed in the census.

Safety in sport was discussed due to criminal allegations on sexual assault in a Mexican national team and how WFDF could deal with this. The procedure to report such allegations to WFDF Safe Sport Integrity Officers did not work timely enough and will be improved. It was also suggested to translate WFDF's Safeguarding policy

into other languages. WFDF could consider to ban certain athletes from participating at WFDF events but would need to keep a list of these players.

Board Business

- Approval of Board meeting minutes

The Board meeting minutes of March 26, 2023 were presented and a motion was made by Bulos to approve them, seconded by McLeod. The motion was approved unanimously.

- Congress 2023 preparations

First note has been sent out to the NFs. Members were asked to submit proposals. With the latest Bylaws revisions we had reduced the time for the deadline of the final briefing book to 30 days before Congress, reflecting that all communication is now electronic.

- SOTG Commission Report and WFDF International Spirit of the Game Day

Amoroso proposed Anna Grünewald as a new member of the SOTG commission. She wants to concentrate on Social Media work for the commission. A motion was made by Amoroso to approve Grünewald as new member of the SOTG commission, seconded by Malone. The motion was approved unanimously.

Projects of the commission:

- Create a poster to explain SOTG to other sports to apply it
- Writing two research articles about SOTG using the SOTG scores given at WFDF events in 2022
- Create a voluntary survey about SOTG to be held at select WFDF events in 2023
- ERASMUS+ project "Promoting European Values through Flying Disc Sports"

- University and School Sport / Youth and Sport Commission

Projects:

- Creation of an E-book for kindergarten
- Creation of an E-book for Wheelchair Disc Golf
- Creation of a mascot for all different sports

A motion was made by Rauch to approve €500 for the design on the E-Book for Kindergarten for teachers, seconded by Bergeron. The motion was approved unanimously with one abstention.

It was further discussed that the University and School Sport / Youth and Sport Commission needed to revitalize its membership.

- Members: Issues of Conflicts and Legitimacy

Jeong mentioned that the Korean situation had been solved as KUPA and KFDF have agreed to work together under a new Korean Flying Disc Union (KFDU).

Russian Federation/Belarus: Olympic Movement discussions and WFDF policy

WFDF continues to monitor the war situation and the recent comments by the IOC about potential participation of Russian and Belarussian individual athletes (but not national teams). We will continue to watch for further developments and are hopeful that this horrible humanitarian situation can reach a peaceful conclusion.

Financial Update

On the financial front, 2022 was an active year with many athletes attending WFDF events resulting in better than budgeted sanctioning fees. Dues and sponsorship income was as expected. The Audit process for 2022 has started. The effective cash balance at year end 2022 was around US\$ 800,000. It is expected that WFDF will have a net deficit of revenue of around US\$ 100,000 in 2023 due to lower sanctioning fees resulting from smaller events. Nonetheless, the long-range projections out to 2028 show WFDF having around US\$ 450,000 in cash balances, which will provide WFDF with fairly good financial flexibility over the quadrennial cycle.

The formal meetings of Day 1 ended at 19:30 EDT and resumed with discussions over dinner at 20:00 EDT.

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Sunday, April 23, 2023

The meeting was resumed at 8:20 EDT

Commercial Development of the WFDF Brand and Flying Disc

- Global sponsorship - Broadcast

WFDF plans to provide live streams in 2023 from these events:

- WU24 in Nottingham, GBR, from 2 or 3 fields
- WBUC in Huntington Beach, California
- AOUGC in Manila, Philippines (in partnership with UltiWorld)
- PAUC in Punta Cana, Dominican Republic (in partnership with UltiWorld)
- AAUC in Kisumu, Kenya (in partnership with Nathan Kolakovic)

For WU24 live streams WFDF will use the UltiWorld platform and charge viewers a set fee for all games of the week. For lower-income countries it is planned to charge a discounted fee based on geo-referencing. This model might also be applied to other WFDF events. Flying Disc organizations such as AUDL, BULA, DGPT, PUL, USAU and WUL have agreed to run spots about WFDF on their streams and videos and on social media and WFDF will do the same for them. It is expected that the broadcast revenue from 2023 will be higher than in 2022.

The discussion moved to getting a young audience involved via short highlight video clips. These clips could be created from WFDF's live stream recordings or by

individuals with smartphones. WFDF needs to set up an indexable archive of such clips to make them available to WFDF's social media channels and other outlets. WFDF also needs to focus more on reaching non-endemic viewers.

On the merchandise and sponsorship side, it was discussed to approach producers of sports drinks, gels and food (but to be cautious about supplements). Disc producers outside of North America could potentially be contacted to support regional events and activity. WFDF also has an opportunity to develop a new partnership with Disc Golf disc and equipment producers, possibly for WTDGC2024 leading up to TWG 2025, building upon its contract focused on Ultimate.

- Media attention

WFDF is growing on social media and has surpassed 10,000 followers on Instagram. Facebook is on the decline as algorithms do not favor organizations. WFDF has not set up a Communications Committee as none of the applicants followed through.

It was emphasized again that WFDF needed many more short clips to be able to increase its posting frequency and become more attractive. WFDF might need to pay someone to find or create these clips. UltiWorld will be approached about access to their archive, also as a way to promote subscriptions to UltiWorld. Also there might be athletes at WU24 who could produce short clips.

Development

- Development Grants Program 2023

WFDF will again receive US\$ 32,000 from IOC of which one third must be spent for Anti-Doping. The remaining sum must be used for development purposes. Anyone who needs funding for a development project can apply for a grant of up to US\$ 1,500. Applications must be done through a form on WFDF's website and needs to be endorsed by a NF if the source country is a WFDF member. It was suggested to post a call for proposals on all WFDF social media channels.

- WFDF 2023 Member census and dues invoices

So far 48 members had filed a census response with only 37 filing it correctly. A total of 25 dues invoices had been issued of which 75% had been paid already. It remains hard to get in touch with many members, some haven't replied to multiple requests to different contact addresses.

This sparked a discussion about access by WFDF officials to member contact information. It was requested that the list of contacts be stored in a manner that designated WFDF officials had direct access to the file/database. Suggested solutions are the new event registration system or QuickBooks. Google Docs is seen as problematic due to GDPR issues.

It was proposed that Bernardi, Janković, Woldt and Fourcampre-Maye should discuss and find a way for a central file/database for membership data.

- WFDF Parasports Commission report

WFDF's first Parasport event will be the Wheelchair Ultimate Championships in Lignano-Sabbiadoro, Italy, from 28 September to 1 October 2023 as a part of the Italian Beach Games (FIGeST). A first draft of rules has been published and will be reviewed by the WFDF Parasport Commission, but feedback from everyone is welcome.

Focus on Disc Disciplines: Ultimate and Beach Ultimate

- General considerations on disciplines and responsibilities

Ultimate

Besides planning the 2023 and 2024 Ultimate events, work of the committee concentrated on Game Advisor workshops and identifying new GAs, particularly in regions of upcoming events. The program has regained interest after COVID and there currently are around 100 trained GAs. The committee will provide a list of the locations of all GAs, perhaps also a map with the locations. It was commented that the GAs represented the sport very well.

The committee is also working on the convergence of the Ultimate rules of WFDF and USAU, but this will be a long process. Any ideas how to speed up Ultimate will be welcomed. Timed games, reduced time between points and reduced winning scores were discussed.

Beach Ultimate

The situation with the regional EBUC was discussed as well as the new International Beach Ultimate Mixed Club Challenge. It is not yet clear if this new event will be viable given the late announcement.

Focus on Disc Disciplines: Disc Golf

- The development of Disc Golf across the globe by WFDF

Disc Golf has seen a massive growth and many new athletes. Asia/Oceanic NFs which had no Disc Golf have now started to set up permanent courses. International athletes will help them catch up and the WTDGC 2024 in Perth will see many Asian countries attend.

The proposed Continental Team Disc Golf events have had issue arranging venues and scheduling. PanAm will host an event and perhaps Asia.

- Relationship with PDGA

WFDF and PDGA now cooperate on many levels. PDGA will support the hosting of the PanAm Team Disc Golf Championships at its headquarters course.

- European Disc Golf Organization and relations with WFDF

There are differences of opinion between EFDF/EDGF and PDGA on governance which are still being worked through.

Focus on Disc Disciplines: Freestyle

The committee just met recently after a long hiatus due to COVID. Some members have left the committee and replacements are being sought. A Spirit of the Game document for Freestyle had been approved by the committee and will be finalized soon. A handbook for Jamming has been asked for. It was unclear how a WFDF world title for Freestyle could be achieved if the World Overall Championships would not happen. It was suggested to co-brand with the FPA World Championships, but this needed to be discussed with the new FPA leadership.

In 2022 Freestyle took part in the TAFISA World Sport for All Games in Perugia, Italy. With the FPA World Championship right before in Milan it seemed ideal timing, but it turned out that the Milan participants arrived two days late at the TAFISA Games, which led to issues with the organizers.

Focus on Disc Disciplines: Guts

The committee chair had not been aware that at the next World Ultimate Championships Guts would not be part of the title (formerly the WUGC). The plan is to have World Guts Championships be run concurrently and at the same venue as the WUC. One idea discussed was holding a World Guts Clubs Championship which would make it more feasible for countries with a more active Guts community to send more than one team and result in a larger event. Japan was certain it could send 2-3 teams to WUC in Australia.

Focus on Disc Disciplines: Overall

The short informational videos about the various disciplines should be finalized by end of August. Field space is a problem at World Overall Championships given the multiple disciplines and 2023 had to be cancelled. Potentially the next WOC would be in 2025 which would give enough time to work on it thoroughly.

The future of the Overall events was discussed as it seemed that most athletes at recent events were 50 years and older. Younger athletes could be introduced to the Overall disciplines in schools while they are too young to play Ultimate, Disc Golf, or Freestyle. They could learn general skills and get hooked to flying discs. It would help to have local tournaments and a skill level test with certificates which could show improvements.

Marketing, Public Relations, and Social Media

WFDF must increase its activities and followers on Social Media but needs content, mostly video clips. A content editor could go through the WFDF footage of events and prepare clips. More events need to be covered with the help of local organizers. Having other WFDF staff and officials use WFDF's channels for specific posts could only be done through a gatekeeper or a group of people, also to take the different

time zones in account. A proposal how to improve the social media process will be developed.

Continental Associations report and plan

- AAFDF – AFRICA

(no report)

- AOFDF – ASIA/OCEANIA

AOFDF's General Assembly will be in September. A new constitution will be introduced and elections will be held for 11 Board members and the President and the Secretary General. Planned events are:

- 2nd Thailand Ultimate Invitational (International Match: May27-28)
- WFDF AOBUC2024 Shirahama, Japan(Jun.12-16)
- WFDF AOUGC 2023 Manila (September 6-10)
- 2nd AOFDF Asia Oceania Junior & Masters Ultimate Championships: December 15-17 in Kuala Lumpur, Indonesia

President Rauch applauded AOFDF for having that many events and is looking forward to working together with the new AOFDF leadership.

Fumio Morooka will not run for re-election at year end. Rauch led the board in giving thanks to Morooka for his more than three decades of contributions to WFDF and the global development of Flying Disc.

- PAFDF – AMERICAS

In 2023 PAFDF will focus on growth and plans to have a workshop with outside specialists for growth in sport. 65 attendees have signed up. PAFDF is also trying to find people to step up and take over positions of President and General Secretary.

PAFDF is proposing to develop Youth Ultimate within schools that provide American and US standard education in the Caribbean, Colombia, Central America, and México. To approach this Tri-Association PAFDF is asking for a letter of endorsement by WFDF. While these are private schools they set an example for public schools in the region which tend to follow.

Another proposal put forward is that there should be an application process for 1-2 local teams of the host nation to be able to participate in the WFDF regional event (PAUC and others) without paying their team or player fees. These teams would need to meet special criteria and have a proven inability to pay for the event. Given the difficult precedent this might set, it was discussed if sponsors could be found or money could be raised through crowd funding within the Ultimate community.

- EFDF – EUROPE

EFDF held its Congress with 21 countries represented, with Sweden still discussing whether to become a member. At the EBUC 48 teams are expected to participate. EFDF set up an Athletes' Commission including two Disc Golf athletes. EU-Project "Interact Plus" has started in January with Jörg Benner (from DFV, Germany) working for EFDF. EFDF is planning to meet with WFDF to address disc-golf coordination in Europe.

Recap

It is planned to go through the strategic topics and feedback and circulate an updated version to the Board for further discussion.

As requested by some Board members, Bernardi announced that future press releases and emails to WFDF's members would also be sent to the Board and staff members as well as to Continental federations.

Since WFDF must send the Briefing book for Congress one month before the date Bernardi asked the Board members to send their reports by May 21.

President Rauch thanked all attendees for coming and being part of an effective meeting.

Close

The Face-to-Face meeting closed at 16:06 EDT

submitted by Thomas Griesbaum
WFDF Secretary